**Visual Arts Specialist**

**DESCRIPTION OF WORK:** Positions in this banded class perform a range of visual/graphic arts functions used in promotional, instructional, and educational materials. This work includes both internal and external communication efforts. Work includes consulting, creating, designing, planning, and delivering products that visually communicate information through avenues such as catalogs, brochures, books, magazines, banners, web pages, logos, identity packages, campaigns, invitations, posters, advertising, teaching aids, and exhibits. Positions execute artistic representations by using software and hardware, traditional and digital photography, various printing practices, and graphic art techniques. Positions may also be responsible for consulting with clients to determine project parameters such as purpose, audience, conceptual focus, and scope and concept cost options. Work may include leading and directing staff.

**EXAMPLES OF COMPETENCIES: CONTRIBUTING:**

**Client/Customer Service:** Ability to understand client/customer needs and work within set guidelines and parameters.

**Consulting/Advising:** Ability to advise clients/customers on visual art options and outlets for

basic and routine situations.

**Knowledge – Technical:** General knowledge of standard and routine design and visual art principles and elements. General knowledge of standardized and commonly accepted design procedures and techniques.

**JOURNEY**

**Client/Customer Service:** Ability to develop and maintain solid relationships with clients and customers by listening, understanding, and responding to client/customer needs. Ability to consult and offer support to clients/customers as it relates to the area of responsibility.

**Consulting/Advising:** Ability to advise clients/customers on a range of options for the visualization and communication of information. Ability to assess client/customer needs and determine appropriate outlet, method, audience, and scope. Ability to provide knowledgeable guidance in combining budgetary parameters with design requirements.

**Knowledge – Technical:** Thorough knowledge of design and visual art concepts and practices pertinent to the area of responsibility (i.e. Photography,

printmaking, printing, filmmaking, typography, imaging, graphic design, Web design). Ability to determine, utilize, and apply standard and specialized techniques and technology. Ability to use a variety of moderately complex processes, procedures and techniques. Thorough knowledge of incorporating various hardware and software packages, as well as traditional design methods. Thorough knowledge of organizational principles of design and visual art elements. Ability to promote subject matter in a wide variety of visual media.

**ADVANCED**

**Client/Customer Service:** Ability to establish, build and maintain effective working relationships and consult with clients/customers on issues and requests

**Project Management:** Ability to understand customer needs and work in conjunction (as a team member) with higher-level specialists on delivery of ideas and products. Ability to create visual art as it relates to a specific area or module of the project. Ability to contribute ideas, recommendations, and solutions to reach project goals.

**Technical Solution Development:** General knowledge of troubleshooting techniques as they relate to software, hardware and equipment problems.

**Project Management:** Ability to consult with and determine client/customer needs and project parameters. Ability to plan and manage multi-faceted and

specialized projects. Ability to conceptualize and create visual art as it relates to the area of responsibility from creation (the idea stage) through delivery (final

product).

**Technical Solution Development:** Ability to maintain, learn, and stay current with developments and trends as they relate to visual arts. Thorough knowledge of troubleshooting techniques as they relate to software, hardware, and equipment problems, and ability to determine the best approach to resolve the problem.

**Project Management:** Ability to independently manage project timelines, resources, staff and leads implementation efforts in all areas of visual arts.

that require the creation and implementation of custom or non-standard solutions. Ability to plan, develop, and deliver specialized services (i.e., illustration, photography, design, guidelines) to clients/customers in highly technical or specialized areas (ie. medical faculty).

**Consulting/Advising:** Ability to advise, collaborate and consult with clients/customers in planning, developing, and designing a variety of non-standardized and complex graphic/media arts. Ability to advise and consult with high-level administrators on visual/graphic arts methods and procedures. Ability to advise, consult with and implement the planning, developing, constructing, and designing of visual/media art efforts, such as educational and promotional materials, intended to reach a broad external audience.

**Knowledge – Technical:** Highly skilled and considerable technical knowledge of overall design concepts. Considerable knowledge of standardize and

non-standardize methods and concepts for design and

delivery of product. Ability to serve as a key resource to others on a wide variety of design and visual art elements. Ability to establish standards for visual arts and develops/determines non-routine techniques/methods to accomplish objectives. Ability to employ creative and innovative use of equipment, techniques, and visual arts methods. Ability to develop

short and long-range design strategies intended to reach a wide audience.

Ability to manage complex projects. Considerable knowledge of a wide variety of complex and non- standard processes and design techniques. Ability to plan, coordinate, direct and supervise the work of others specialists.

**Technical Solution Development:** Ability to research, evaluate, assess, recommend, advise, and implement various technology and equipment purchases. Ability

to independently resolve complex hardware and/or

software problems. Ability to instruct others on utilizing hardware and/or software.

**MINIMUM TRAINING AND EXPERIENCE:** High school diploma or equivalency and two years of visual/graphic arts experience related to the area of assignment; or equivalent combination of training and experience.

Special Note: This is a generalized representation of positions in this class and is not intended to reflect essential functions per ADA. Examples of competencies are typical of the majority of positions, but may not be applicable to all positions.