

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

Electronic Design

SERIES NO.:

5266

MAJOR AGENCIES:

All Agencies

EFFECTIVE DATE:**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 first full performance level, incumbents electronically design & coordinate printed communication materials and publications, and in some agencies, also design forms.

At the second full performance level, incumbents produce computer-generated electronic visual & graphic design & visual communications services and create internal &/or external website/web page design utilizing hyper-text markup language.

At the managerial level, incumbents develop, plan & administer overall visual communications program for assigned agency & supervise assigned staff.

CLASS TITLE:

Electronic Design Coordinator

CLASS NUMBER:

52661

EFFECTIVE DATE:

04/07/2002

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, & in some agencies, also designs forms.

CLASS TITLE:

Electronic Design Specialist

CLASS NUMBER:

52662

EFFECTIVE DATE:

02/28/1999

CLASS CONCEPT:

The second full performance level class works under general supervision & requires considerable knowledge of computer-generated graphic design & available software & in-depth knowledge of visual communications & hyper-text markup language in order to produce computer-generated graphic design & visual communications services & create internet &/or intranet website/web page designs.

CLASS TITLE:

Visual Communications Manager

CLASS NUMBER:

52665

EFFECTIVE DATE:

02/13/2000

CLASS CONCEPT:

The managerial level class works under general direction & requires thorough knowledge of computer generated graphic design in order to develop, plan & administer overall visual communications program for assigned agency & supervise assigned staff.

CLASS TITLE: Electronic Design Coordinator	CLASS NUMBER: 52661	BARGAINING UNIT: 007
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EFFECTIVE DATE:

04/07/2002

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), & in some agencies, 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.

CLASS TITLE: Electronic Design Specialist	CLASS NUMBER: 52662	BARGAINING UNIT: 007
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EFFECTIVE DATE:

02/28/1999

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.)

Provides computer-generated graphic design & visual communications services (e.g., internal & external websites/web pages; executive presentations; special events; seminars) & creates & designs internet &/or intranet websites (e.g., human interface design/print design; audiovisual presentations/multi-media design) for assigned agency & recommends policies & procedures regarding graphic/design hardware &/or software, media materials &/or printing methodologies.

Develops & plans visual concept for design & creation of on-line communications for agency's external & internal audiences for access on agency's internet &/or intranet (e.g., news releases; educational opportunities; information material; fact sheets; seminar announcements; executive advisories; biweekly employee newsletters); performs all links utilizing hyper-text markup language on personal computers; creates appropriate links in order to run programs on personal computers; works with information technology division to post items on servers for testing & final publication.

Creates & produces print materials for special promotions (e.g., town meetings; employee meetings; provider training) from content provided that will include fact sheets, maps, posters, flyers, electronic slides, signage, booklet, invitations & websites within agency computer environment using freehand, Photoshop & PageMaker to generate print material used by agency; coordinates with editorial services & other agency representatives to maintain corporate image.

Monitors & troubleshoots computer support services as they pertain to graphic/design environment (e.g., hardware & software testing; evaluation & purchase recommendations; peer-to-peer network set-up; hardware & software system diagnostics; trouble-shooting; system de-bugging & tuning; installation & upgrading of system software & third-party based programs) & reports any problems to network supervisor.

MAJOR WORKER CHARACTERISTICS:

Knowledge of agency policies & procedures relative to visual communications (e.g., written, verbal, visual); public relations; visual communications; graphic/design hardware & software (e.g., PageMaker, freehand, Photoshop). Extensive knowledge of hyper-test markup language. Skill in operation of personal computer & using available software. Ability to electronically design print materials & websites/web pages & proofread print & electronic materials, recognize errors & make corrections; handles sensitive inquiries from & contacts with officials & general public; gather, collate & classify information about data, people or things; cooperate with co-workers 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; 24 mos. trg. or 24 mos. exp. in website/web page creation, design &/or development.

-Or completion of associate core program in graphic visual communication technology or multimedia production technology; 36 mos. trg. or 36 mos. exp. in website/web page creation, design &/or development.

-Or 36 mos. trg. or 36 mos. exp. in electronic graphic design; 12 mos. exp. with hyper-text markup language for website/web page design &/or development.

-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.

CLASS TITLE: Visual Communications Manager	CLASS NUMBER: 52665	BARGAINING UNIT: EX
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EFFECTIVE DATE:

02/13/2000

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.)

Develops, plans & administers overall visual communications department, administers development & visual design of all print & on-line products for assigned agency, monitors all visual communications for assigned agency to ensure consistency, coordinates design plans with editorial & audio-visual staff to maintain consistent corporate image, develops & prepares web design utilizing hyper-text markup language & related web technologies for access on intranet or internet sites (e.g., news releases, educational opportunities, informational materials, fact sheets, seminar announcements, executive advisories), creates electronic graphics & converts existing graphics between computer platforms, evaluates development & preparation of electronic communications vehicles for web sites, oversees programming of web sites & supervises assigned staff.

Organizes & maintains local area networks; participates in systems design reviews during system design & development phase; reviews & evaluates systems configuration & requirements for new & existing hardware & software; evaluates & processes data requests for hardware, software & related services; participates in determining most cost effective methods to acquire hardware, software & services; evaluates operations of computer system components; analyzes, evaluates & makes recommendations regarding project system design criteria; compiles & maintains systems records, software documentation & inventory; creates multi-media presentations for Bureau Of Workers' Compensation executive staff; creates graphics designed to achieve visual interpretation of subject matter; creates graphics package for use across variety of mediums (e.g., Macintosh, pc, video, internet).

Acts as technical liaison to resolve most complex issues related to installation & testing of equipment; performs needs analysis (e.g., technical requirements through observation; determine site, scope & complexity of equipment & materials; assesses agency level of planning of current &/or future computer needs to determine if analysis is needed in other areas).

MAJOR WORKER CHARACTERISTICS:

Knowledge of agency policies & procedures relative to communications (e.g., written, verbal, visual); public relations; supervisory principles & techniques*; interviewing techniques; communications; internet; intranet; personal computer environment; PageMaker, Photoshop. Skill in operation of personal computer. Ability to proofread technical materials, recognize errors & make corrections; prepare meaningful, concise & accurate reports; handle sensitive inquiries from & contacts with officials & general public; gather, collate & classify information about data, people or things; cooperate with co-workers on group project.

(*) Developed after employment.

MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:

Completion of undergraduate core program in visual communications with emphasis on graphic design/industrial design; 48 mos. trg. or 48 mos. exp. in web site creation, design &/or development.

-Or completion of associate core program in visual communication technology or multimedia production technology; 48 mos. trg. or 48 mos. exp. in web site creation, design &/or development.

-Or 48 mos. trg. or 48 mos. exp. in electronic graphic; 24 mos. trg. or 24 mos. exp. in web site creation, design &/or development.

-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.