

University of Houston – Clear Lake

Position Description

Job Title: **Graphic Artist III**

Job Code: **3976**

Pay Grade: **005**

FSLA: **EX**

Location: **UHCL**

Retirement Program: **TRS**

QUALIFICATIONS

	REQUIRED	PREFERRED
Education	Coursework in a Masters degree program in Fine Art, Media Studies, Communication, or similar studies	Masters degree in Fine Art, Media Studies, Communication, or similar studies.
Experience	Five-seven years successful design experience in creation and manipulation of digital graphic art involving WWW graphics. Advanced skills in Adobe Photoshop and Adobe Illustrator or comparable bitmap and vector software. Experience in print-based, CBI, Web design, photography, 3D modeling and animation and/or 2D animation. Management or supervisory experience. Experience working in an instructional design or training environment.	Seven years successful design experience in creation and manipulation of digital graphic art involving WWW graphics. Advanced skills in Adobe Photoshop and Adobe Illustrator or comparable bitmap and vector software. Experience in print-based, CBI, Web design, photography, 2D and/or, 3D modeling and animation. Management or supervisory experience. Experience working in an instructional design or training environment. Experience in classroom instruction
License/Certification		

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

POSITION SUMMARY

The Graphic Artist III is a manager as well as a talented artist who is technically competent in using a variety of electronic tools and techniques. Responsible for the overall "look" or appearance of the products produced. Typically works with project teams to create designs and images for use in multimedia courseware, video productions, World Wide Web pages, and printed materials. Assists the team in determining the overall concept for these projects and assists the Instructional Designer in writing the artistic guidelines of the project. In addition to overseeing the day-to-day production of artwork created by others, must also produce artwork for projects.

Duties and responsibilities

% Time

Provide instructions, guidance, and supervision to the Senior Graphic Designer Graphic Designer. Motivate, plan, coordinate and direct activities for the artistic team (Graphic Designer and Senior Graphic Designer). Manage the artistic team members within the time and budget requirements. Review creation of artwork at every step to ensure that the art work for all projects maintain visual consistency and quality.	30
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. Assist the Instructional Designer in the determination of artistic guidelines for projects.	20

<p>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 and computer-based training (CBT). 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. Work closely with subject matter experts in order to conceive and develop informational/instructional graphics (stills and animations) that enhance and effectively convey information. Understand various audiences that will use the products and select the design style most appropriate for that audience. Work with and understand the problems, needs and concerns of a variety of media specialists and assure that their design issues are resolved. Work effectively with a variety of people including faculty, artists, technicians and administrators.</p>	20
<p>Remain tuned to the big picture for projects. Regularly step outside a traditional art production role to serve as a consultant and hands-on problem-solver for integrating graphics within various media, including the WWW. Contribute usefully to discussions, position papers, and policies to improve UHCL graphic design uses and processes. Advise and assist UHCL (and possibly other UH System) colleagues, faculty, and staff on use of graphics and technology for the classroom, the WWW, and academic presentations. Conduct workshops and present at seminars and conferences. Assist ITC users with corresponding graphic arts and media questions. Design and develop units of WWW information or instruction, including applying instructional design principals, coding the necessary HTML, and integrating multimedia elements. 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 polices and regulations relating to graphics and projects.</p>	10
<p>Create products for university marketing and other communications, including bulletins, 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. Assist in other projects as requested by the Assistant Director or/and Director.</p>	10

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