



ELECTRONIC PUBLISHING DESIGN SPECIALIST 1

2510

GENERAL DESCRIPTION OF CLASS

The ELECTRONIC PUBLISHING DESIGN SPECIALIST 1 creates and modifies artwork or electronic files using desktop publishing software and hardware.

DISTINGUISHING FEATURES

This is the first level in a three level series. The limited range of projects assigned and the basic level of expertise required distinguish this class from the higher levels. At this level, employees work with agency customers to provide general graphic design and basic web assistance. Assignments are done within design parameters specified by the customer or supervisor and normally involve one or two color publishing projects. The class is further distinguished by the lack of budgetary, contractual, and coordinating functions.

DUTIES AND RESPONSIBILITIES

The duties listed below are not inclusive but characteristic of the type and level of work associated with this class. Individual positions may perform all or some combination of the duties listed below as well as other related duties.

1. Design

Using a computer and scanner, prepare electronic files for publication by a variety of methods including printing presses, high speed copiers, and the World Wide Web. Design and produce materials for duplication. Produce basic layouts for a variety of general publications such as forms, newsletters, flyers, brochures or reports.

Proof read materials for general clarity, punctuation, grammar, spelling, format and agency standards.

Scan, edit and set densities for black and white and digital photos for digital output or web use using up-to-date software and techniques.

Convert existing electronic files into ASCII format for web coding. Use HTML language or HTML editors to modify existing web documents.

2. Planning

Discuss desired project outcome with agency customers and consult with printing professionals to help plan the best method to produce projects. Receive assistance from higher level Electronic Publishing Specialists, printing professionals, and management on the production feasibility of complex or time sensitive projects.

3. Maintenance

Organize and backup files regularly. Maintain desktop publishing equipment by keeping the system clean and free of unnecessary software or files that aren't applicable to the job.

RELATIONSHIPS WITH OTHERS

The Electronic Publishing Design Specialist 1 has daily contact with agency customers in person or over the telephone to discuss project schedules, issues or problems or to obtain additional or clarify project information. There is also regular contact by telephone or in person with printing professionals to discuss publishing needs and costs.

SUPERVISION RECEIVED

The Electronic Publishing Design Specialist 1 receives general supervision from a supervisor or manager and seeks guidance when necessary. Manager may review completed assignments for desired results. Work must comply with art and design principles, agency rules and regulations, agency web standards, copyright rules and laws Department of Administrative Services printing rules and regulations and the Right to Privacy Act for photography and recordings.

GENERAL INFORMATION

The Electronic Publishing Design Specialist 1 frequently works under the pressure of deadlines.

KNOWLEDGE AND SKILLS (KS)**Knowledge:**

General knowledge of perspective, balance, spot color combinations, style, and fonts.
General knowledge of scanning and the manipulation of black and white or digital photograph layout.
Basic knowledge of paper grades, inks, printing processes and materials.
Basic knowledge of graphic design and web software programs.
Basic knowledge of computers, scanners and networking.
Basic knowledge of research techniques.

Skills:

Skill in verbal and written communication.
Skill in design, layout techniques, and preparation of electronic files for production.
Skill in basic web design and maintenance.
Skill planning and prioritizing work.

NOTE: The KNOWLEDGE and SKILLS are required for initial consideration. Some duties performed by positions in this class may require different KS's. No attempt is made to describe every KS required for **all** positions in this class. Additional KS requirements will be explained on the recruiting announcement.

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 Dept. of Administrative Services
 Human Resource Services Division