

**STATE OF OHIO (DAS)
CLASSIFICATION
SPECIFICATION**

CLASSIFICATION SERIES:

Electronic Design

SERIES NO.:

5266A

MAJOR AGENCIES:

Auditor of State only

EFFECTIVE DATE:

10/05/2014

SERIES PURPOSE:

The purpose of the electronic design occupation is to produce computer-generated electronic visuals & graphic designs ranging from black and white to full color.

At the full performance level, incumbents electronically design & coordinate printed communication materials and publications, and also design forms.

JOB TITLE

Electronic Design Coordinator

JOB CODE

52661A

PAY GRADE

31

EFFECTIVE

10/05/2014

CLASS CONCEPT

The first full performance level class works under general supervision & requires considerable knowledge of computer-generated graphic design & available software & visual communications in order to originate electronic designs & coordinate printed communications materials & publications ranging from black & white to full color, & also designs forms.

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<u>JOB TITLE</u>	<u>JOB CODE</u>	<u>B. U.</u>	<u>EFFECTIVE</u>	<u>PAY GRADE</u>
Electronic Design Coordinator	52661A	50	10/05/2014	31

JOB DUTIES IN ORDER OF IMPORTANCE: (These duties are illustrative only. Incumbents may perform some or all of these duties or other job-related duties as assigned.)

Originate electronic designs (e.g., operates computer hardware & uses appropriate software to manipulate images & combine photographic images with computer-generated images to communicate messages/information) & coordinates (e.g., contacts writers, photographers & management & establishes deadlines to ensure timely publication; identifies amount of copy for allocated space in publication; ensures compliance with postal regulations; identifies & advises print vendors of services needed; ensures product quality & timeliness), printed communication materials (e.g., training materials; promotional materials; maps; displays; posters) & publications (e.g., publications; brochures; newsletters; magazines), & also designs forms, ranging from black & white to full color, determines standards & most efficient methods of production to consider timeframes &/or cost, uses design mediums (e.g., typography, photography, stock images, color, paper stock, size distribution) to design publications & reviews final draft before printing, evaluates finished product & analyzes success of print media, works with editorial team, other departmental personnel &/or external consultants &/or advertisement agents to develop creative concepts, & directs & locates available graphic support materials.

Coordinates purchases of materials with print vendors or performs such in absence of immediate supervisor; arranges placement of advertisements in pertinent publications & coordinates design sales & customer placement requests; ensures support files are formatted in accordance with printer stipulations; scans & electronically manipulates photographs at high resolution; ensures support files are included & formatted in accordance with printer stipulations; combines images to create original illustrations & incorporates other design contributions into final version of materials &/or publications.

Researches CD ROM stock photography; works with photographer & creates/designs visual elements for print materials (e.g., publications, fact sheets &/or promotions).

Develops & prepares communications/promotions for internal & external audiences (e.g., brochures; publications; educational opportunities; information materials; fact sheets; seminar announcements; executive advisories); creates new electronic graphics & converts existing graphics between computer platforms using thorough knowledge of agency computer environment (e.g., freehand, PageMaker, Photoshop, PowerPoint, image editor, Pagemill).

MAJOR WORKER CHARACTERISTICS:

Knowledge of agency policies & procedures relative to communications (e.g., written, verbal, visual); public relations; visual communications; personal computer environment system hardware & software systems (e.g., PageMaker, Photoshop, freehand). Skill in operation of personal computer & using visual communications software. Ability to electronically design & proof print materials, recognize errors & make corrections; handles sensitive inquires from & contacts with officials & general public; gather, collate & classify information about data, people or things; cooperate with coworkers on group projects.

MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:

Completion of undergraduate core program in visual communications with emphasis on graphic design/industrial design, &/or fine arts with emphasis on graphic design; 12 mos. trg. or 12 mos. exp. in visual communications design &/or electronic design.

-Or completion of associate core program in visual communication technology or industrial design technology; 24 mos. trg. or 24 mos. exp. in visual communication design &/or electronic design.

-Or 24 mos. trg. or 24 mos. exp. in use of electronic graphic equipment & available software; 24 mos. trg. or 24 mos. exp. in visual communications design &/or electronic design.

-Or equivalent of Minimum Class Qualifications For Employment noted above.

TRAINING AND DEVELOPMENT REQUIRED TO REMAIN IN THE CLASSIFICATION AFTER EMPLOYMENT:

Not applicable.

UNUSUAL WORKING CONDITIONS:

Not applicable.