UNIVERSITY OF SOUTHERN CALIFORNIA

Graphic Designer
Job Code: 171315

| Grade: | I |
| OT Eligible: | Yes |
| Comp Approval: | 1/1/2007 |

**JOB SUMMARY:**
Designs art and copy layouts for materials to be presented by visual media. Works with clients to advise, create and execute design standards and solutions to visual media objectives and/or requirements. Develops design specifications for work produced by others and monitors effectiveness and/or quality of final product. Leads others on a project basis.

**JOB ACCOUNTABILITIES:**

<table>
<thead>
<tr>
<th>% TIME</th>
<th>*E/M/NA</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>E</td>
<td>Designs art and copy layouts for materials such as illustrations, publications, graphs, charts, brochures, certificates, flyers, posters, slide presentations, etc. to be presented by visual media.</td>
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<tr>
<td></td>
<td>M</td>
<td>Prepares presentation graphics for slides, overheads, etc. Uses computer software packages to manipulate images. Produces a variety of freehand artwork (e.g., drawings, illustrations, logograms, etc.).</td>
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<tr>
<td></td>
<td>N</td>
<td>Prepares computerized typeset documents using publishing and page layout software.</td>
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<tr>
<td></td>
<td>E</td>
<td>Assists in quality control by proofing final artwork before submission. Checks projects for accuracy, design, color, format, alignment, and legibility.</td>
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<tr>
<td></td>
<td>M</td>
<td>Works with clients to advise, create, modify and execute design standards and solutions to visual media objectives and/or requirements.</td>
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<tr>
<td></td>
<td>N</td>
<td>Works with advertising and/or marketing representatives to integrate copy and graphics most effectively. Determines size and arrangement of illustrations and copy. Selects type style and size. Arranges layout according to space availability and using knowledge of layout principles and design concepts.</td>
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<tr>
<td></td>
<td>E</td>
<td>Studies illustrations and photographs to plan presentation of materials, products or services. Creates samples of finished layout and presents to client and/or supervisor for approval, as required.</td>
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<tr>
<td></td>
<td>M</td>
<td>Prepares specifications for work to be performed by others. Reviews and proofs production work and suggests improvements. Assists with coordination of work performed by freelance artists, vendors, student workers and/or other departments.</td>
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<td>N</td>
<td>Leads others performing similar work on a project basis.</td>
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<tr>
<td></td>
<td>E</td>
<td>Sets production schedules and meeting deadlines for design projects. Develops and manages budgets for specific projects.</td>
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<tr>
<td></td>
<td>M</td>
<td>Performs other related duties as assigned or requested. The University reserves the right to add or change duties at any time.</td>
</tr>
</tbody>
</table>

*Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.*
EMERGENCY RESPONSE/RECOVERY:

Essential:  

No  Yes  In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.

JOB QUALIFICATIONS:

Minimum Education:

Associate's Degree

Minimum Experience:

2 Years

Minimum Field of Expertise:

Education in graphic or industrial design. Work experience as a graphic designer covering all aspects of artwork preparation and printing. Requires thorough knowledge of typography, printing processes, selection of paper or other printing surface and paper folding, binding and finishing.

Preferred Education:

Bachelor's Degree

Preferred Field of Expertise:

Prefer work experience emphasizing retail sales/promotion design.

Skills:  Other:

Assessment/evaluation  
Budget control  
Budget development  
Communication -- written and oral skills  
Conceptualization and design  
Consulting  
Graphic design  
Knowledge of applicable laws/policies/principles/etc.  
Lead/Guidance Skills  
Marketing  
Organization  
Planning  
Problem identification and resolution  
Project management  
Public relations  
Scheduling

Skills:  Machine:

Calculator  
Computer Network (Department or School)  
Computer Network (University)
Computer Peripheral Equipment
Fax
Personal Computer
Photocopier

Supervises: Level:
Leads employees performing similar work on a project basis

Supervises: Nature of Work:
Technical

Comments:
Use of computer software for design work along with traditional methods of rendering. Use of various graphic design equipment such as computers, cameras, and printing and lettering machines.

SIGNATURES:

Employee: ________________________________ Date: ______________________________

Supervisor: ______________________________ Date: ______________________________

The above 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.

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