TEXAS STATE UNIVERSITY

The rising STAR *of Texas*

Graphic Designer

Job Code 00007283

General Description

Responsible for producing graphic design work for print, video, and internet.

Examples of Duties

Discuss project ideas and options with clients, developing a project plan, schedule, and cost estimate.
Design concept and design for project.
Determine specifications, color schemes, size, layout, photography and graphic placement for project.
Edit text as needed.
Design effective interactive web pages using layout, typography, map design, color, and graphics.
Coordinate project with printer to ensure desired results.
Design internal promotional materials for Media Services.
Design packaging, documentation, and supplemental print material for CD ROM and software packages.
Present workshops about media, design, and their effective use.
Provide graphic and design support and content cohesiveness to university web pages.
Perform other duties as assigned.

Knowledge, Skills, and Abilities

Knowledge of: Design principles and concepts sufficient to design in print, screen, and web pages; characteristics for designing in different media; color and color separation concepts; typographic concepts and readability issues to produce products that are clear and readable; photographic and graphic composition principles.

Skill in: Illustrating concepts for different media; communicating to groups in workshop setting.

Ability to: Read and interpret manuals, books, and magazines related to photography and graphics; write and edit clear, understandable text; perform basic math and measurement sufficient to determine budget, design and final size of project; work effectively with clients and coworkers; use computer software for design in print, screen, and video.

Experience and Education

To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.

Other Requirements