



New Mexico State Personnel Office

2600 Cerrillos Road
Santa Fe, New Mexico 87505-0127

Classification Description

ART DIRECTORS

<u>Class Title</u>	<u>Class Code</u>	<u>Pay Band</u>	<u>Alt Pay Band*</u>
Art Directors-B	J1011B	55	
Art Directors-O	J1011O	60	
Art Directors-A	J1011A	65	

**In accordance with SPB Rule 1.7.4.10 NMAC, the assignment to alternative pay bands shall be reviewed annually to determine their appropriateness.*

Occupation Description

Formulate design concepts and presentation approaches, and direct workers engaged in art work, layout design, and copywriting for visual communications media, such as magazines, books, newspapers, and packaging.

Nature of Work

Art directors formulate design concepts and presentation approaches for visual communications. They develop design concepts and review material that is to appear in periodicals, newspapers, and other printed or digital media. They control the overall visual direction of a project in fields such as advertising and publishing. They decide how best to present a concept visually, so that it is organized, eye catching, and appealing. Art directors decide which photographs or artwork to use and oversee the design, layout, and production of material to be produced. They may direct workers engaged in artwork, design, layout, and copywriting.

Distinguishing Characteristics of Levels

Note: Examples of Work are intended to be cumulative for each progressively higher level of work. The omission of specific statements does not preclude management from assigning other duties which are reasonably within the scope of the duties.

Basic

- Employees in this Role perform standardized duties in support of the layout design of the printed material.

Recommended Education and Experience for Full Performance

Associate's Degree in Graphic Design, Marketing, Communication Arts and/or Media Arts and four (4) years experience in Design, Print or Web media, Editing, Advertising, Desktop Publishing and/or Typography.

Minimum Qualifications

High School diploma or GED and two (2) years of experience in office administration.

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Operational

- Employees in this Role develop design concepts and review the material that is to appear in such as periodicals, newspapers, and other printed or visual media.
- Employees decide how best to present the information visually so it is eye-catching, appealing, and organized; make decisions about which photographs or artwork to use and oversee the layout design and production of the printed material.

Recommended Education and Experience for Full Performance

Bachelor's Degree in Graphic Design, Marketing, Communication Arts and/or Media Arts and two (2) years of experience in Design, Print or Web media, Editing, Advertising, Desktop Publishing and/or Typography.

Minimum Qualifications

Associate's Degree in Graphic Design, Marketing, Communication Arts and/or Media Arts and two (2) years of experience in Design, Print or Web media, Editing, Advertising, Desktop Publishing and/or Typography. Any combination of education from an accredited college or university in a related field and/or direct experience in this occupation totaling four (4) years may substitute for the required education and experience.

Advanced

- Employees in this Role are responsible for all aspects of the publishing business including production, product, promotion, and circulation.
- Employees make decisions about which photographs or artwork to use and oversee the layout design and production of the printed material.

Recommended Education and Experience for Full Performance

Bachelor's Degree in Graphic Design, Marketing, Communication Arts and/or Media Arts and five (5) years experience in Design, Print or Web media, Editing, Advertising, Desktop Publishing and/or Typography.

Minimum Qualifications

Bachelor's Degree in Graphic Design, Marketing, Communication Arts and/or Media Arts and two (2) years of experience in Design, Print or Web media, Editing, Advertising, Desktop Publishing and/or Typography. Any combination of education from an accredited college or university in a related field and/or direct experience in this occupation totaling six (6) years may substitute for the required education and experience.

Knowledge and Skills

*Note: This information has been produced by compiling information and documentation provided by O*NET. O*NET™ is a trademark of the U.S. Department of Labor, Employment and Training Administration.*

Knowledge

Design — Knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models.

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

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Computers and Electronics — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Production and Processing — Knowledge of raw materials, production processes, quality control, costs, and other techniques for maximizing the effective manufacture and distribution of goods.

Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Fine Arts — Knowledge of the theory and techniques required to compose, produce, and perform works of music, dance, visual arts, drama, and sculpture.

English Language — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Skills

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Speaking — Talking to others to convey information effectively.

Complex Problem Solving — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Coordination — Adjusting actions in relation to others' actions.

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Management of Personnel Resources — Motivating, developing, and directing people as they work, identifying the best people for the job.

Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Time Management — Managing one's own time and the time of others.

Statutory Requirements: N/A

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Conditions of Employment: Working Conditions for individual positions in this classification will vary based on each *agency's utilization, essential functions, and the recruitment needs* at the time a vacancy is posted. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

Default FLSA Status: Exempt. FLSA status may be determined to be different at the agency level based on the agency's utilization of the position.

Bargaining Unit: This position may be covered by a collective bargaining agreement and all terms/conditions of that agreement apply and must be adhered to.

Established: 07/07/2001 **Revised:** 9/20/2011

**Adapted from the United States Bureau of Labor Statistics and are intended to illustrate the typical education and experience required for this occupation.*

Note: Classification description subject to change. Please refer to the SPO website www.spo.state.nm.us to ensure this represents the most current copy of the description.