

ILLINOIS DEPARTMENT OF CENTRAL MANAGEMENT SERVICES  
CLASS SPECIFICATION

GRAPHIC ARTS DESIGNER ADVANCED

POSITION CODE: 17370  
Effective: 09-01-09

DISTINGUISHING FEATURES OF WORK:

Under general direction, performs advanced graphic arts design and production work in the Illinois Office of Information and Communication, a centralized graphics shop with services available to all state agencies, for production of graphics materials and/or publications for print, on-line publishing, multimedia from concept to final stage of production using the State of Illinois Printing Guidelines. Work characteristic of this class level involves a combination of expert graphics media production using multiple computer platforms, developing and implementing marketing strategies to enhance work production; providing web graphics design and coordination, participation in technology committee for computer support and graphic arts software updates, and project leadership and coordination, participation in technology committee for computer support and graphic arts software updates, and project leadership and coordination responsibilities.

ILLUSTRATIVE EXAMPLES OF WORK:

1. Produce highly skilled professional graphic design and layout work from initial concept to completion. Applies an expert understanding of graphic design methods and principles required for successful visual communication using the State of Illinois Printing and Branding Guidelines. Graphic design work includes production of newsletters, brochures, forms, annual reports, logos, magazines, banners and a multitude of informative publications for state agencies. Communicates and consults with clients on design objectives.
2. Serves as project lead to assigned graphic arts designers, serves as graphic arts designer-in-charge of all phases of a design project to ensure timely, organized and efficient completion; advises supervisor of work performance.
3. Utilizes multiple computer platforms and many types of graphic arts software. Utilizes computer software and hardware and other graphic arts tools and equipment to develop or revise various agency forms, handbooks, brochures, newsletters and other materials; records information on computer, checks for errors by proofreading and checking punctuation and spelling. Operates graphic art equipment such as scanners, large format printer, high-speed printer, laminators.
4. Prepares graphic designs for web sites using appropriate templates as established by the State of Illinois to enhance the overall layout and look of the web site.
5. Makes recommendations for updating and maintaining computer equipment and software. Maintains expertise in graphic arts printing technology and methodology, including computer based software/hardware; reviews and installs new software and upgrades; downloads documentation and consults with technical support staff to resolve problems in the use of software. Participates in offering technical support for Apple computer operating system and graphic software applications as a technology committee member.

## GRAPHIC ARTS DESIGNER ADVANCED (Continued)

6. Works with a marketing plan and utilizes marketing strategies, fact sheets, fee charts, service cards, branding, staff biographies and credits, production samples and other means to market graphic arts services and capabilities.
7. Recommends outsourcing media preparation due to cost or overtime factors; prepares bid specifications and schedules production with printers, typesetters and sign painters to meet deadlines; maintains professional working relationships with outside sources such as print shops, suppliers and vendors to ensure appropriate supplies are ordered and received and to obtain printing by vendors.
8. Performs other duties as required or assigned, which are reasonably within the scope of the duties enumerated above.

### DESIRABLE REQUIREMENTS:

#### Education and Experience

Requires knowledge, skill and mental development equivalent to four years of college with a concentration in art and two years of professional experience in art/design, production or graphics.

#### Knowledge, Skills and Abilities

Requires extensive knowledge of visual design, layout and graphic presentation and printing techniques as related to graphic presentation.

Requires extensive knowledge of appropriate software to effectively create graphic arts products.

Requires the ability to exercise self-discipline and work under pressure to meet work deadlines and production schedules.

Requires ability to operate personal and Apple Macintosh computers.

Requires ability to translate ideas into graphic expressions, perform library searches, and exercise skill in drawing and use of color.

Requires ability to maintain effective working relationships with coworkers, agency clients, commercial printers, vendors and ad agencies.

Requires ability to create effective formats for forms, booklets, newsletters and other agency publications.

Requires ability to participate in planning and production of promotional, educational and informational material.

In addition to English verbal and written skills, candidates may need to be capable of foreign language layout with text provided.