



Communications Job Family: **Graphic Designer Progression**

These generic job title summaries are intended to indicate the kinds of tasks and levels of work complexity that will be required of positions classified to any of these titles and are not intended to be construed as declaring the specific duties and responsibilities of any particular position. The use of particular expressions or illustrations describing functions within a specific job title does not exclude other duties of a similar kind and/or level of complexity. Positions are classified to a particular job title based upon the predominant level of expected work complexity. ***A position that is classified into this title and band must meet the Cornell requirements for exemption under the FLSA***

GENERIC JOB PROFILE SUMMARIES

Graphic Designer II INDIVIDUAL CONTRIBUTOR	Graphic Designer III INDIVIDUAL CONTRIBUTOR
Apply understanding of the “bigger picture” in a creative way, keeping in mind the mission and strategic goals of the department, unit and University.	Apply understanding of the “bigger picture” in a creative way, keeping in mind the mission and strategic goals of the department, unit and University; properly analyze, assess and respond to client needs.
Organize, create, and produce cost effective designs for publications, presentations and printed materials within a budget, timeline and other potential constraints of the client.	Conceptualize, organize, create, and produce cost effective designs for publications, presentations and printed materials within a budget, timeline and other potential constraints of the client.
Implement the University’s visual guidelines to maintain integrity of Cornell University branding; stay abreast of the latest design trends and technology and experiment with how to integrate them into the organization’s brand.	Implement the University’s visual guidelines to maintain integrity of Cornell University branding; stay abreast of the latest design trends and technology and experiment with how to integrate them into the organization’s brand.
May supervise freelancers during project preparation.	Supervise and train staff and freelancers during project preparation.
Meet and collaborate with clients to develop visual solutions to meet communication needs.	Meet and collaborate with clients to independently assess and develop visual solutions to meet communication needs.
Prepare sketches and/or layouts; select elements for the design such as, colors, artwork, photography, animation, style of type; select the appropriate materials for the product; work with vendors to specify type, photos, paper, inks and other materials for projects.	Prepare sketches and/or layouts; select elements for the design such as, colors, artwork, photography, animation, style of type; select the appropriate materials for the final product; work with vendors to specify type, photos, paper, inks and other materials for projects.
Present key creative concepts and walk through mock ups.	Present key creative concepts and walk through mock ups.
Design and prepare digital comps or proofs for review with clients.	Design and prepare digital comps or proofs for review with clients.

Graphic Designer II INDIVIDUAL CONTRIBUTOR	Graphic Designer III INDIVIDUAL CONTRIBUTOR
Communicate final designs to staff who work in electronic media with goal of maintaining quality and adaptability.	Communicate final designs to clients with goal of maintaining quality and adaptability.
	Supervise quality control of designs.
	Work independently on strategic issues with clients, engage in problem solving and manage complex projects; monitor project progress to adhere to deadlines and project goals and objectives.
	May have final approval on designs.

JOB FACTOR PROFILE TABLE

FACTOR PROFILE	10424 GRAPHIC DESIGNER II, BAND E	10425 GRAPHIC DESIGNER III, BAND F
MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY	Trade/technical/vocational school degree or equivalent; 2 but less than 4 years of experience.	Bachelor's degree; 2 but less than 4 years of experience or equivalent.
IMPACT	Moderate impact	Moderate impact
CONTACTS - INSIDE	Assist others Cooperation of task completion	Coordinate activities Contribute to group projects
CONTACTS - OUTSIDE	Provide information that exists within pre-established documents and or programs	Provide information that exists within pre-established documents and or programs
CONTACTS - STUDENTS	Occasional contact to provide information and instruction	Occasional contact to provide information and instruction

FACTOR PROFILE	10424 GRAPHIC DESIGNER II, BAND E	10425 GRAPHIC DESIGNER III, BAND F
SUPERVISION	Provide occasional guidance on work methods or procedures to employees who do similar work	Day –to-day supervisory direction to employees within the department
COMPLEXITY	Frequently adapt, combine or make improvements in an existing service, product, process or program. Work requires reasoning skills and judgement.	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.
LEVEL OF DECISION MAKING	Responsible for making decisions within prescribed limits and/or providing input to others for decision-making	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students
FREEDOM OF ACTION	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices
EFFECT OF DECISION MAKING	Directly affect a functional area Minimal effect on students and employees	Directly affect multiple functional areas Limited effect on students and employees
WORKING CONDITIONS	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required