

THE UNIVERSITY OF WYOMING JOB DESCRIPTION

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#).

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Title: GRAPHIC DESIGNER

Reports To: Designated Supervisor

UW Job Code: 3797

UW Job Family: 3D - Media/Communication/Art

SOC Code: 27-1024

FLSA: Exempt

Pay Grade: 19

Date: 9-13-99 (revised 7-1-02; 10-9-03; 7-1-04; 7-1-08; 4-12-12)

JOB PURPOSE:

Design and coordinate the art and copy layout, and production of visual media to be presented by promotional materials, newsletters, websites, and educational publications through the pre-press stage for a specific department or college.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Design, prepare and evaluate art and copy layout of various marketing, recruiting, informational and educational publications by hand or electronically with computer digital files. Ensure consistency of design.
- Design and determine look and feel of department or college publications; supervise all aspects of the production of overall and individual page layouts at the pre-press stage, including type and ink specifications, electronic scanning, four-color separations, and paper stock.
- Develop ideas for illustrating materials and publications including the selection, integration and manipulation of photos as well as artist's illustrations. May prepare illustrations or rough sketches of material according to instructions of client or supervisor.
- Determine size and arrangement of illustrative material and copy, select style and size of type, and arrange layout based upon available space, knowledge of layout principles, and esthetic design concepts.
- Draw samples of finished layout. Prepare notes and instructions for the preparation of final layouts for printing. Review draft products and suggest improvements as needed.
- Consult with clients regarding design, media, and associated costs.

SUPPLEMENTAL FUNCTIONS:

- May design logos for department or college use.
- May prepare newsletters, marketing materials and educational bulletins for websites.

- May train others in the use of graphic software and techniques.

COMPETENCIES:

- Attention to Detail
- Consistency
- Technical/Professional Knowledge
- Innovation
- Quality Orientation
- Adaptability

MINIMUM QUALIFICATIONS:

Education: **Bachelor's degree in Graphic Arts, Commercial Arts, or a related field**

Experience: **1 year work-related experience**

Required licensure, certification, registration or other requirements: **None**

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Graphic design and production layout principles, concepts, and methods.
- Graphic art techniques.
- Graphic layout and photographic requirements and procedures.
- Personal computer software/hardware application graphic design programs.
- Creative and interpretive analysis of different art forms theory, principles and techniques.
- Communication concepts, methods and techniques.
- Printing and production requirements, processes, and procedures.
- Time management principles, practices and techniques.
- Customer service methods and practices.

Skills and Abilities to:

- Effectively communicate with customers.
- Supervise and coordinate production functions including type and ink specifications, electronic scanning, four-color separations, and paper stock.
- Creatively design and layout publication project work.
- Use computer graphic arts application programs and/or instruments and equipment for graphic design.
- Meet demanding project deadlines.
- Discuss design or changes in design with customers.
- Develop design with the inclusion of photograph copies as well as illustrations.
- Review and approve proofs.
- Train others in the use of graphic arts software and techniques.

- Work as a team member and foster a cooperative teamwork environment.

WORKING CONDITIONS:

Standard office environment, regular exposure to video terminal displays; no major sources of discomfort.

Authorized by Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labor Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.