



Creative Media Designer IV

Salary Group: B22

Class Code: 1816

<u>CLASS TITLE</u>	<u>CLASS CODE</u>	<u>SALARY GROUP</u>	<u>SALARY RANGE</u>
CREATIVE MEDIA DESIGNER I	1810	B16	\$34,918 - \$55,130
CREATIVE MEDIA DESIGNER II	1812	B18	\$39,521 - \$64,449
CREATIVE MEDIA DESIGNER III	1814	B20	\$45,158 - \$73,788
CREATIVE MEDIA DESIGNER IV	1816	B22	\$51,614 - \$84,479

GENERAL DESCRIPTION

Performs advanced and/or supervisory (senior-level) graphic and multimedia design and production work. Work involves coordinating the design, illustration, and production of graphics and interactive media materials. May supervise the work of others. Works under minimal supervision, with extensive latitude for the use of initiative and independent judgment.

DISTINGUISHING CHARACTERISTICS

The Creative Media Designer job classification series is intended for positions that are responsible for creating and producing graphic and multimedia design. This series is not intended for creating social media content and/or working as an audio/visual technician.

EXAMPLES OF WORK PERFORMED

Coordinates the planning, designing, development, and production of graphics and interactive media materials using traditional and new creative options as part of a comprehensive communications effort.

Coordinates the maintenance of design program, design system components, and equipment.

Coordinates the research, planning, and implementation of new media design and programs.

Advises agency staff regarding creative multimedia design trends and needs.

Reviews and approves final creative media production.

Researches, plans, and prepares operating and production procedures, production methods, and reports.

Analyzes content for accessibility; and recommends changes to make content accessible and remediate accessibility issues.

Makes presentations to staff or the public on the development of agency creative interactive media materials.

Serves as a liaison with contractors, printers, and suppliers on media projects and the procurement of materials and supplies.

Troubleshoots system hardware and software problems.

May supervise the work of others.

Performs related work as assigned.

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

Knowledge of graphic and multimedia design; of non-computer-based and media graphics production methods, techniques, and equipment; of animation; of design principles; of printing processes; and of 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, to communicate effectively, and to supervise the work of others.