

Specification for Class of

GRAPHIC DESIGN PROGRAM MANAGER
Abolished Effective July 1, 2007

Definition: Plans, organizes, supervises, and directs an agencywide graphic program.

Distinguishing Characteristics: Positions at this level act as the head of an agency graphic program with responsibility for the design and production of all graphic design projects agencywide. Positions establish program goals and priorities, develop and implement agencywide graphic design policies and standards, and manage the graphic program budget. Additionally, positions at this level must supervise two or more professional graphic or communications staff assigned to the program.

Typical Work

Sets goals, objectives, and standards for, and supervises, coordinates and approves the editing, design, and production of department publications, displays, exhibits, slide and video tape presentations and signs;

Develops and implements agencywide graphic design policy;

Develops graphic program budget; identifies funding codes;

Supervises the design and production of print publications including agency pamphlets, brochures, and newsletters; assists customer in determining economical format; educates customer on color, imagery, message, process, OFM, and agency standards; reviews and negotiates final print bill to confirm costs; serves as liaison with accounting offices;

Supervises all aspects of electronics production and develops design concepts and prepares electronic format for publications, exhibits, the internet and other graphic projects; edits blue-line color keys proof (design flaws, color, alignment, missing elements); responsibility for approval of blue-line; does a press proof (as it comes off the press); performs photo editing (manipulation/enhancement/correction);

Provides direction to staff on project scope, focus, aim/audience, and media selection;

Trains agency employees on equipment and agency programs (formal/informal on-the-job training) as it pertains to getting communications reproduced; identifies, schedules, and attends workshops, conferences, school classes for self and/or staff;

Consultant to Department Managers regarding informational projects, programs and events; works with Public Affairs Administrator and executive management in determining the need for publishing or promoting interest in agency programs, policies and services;

Provides conflict resolution for scheduling priorities, media selection, production methods, and publication policy; accepts or declines projects; negotiates deadlines;

Implements or approves the use of department logo on buildings, vessels, vehicles, equipment, and signing;

Contracts for, monitors and approves the work of private design firms, photographers, commercial lithographers, printers, and advertising agencies; obtains estimates and bids, including preparation of the bid package;

Identifies and evaluates hardware and software;

Orders software and hardware upgrades;

Installs hardware/software for Mac (be a super user);

Operates PC and Mac programs in a cross-platform environment;

Troubleshoots and resolves software and hardware problems;

Provides digital and cross-platform translation services from one software to another;

Illustrates using traditional drawing methods and advanced digital computer software;

Makes final proof, prepares electronic separations, bleeds, traps, stripping, and makes product electronic press ready;

Performs other work as required.

Knowledge and Abilities

Knowledge of: methods and techniques of graphic design; effective application of materials and media; scheduling, prioritizing and time management techniques.

Ability to: conceptualize, design and produce a variety of illustrative materials; supervise staff; develop a program budget; plan and organize program activities.

Minimum Qualifications

A Bachelor's degree in graphic design or closely allied field and four years of professional graphic design experience, three years of which must be at an administrative, supervisory, or consultative level.

OR

Two years of design school or college-level design training and five years of professional experience in graphic design, three of which must be at an administrative, supervisory or consultative level.

OR

One year as a Graphic Designer 2 or equivalent in State service.

Additional professional graphic design experience is substitutable for education on the basis of one year of experience for two years of education.

New class: Effective July 26, 1973

Revised definition, minimum qualifications, adds distinguishing characteristics and title change (formerly Artist Illustrator Supervisor): 3-10-78

Revised definition, distinguishing characteristics, minimum qualifications and title change (formerly Graphic Design Supervisor): 9-11-87