UNIVERSITY OF SOUTHERN CALIFORNIA

Graphic Design Coordinator

Job Code: 171317

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

JOB SUMMARY:
Coordinates the preparation of graphic design materials to be presented by visual media for a school or department. Designs artwork, display materials and copy layouts. Works with clients to advise, create, modify and execute design standards and/or solutions to visual media objectives and/or requirements. Develops design specifications for work to be produced by others and oversees completion and quality of final product. Supervises and trains staff and student workers. Coordinates workload of freelance artists and vendors.

JOB ACCOUNTABILITIES:

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Coordinates the preparation of graphic design materials to be presented by visual media for a school or department. Oversees design and copy layouts for graphic design materials such as illustrations, publications, graphs and charts, brochures, certificates, posters, flyers, etc. Designs and proofs artwork, display materials and copy layouts.

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.).

Prepares computerized typeset documents using publishing and page layout software. Determines software or hardware system to be utilized. Develops and/or maintains computer programs.

Creates new products and/or services to offer clients. Markets services to University community. Researches market needs and develops innovative ideas. Creates innovative solutions.

Works with clients to advise, create, modify and execute design standards and solutions to visual media objectives and/or requirements.

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.

Supervises and trains staff and student workers. Schedules, assigns and prioritizes workloads. Monitors employee performance on day-to-day basis. Reviews and proofs production work and suggests improvements. Coordinates clients' work with production staff and/or outside services. Ensures completion and quality of final product.

Screens, hires and oversees work of vendors and freelance artists, designers, photographers, etc. Determines schedules. Ensures timely completion of work.

Analyzes and evaluates vendors and potential vendors on a regular basis. Prepares specifications for bids. Selects appropriate vendor for each project and supervises jobs in progress.
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.


Coordinates and selects computer software and/or hardware to be purchased. Determines and purchases supplies, materials and equipment, as needed.

Prepares ad hoc reports for management as appropriate.

Develops and implements security related procedures such as office opening and closing routines, recognition of duress signals and key controls. Coordinates security activities with University Public Safety Department. Promotes and maintains standards for security conscious awareness and behavior. Maintains knowledge of University's crime prevention and suppression programs and services. Ensures dissemination of security related information to staff.

Performs other related duties as assigned or requested. The University reserves the right to add or change duties at any time.

*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

Combined experience/education as substitute for minimum education

**Minimum Experience:**

3 Years

**Minimum Field of Expertise:**

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

**Preferred Education:**

Bachelor’s Degree

**Preferred Field of Expertise:**

Experience in managing or coordinating a graphic service.

**Skills:** Other:

Analysis
Assessment/evaluation
Budget control
Budget development
Communication -- written and oral skills
Conceptualization and design
Conflict resolution
Consulting
Counseling
Graphic design
Interpretation of policies/analyses/trends/etc.
Interviewing
Knowledge of applicable laws/policies/principles/etc.
Marketing
Negotiation
Organization
Planning
Problem identification and resolution
Project management
Research
Scheduling
Staff development
Supervisory Skills
Teaching/Training

Skills: Machine:

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

Supervises: Level:

Supervises employees and student workers

Supervises: Nature of Work:

Technical

Comments:

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

SIGNATURES:

Employee: ____________________________ 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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