Creative Media Designer

CLASS TITLE	CLASS CODE	SALARY GROUP	SALARY RANGE
CREATIVE MEDIA DESIGNER I	1810	B17	$42,976 - $64,469
CREATIVE MEDIA DESIGNER II	1812	B19	$48,244 - $76,028
CREATIVE MEDIA DESIGNER III	1814	B21	$54,278 - $87,046
CREATIVE MEDIA DESIGNER IV	1816	B23	$61,184 - $99,658

GENERAL DESCRIPTION

Performs graphic and multimedia design and production work designing, illustrating, and producing graphics and interactive media materials.

DISTINGUISHING CHARACTERISTICS

The Creative Media Designer job classification series is intended for positions that are responsible for creating and producing graphic and multimedia designs, including illustrations, logos, layouts, and photos. This series is not intended for positions that involve creating social media content and/or overseeing the process of developing and producing multimedia projects, and it should not be used for audio/visual technician or multimedia specialist roles.

EXAMPLES OF WORK PERFORMED

Designs and produces graphics and interactive media materials using traditional and new creative options as part of a comprehensive communications effort.

Consults with agency staff and provides technical advice on graphics and/or multimedia designs.

Maintains design programs, design system components, and equipment.

Maintains archive of electronic production files, artwork, and images.

Presents mockups for approval and formally presents final products to agency staff.

Troubleshoots system hardware and software problems.

Coordinates printing needs to ensure quality and cost-effective printing.

Performs related work as assigned.

DESCRIPTION OF LEVELS

Examples of work and descriptions are meant to progress through the levels. For example, an employee at level IV may also perform work listed within the previous levels.

***Note**: Employees at the journey level may independently perform the full range of work listed in the examples or may assist others in that work.*

CREATIVE MEDIA DESIGNER I: Performs complex (journey-level) graphic and multimedia design and production work. Works under general supervision, with moderate latitude for the use of initiative and independent judgment. Employees at this level may routinely assist others in performing work of greater complexity.

***Note**: Any senior-level employee (levels II-IV) can serve as a team lead or supervisor; however, supervisory responsibilities within this job classification series will normally be found at levels III and IV. Senior-level employees may perform the full range of work listed in the examples above and may coordinate or oversee that work for others. Factors that may distinguish between senior levels include the scope of responsibility and oversight, the complexity of the work performed, and the employee's related experience, education and certifications.*

CREATIVE MEDIA DESIGNER II: Performs highly complex (senior-level) graphic and multimedia design and production work. Works under limited supervision, with considerable latitude for the use of initiative and independent judgment. Employees at this level may:

- Plan, design, develop, and produce graphics and interactive media materials.
- Coordinate graphic and/or multimedia design needs with agency staff and provide technical advice on graphics and/or multimedia designs.
- Review and approve production proofs.
- Prepare operating and production procedures and reports.
- Research, plan, and implement operating and production methods.
- Make presentations to staff or the public on the development of agency creative interactive media materials.
- Serve as a liaison with contractors, printers, and suppliers on media projects and the procurement of materials and supplies.
- Help analyze content for accessibility, recommend changes to make content accessible, and remediate accessibility issues.

CREATIVE MEDIA DESIGNER III: Performs advanced (senior-level) graphic and multimedia design and production work. Works under minimal supervision, with extensive latitude for the use of initiative and independent judgment. Employees at this level may fully perform highly complex graphic and multimedia design and production work and may:

- Coordinate the maintenance of design programs, design system components, and equipment.
- Advise agency staff regarding creative multimedia design trends and needs.
- Review and approve final creative media production.
- Research, plan, and implement new media designs and programs.

- Research, plan, and prepare operating and production procedures, production methods, and reports.
- Ensure that content is accessible to all audiences.

CREATIVE MEDIA DESIGNER IV: Performs advanced and/or supervisory (senior-level) graphic and multimedia design and production work. Works under minimal supervision, with extensive latitude for the use of initiative and independent judgment. Employees at this level may independently perform the most complex graphic and multimedia design and production work and may:

- Coordinate the planning, designing, development, and production of graphics and interactive media materials.
- Coordinate the research, planning, and implementation of new media designs and programs.

GENERAL QUALIFICATION GUIDELINES

EXPERIENCE AND EDUCATION

Experience in graphic arts and multimedia production. Graduation from an accredited four-year college or university with major coursework in communication design, fine arts, graphic design, visual arts, or a related field is generally preferred. Experience and education may be substituted for one another.

KNOWLEDGE, SKILLS, AND ABILITIES

For all levels

- Knowledge of graphic and multimedia design; non-computer-based and media graphics production methods, techniques, and equipment; animation; design principles; printing processes; and publishing industry standards and operations.

- Skill in the use of graphic design software and multimedia packages.

- Ability to plan the preparation of graphic design and multimedia design projects, to design and produce graphics and interactive media materials, and to communicate effectively.

Additional for Creative Media Designer II – IV levels

- Ability to oversee and/or supervise the work of others.