



New Mexico State Personnel Office

2600 Cerrillos Road
Santa Fe, New Mexico 87505-0127

Classification Description

GRAPHIC DESIGNERS

<u>Class Title</u>	<u>Class Code</u>	<u>Pay Band</u>	<u>Alt Pay Band*</u>
Graphic Designers-B	J1024B	45	
Graphic Designers-O	J1024O	50	
Graphic Designers-A	J1024A	55	

**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

Design or create graphics to meet a client's specific commercial or promotional needs, such as packaging, displays, or logos. Designers may use a variety of mediums to achieve artistic or decorative effects.

Nature of Work

Graphic designers or graphic artists plan, analyze, and create visual solutions to communications problems. They find the most effective way to get messages across in print and electronic media using color, type, illustration, photography, animation, and various print and layout techniques. Graphic designers develop the overall layout and production design of magazines, newspapers, journals, corporate reports, and other publications. They also produce promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses, and develop signs and signage systems, called environmental graphics for business and government. Graphic designers may also develop material for Internet Web pages, interactive media, and multimedia projects.

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 design and production of graphic art projects.

Recommended Education and Experience for Full Performance

High School Diploma or (GED) and two (2) years of relevant experience.

Minimum Qualifications

High School Diploma or (GED) and six (6) months experience.

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Operational

- Employees in this Role are responsible for a variety of print, electronic, and film media to create designs.
- Employees use computer software to generate new images; design promotional displays and marketing brochures for products and services; develop distinctive logos; create visual designs, and other literature; develop layout and design of magazines, newspapers, journals, and other publications.

Recommended Education and Experience for Full Performance

Associates Degree in graphic design and two (2) years of directly related experience in the field to include the independent completion of projects.

Minimum Qualifications

High School Diploma or GED and one (1) year of experience.

Advanced

- Employees in this Role create more complex designs.
- Employees are responsible for graphics from initial text and illustration management to final formatting production and installation.

Recommended Education and Experience for Full Performance

Associate's Degree in graphic design and four (4) years of directly related experience in the field to include the independent completion of projects.

Minimum Qualifications

High School Diploma or GED and two (2) years of relevant 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.

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.

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

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

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

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.

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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.

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.

Operations Analysis — Analyzing needs and product requirements to create a design.

Speaking — Talking to others to convey information effectively.

Writing — Communicating effectively in writing as appropriate for the needs of the audience.

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

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

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

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.

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

Statutory Requirements: N/A

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: Non-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.