

PROJECT GRAPHIC DESIGNER*

Function:

Under general supervision of designated supervisor, create complex and/or technical designs and illustrations for promotional, educational, research, technical and/or informational purposes to enhance the image of a department/unit or to contribute to the implementation of overall visual image for a large division or college/university/system; provide expertise on various aspects of design projects; produce materials and publications, media presentations and displays, and/or assist with development of comprehensive institutional materials.

Characteristic Duties and Responsibilities:

1. Research and study ideas related to each design project and conceptualize original work to communicate intent.
2. Create and design graphics and layout of media presentations such as posters, catalogues, web pages, newsletters, brochures, booklets, mailings, reports, flyers.
3. Act as project designer for assigned area/ projects and/or contribute expertise to various aspects of departmental and/or institutional design projects to delineate differences in judgment calls, management, and/or scope.
4. Work collaboratively with writers and editors and/or contracted employees, such as photographers and illustrators, on assigned tasks.
5. Consult with clients concerning various aspects of projects which may include design needs, budgetary needs, deadlines, and image concerns.
6. Design and produce electronic files; gather page layout, font and artwork files to send to the printer or upload to the web.
7. Coordinate printing production process to ensure quality; writes printing and other reproduction specifications (ink, paper, type, colors, print quality); monitor work, inspect proofs for accuracy, and ensure deadlines are met.
8. Perform location photography and process photos as required.
9. Prepare formal bid specifications for printers, screen vendors, and recommend and/or participate in vendor selection as needed/requested.
10. Operate various graphic design equipment as needed, such as computers, cameras, printing, and lettering equipment.
11. Provide research assistance on projects and information requests, maintain design and photograph files, and archive materials from projects, including time spent on project and materials/equipment used.
12. As assigned, provide cost estimates and budget for project and monitor expenses and payments.
13. Hire, supervise, and coordinate the work of hourly staff/students as assigned.
14. Maintain currency regarding computer and printing technologies, and print and mail regulations.
15. Perform related duties as assigned.

Minimum Acceptable Qualifications:

1. Bachelor of Arts degree, preferably in design or equivalent area, or Bachelor's degree and additional course study in graphic design.
2. Three years of experience in design of publications and/or electronic communications, such as advertisements, magazines, tabloids, corporate logos, stationery, brochures, catalogs, forms, and web pages.
3. Ability to communicate effectively both orally and in writing, including working with clients and describing projects.
4. Ability to take the initiative and work both independently and in collaboration with vendors, write/editors and/or other designers.

5. Knowledge of computers, related technology, and software applications as required by department.

Additional Desirable Qualifications:

1. Master of Fine Arts degree.
2. Design experience in higher education.
3. Supervisory ability.

3/23/11

System Approval

3/10/11

Effective Date

* Replaces "Graphic Designer," approved 2/11/77 and 2/26/80; and "Sr. Graphic Designer," approved 2/9/77, 8/25/78 and 2/26/80; revised as Project Graphic Designer on 6/2/83 and 1/26/06.

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.