

# Classification and Qualification



# STANDARDS

The California State University System

## Desktop Publishing/Graphic Specialist

Class Codes: 0830 - 0832

Date Established: 12/01/00

### OVERVIEW:

The Desktop Publishing/Graphic Specialist is a broad classification with two position skill levels. Positions in this classification are responsible primarily for the production of and incorporation of graphics into a wide variety of printed materials and presentations including letters, charts, forms, contracts, reports, technical manuals, statistical charts, catalogues and manuscripts. Work also may involve participating in the production of multimedia presentations. Incumbents typically work with originators on the textual layout and graphic components.

**Position Skill Level I** - Incumbents at this level perform standard assignments related to the production of printed materials and presentations and are assigned smaller scale projects or a component of a larger project. Typically, they are involved in the textual and graphics layout of the piece. In most cases, they work under the direction of staff more experienced in print production and graphic design.

**Position Skill Level II** - Incumbents at this level perform more advanced, technical work related to producing printed materials and presentations and/or provide lead work direction to other staff. Incumbents typically are responsible for larger scale, more complex projects in which they are able to make technical decisions independently related to the presentation and production of materials. Work may require editorial skills. Incumbents may also work directly with internal or external print and production houses to ensure timely and cost effective production of materials.

### DISTINGUISHING CHARACTERISTICS:

The Desktop Publishing/Graphic Specialist classification is distinguished from other classifications that prepare specialized documents by the fact that the focus of these positions is on the production of textual and related multimedia materials which frequently incorporate graphic elements. Compared to the Graphic Designer, the Desktop Publishing/Graphic Specialist does not require the same level of professional and artistic preparation. Graphic Designers must have a foundation in communications theory and artistic design. The Desktop Publishing/Graphic Specialist, however, must have a working knowledge of desktop publishing and graphic software packages and must be able to use the features to create appealing visual materials and presentations. Additionally, the Desktop Publishing/Graphic Specialist must be versed fully in the production component of creating printed materials and multimedia presentations.

### ENTRY QUALIFICATIONS:

Entry to the first level within this classification requires one to two years of related work experience or equivalent training and experience, and the ability to effectively use applicable software tools and features to create a variety of printed materials and presentations. This background normally would be achieved through formal training or coursework with desktop publishing and graphic software packages.

### POSITION SKILL LEVELS:

Two position skill levels are defined within this classification denoting a progression of responsibility, knowledge, and skill requirements. Progression from a lower to a higher skill level is referred to as an *in-classification progression*. The factors used to determine position skill level include: complexity, scope and impact of the work performed; level, type and scope of knowledge required; autonomy exercised and level of supervision received; position accountability for work results; judgment and discretion required to solve problems; level of creativity and ingenuity required by the work; and the level and diversity of contacts and interactive capabilities required by the position.

A position is placed at a skill level where the majority of and/or most critical position responsibilities and skill requirements fall in relation to the position skill levels defined below. Management assigns position responsibilities and their associated skill requirements. It is important to note that the position skill level definitions do not delineate entry requirements for each skill level, but are composites of the typical position at each level. Entry qualifications are defined for the first position skill level of the classification. Further progression within the classification depends first, on the need for a position at a higher skill level, second, on the nature of the duties and requirements of the position, and third, on an employee's demonstrated and applied skills and abilities.

## POSITION SKILL LEVEL I

### Typical nature of work assignments:

Production of text and graphic work. Typically, assignments are smaller scale projects involving the layout and production of basic documents such as invitations, booklets, and newsletters, or displays or materials for faculty lectures, courses and activities. Also may produce basic photographic images.

Day-to-day work is performed under general supervision with closer supervision and direction for more complex projects.

Assignments involve limited judgment and discretion. Incumbents follow standard procedures and practices.

Assignments require creativity to develop appealing printed materials and presentations.

Regularly works with the originators to review and finalize materials.

### Typical knowledge and skill requirements:

Working knowledge of applicable desktop publishing and graphic software packages. Knowledge of specific software packages and processes such as photo scanning.

Ability to use software features to generate graphic displays.

Working knowledge of campus protocols for document layout, format, and style.

Working knowledge of English grammar, spelling and punctuation.

Ability to manage own projects and meet required timelines.

Ability to judge spatial relationships, linear sequence and related graphic and design characteristics.

Working knowledge of layout needs for photography and printing processes.

## POSITION SKILL LEVEL II

### Typical nature of work assignments:

Independent performance of more technical and complex graphic work and/or providing lead work direction to others including assigning and reviewing work.

Projects involve working with and advising originators on the best media and presentation to achieve their goals within time and budget requirements. Project management involves the planning, coordination, and scheduling of work for a wide range of projects through the various processing and production stages.

Work involves significant judgment and discretion in the production of materials and presentations in order to meet the originator's expressed needs. Accountable to originator.

Appreciable creativity is involved in the layout and production of printed and multimedia materials and presentations and in assisting originators in selecting the best media to meet their communications needs.

Contacts involve working with originators to understand their communications needs and advising them of presentation approaches.

Work may involve coordinating with print and production vendors and ensuring projects remain within budget.

### In addition to Position Skill Level I knowledge and skill requirements, work assignments typically require:

Comprehensive and in-depth knowledge of applicable desktop publishing and graphic software packages.

Ability to use multimedia and related computer-based processes to develop materials.

Comprehensive knowledge of available print media, graphics, and print styles and the ability to select the most appropriate to meet the originator's needs and budget requirements.

Demonstrated ability to independently create appealing designs through the use of complex layouts, graphic elements, use of color, and use of textual styles.

Ability to coordinate artwork. Working knowledge of and, in some cases, ability to utilize, stripping and paste-up inking techniques to finalize camera-ready copy.

May require editorial skills.

Ability to coordinate larger scale projects involving coordination with various units and individuals and all phases of production. Ability to handle multiple priorities.

Ability to work with outside vendors and effectively manage such relationships.

Ability to provide lead work direction to others.