

STATE OF WISCONSIN
CLASSIFICATION SPECIFICATION
GRAPHIC DESIGNER SERIES

I. INTRODUCTION

A. Purpose of This Classification Specification

This classification specification is the basic authority [under Wis. Admin. Code ER 2.04] for making classification decisions relative to present and future positions designing art and copy layouts for material to be presented by various visual communications media. This classification specification will not specifically identify every eventuality or combination of duties and responsibilities of positions that currently exist, or those that result from changing program emphasis in the future. Rather, it is designed to serve as a framework for classification decision-making in this occupational area.

Classification decisions must be based on the “best fit” of the duties within the existing classification structure. The “best fit” is determined by the majority (i.e., more than 50%) of the work assigned to and performed by the position when compared to the class concepts and definition of this specification or through other methods of position analysis. Position analysis defines the nature and character of the work through the use of any or all of the following: definition statements; listing of areas of specialization; representative examples of work performed; allocation patterns of representative positions; job evaluation guide charts, standards or factors; statements of inclusion and exclusion; license or certification requirements; and other such information necessary to facilitate the assignment of positions to the appropriate classification.

B. Inclusions

Positions allocated to this series spend a majority of the time planning, designing, creating, and producing finished artwork for visual communications such as books, magazines, brochures, booklets, posters, forms, newspapers, presentation graphics, web displays, displays, or art exhibits. Positions in this series prepare comprehensives; select or specify type; select and size photos; select or create artwork or graphic designs; and combine these elements to produce finished design.

C. Exclusions

Excluded from this series are the following types of positions:

1. Positions which, for a majority of the time, plan and produce audiovisual material for communication and learning and are more appropriately identified by the Audiovisual Production Specialist classification specification.
2. Positions that do not create original artwork but, for a majority of the time, create newsletters, brochures, forms and the like using computer software with pre-existing

graphics and more appropriately identified by paraprofessional classification specifications.

3. All other positions which are more appropriately identified by other classification specifications.

D. Entrance Into and Progression Through This Series

Employees enter positions within this classification series by competition. Progression to the senior level is attained through reclassification based on the achievement of the required training, education, or experience, and the satisfactory performance of the work.

E. Terminology Used in this Classification Specification

Complex: Considers the nature, number, and variety of mediums utilized; the degree to which actions to be taken are pre-established or standardized; the nature, number and variety of steps, methods, or processes needed to complete each task; and the number and variety of tasks needed to complete each project.

Coordinator: An employee who is assigned duties which include planning, organizing, scheduling, tracking, evaluating, and directing the flow of work and completion of projects.

Knowledge: (1) **Considerable Knowledge** - implies enough knowledge of the subject to enable the employee to work effectively in a wide range of work situations and with little direct supervision. (2) **Extensive Knowledge** - implies an advanced knowledge of the subject matter so as to permit solution of unusually difficult work problems or issues, and advising on technical questions and planning methods for resolving these problems or issues.

Lead Work: An employee whose assigned duties include training, assisting, guiding, instructing, and assigning and reviewing the work of one or more employees in the work unit. Lead workers do not have supervisory authority as defined under s. 111.81 (19), Stats.

III. DEFINITIONS

GRAPHIC DESIGNER

This is full performance graphic design work. Employees possess **considerable knowledge** in the area of design, media, and technology. Spends the majority of time completing projects requiring the creation of original artwork through the use of traditional graphic design tools. Confers with client regarding such issues as project budget, client objectives, target audience, and background information. Conceptualizes and presents layouts for client approval. Acts as resource to clients providing information about graphic design techniques and printing production procedures. May act as a liaison between client, vendors, photographers, and the like to complete the production process. Solves problems relating to production. May specialize in a particular field, medium, or technique. Work is performed under general supervision.

GRAPHIC DESIGNER-SENIOR

This is senior level graphic design work. Employees possess **extensive knowledge** in the area of design, media, and technology. Employees at this level function as either (1) an agency coordinator of a diverse graphic design production process; or (2) a designer who spends the majority of time completing highly

complex projects. A complex project requires the use of a combination of complicated mediums such as three dimensional displays, multimedia program visuals, the use of several sophisticated electronic page layout/illustration software packages, technical illustrations, or animation which require a great deal of imagination, technical skill, and creativity. In addition to the duties performed at the Graphic Designer full performance level, responsibilities include: the conceptual resolution of highly complex design problems; researching and selecting suitable illustrative material; and directing production of material by designers and photographers. Works directly with the client throughout the process to ensure satisfaction. Work performed at this level requires a high degree of interpretation and creativity in exercising independent judgment and final quality review and approval of completed projects. Recommends purchase of new equipment; and policy and procedure changes to management. May perform lead work duties. Work is performed independently under general supervision.

III. QUALIFICATIONS

The qualifications required for these positions will be determined at the time of recruitment. Such determinations will be made based on an analysis of the goals and worker activities performed and by an identification of the education, training, work, or other life experience which would provide reasonable assurance that the knowledge and skills required upon appointment have been acquired.

IV. ADMINISTRATIVE INFORMATION

This classification series was created effective June 26, 1994 related to the implementation of the Visual Arts Survey.

This classification specification was modified effective May 15, 2016 and published in Bulletin DPM-0423-CC/SC to collapse the series from a 3-level to a 2-level series and to update the language.

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