

University of Houston – Clear Lake

Position Description

Job Title: **Graphic Artist I**

Job Code: **3962**

Pay Grade: **002**

FLSA: **EX**

Location: **UHCL**

Retirement Program: **TRS**

QUALIFICATIONS

	REQUIRED	PREFERRED
Education	Upper level coursework leading to a Bachelor's degree in Media Studies, Communication, or Fine Arts.	Bachelor's degree in Media Studies, Communication, or Fine Arts.
Experience	Two year successful design experience in creation and manipulation of digital graphic art. Two years of experience using Adobe InDesign, Adobe Photoshop and Adobe Illustrator or comparable bitmap and vector software. Minimum six months Web-based graphic design experience.	Three years successful design experience in a computer-based graphic art environment involving WWW graphics. Additional experience with Adobe Photoshop and Adobe Illustrator or comparable bitmap and vector software. Experience in print-based and Web design, photography, 2D and/or 3D animation.
License/Certification		

This position may be security sensitive requiring a background check of the final candidate.

POSITION SUMMARY

The Graphic Artist is responsible for the creation of original artwork that conforms to the style and content specifications provided for each design project. The Graphic Artist typically works with project teams to create designs and images for use in multimedia courseware, video productions, World Wide Web pages, and printed materials. The Graphic Artist must be a talented artist who is technically competent in using a variety of electronic tools and techniques. Works under immediate supervision. Takes instructions from Senior Graphic Designer, Art Manager, or Supervisor. Relies on instructions and pre-established guidelines to perform the functions of the job. Creativity and cooperative attitude are required.

Duties and responsibilities

% Time

Work under immediate supervision of Senior Graphic Designer, Art Director, or Supervisor. Generate products that adhere to instructions and pre-established guidelines provided by the University, Senior Graphic Designer, Art Director, Art Manager, or Supervisor. Meet instructional and informational needs by creating original art without reliance on the work of others, as well as adapting or re-purpose copyright-free clip art, stock photography and other art elements designed by others. Create, revise, and re-purpose graphics and multimedia products for on-line courses, computer-based training (CBT), and administrative web sites. Provide graphic elements that establish a continuity of design throughout productions. Develop unique banners and logos as identity for projects and programs. Design, create, and manipulate digital art and render graphic environments to create visual motifs, themes, and metaphors for use in a variety of multi-media projects. Responsible for the interface design of Web pages and multimedia products, creating the product environment that is clear, rich, and meaningful while observing the disciplines of information design, interaction design, and sensorial design	75
Under the supervision of the Senior Graphic Designer, Art Director, Art Manager, or Supervisor, work with a team of instructional designers, content specialists, multimedia producers, and instructional programmers to insure, from our users' viewpoint, that graphic elements add to the style, meaningfulness, and perceived quality of products, all with a clear understanding of the limitations of various media such as limited color palette, bandwidth, etc. Create products for university marketing and other communications, including bulletins,	25

publicity, promotions, and advertising. Design and provide prepress production of materials including pamphlets, direct mail, billboard design, newspaper and magazine advertising, and graphics for use on television. Interface with UHCL offices, media representatives, service bureaus, and print shops. Remain current about issues and solutions for media, multimedia, computer-based graphic arts, and integrating graphics within the WWW. Understand and comply with current intellectual property and copyright policies and regulations relating to graphics and projects. Assist in other projects as requested by the Art Manager, Supervisor, Assistant Director, Director.	
---	--

This position description describes the general qualifications, duties and responsibilities of work being performed.