

IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼  
HUMAN RESOURCES ENTERPRISE

## GRAPHIC ARTIST

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### DEFINITION

Designs and creates artwork for production of camera-ready copy; performs related work as required.

**The Work Examples and Competencies listed are for illustrative purposes only and not intended to be the primary basis for position classification decisions.**

### WORK EXAMPLES

Creates art work designed to stimulate one into a desired action; such as reading a brochure, requesting information, obtaining available state aid, involvement in community action, support of agency programs, and creating a desire to learn state laws and regulations.

Produces pamphlets, booklets, reports, graphs, charts, posters, displays, and illustrations.

Uses brushes, pens, mechanical drawing equipment, overlays and cameras in the production of artwork.

Utilizes desktop publishing equipment to include highly technical computerized typesetting equipment to create illustrative drawings, sketches and graphs.

Performs layout and paste up; selects and places body type, headings, photographs, and illustrations for printing.

Acts as an art consultant, approves and revises submissions from federal and local agencies; draws organization charts, floor plans, maps, and designs agency forms.

Obtains printing estimates and recommends approval of finished products.

Handles photography work in agencies not requiring the services of a full time photographer.

Designs, from conception of an idea, the material needed to visually represent an agency program.

Confers with agency personnel and staff members; advises of effectiveness, limitations, and cost differences of printing and graphics used in publications and presentations.

### COMPETENCIES REQUIRED

Knowledge of techniques used in illustration, typographical layout, and design.

Knowledge of the techniques used in preparing copy for graphical presentation.

Knowledge of new trends and developments in the field of graphic and commercial art.

Knowledge of software packages and hardware such as desktop publishing, typesetting equipment, laser printers, modems and other pieces of computer equipment.

Ability to prepare illustrative drawings, sketches, and graphs to visually display agency programs for use in publications and presentations.

Ability to create and prepare graphical presentations of agency programs with a minimum of supervision and guidance.

Ability to establish and maintain effective working relationships with other people.

Ability to communicate effectively, both orally and in writing.

Skill in the use of tools and equipment used in layout and design.

Ability to apply personal work attitudes such as honesty, responsibility and trustworthiness required to be a productive employee.

Displays high standards of ethical conduct. Exhibits honesty and integrity. Refrains from theft-related, dishonest and unethical behavior.

Works and communicates with internal and external clients and customers to meet their needs in a polite, courteous, and cooperative manner. Committed to quality service.

Displays a high level of initiative, effort and commitment towards completing assignments efficiently. Works with minimal supervision. Demonstrates responsible behavior and attention to detail.

Responds appropriately to supervision. Makes an effort to follow policy and cooperate with supervisors.

Aligns behavior with the needs, priorities and goals of the organization.

Encourages and facilitates cooperation, pride, trust and group identity. Fosters commitment and team spirit.

Expresses information to individuals or groups effectively, taking into account the audience and nature of the information. Listens to others and responds appropriately.

#### **EDUCATION, EXPERIENCE, AND SPECIAL REQUIREMENTS**

Graduation from an accredited four-year college or university with major coursework in art;

OR

graduation from an accredited four year college or university with major coursework in advertising which included nine semester hours of coursework in graphic arts or commercial art;

OR

graduation from a two-year community college with major coursework in commercial art or graphic arts may substitute for two years only of the required education;

OR

an equivalent combination of education and experience substituting one year as a graphic or commercial artist for one year of the required education with a maximum substitution of four years.

Effective Date: 6/26/92 PS