



## **ELECTRONIC PUBLISHING DESIGN SPECIALIST 2**

**2511**

### **GENERAL DESCRIPTION OF CLASS**

The ELECTRONIC PUBLISHING DESIGN SPECIALIST 2 consults with customers on project needs, presents design concepts for projects and prepares a full range of graphic design or intermediate web design and maintenance work for their agency or other state agencies. The Electronic Publishing Design Specialist 2 may coordinate the work of other staff designers in the production of printed materials.

### **DISTINGUISHING FEATURES**

This is the second level in a three level series. At this level, employees coordinate and oversee the broader and more technical graphic or web design. This level works with agency customers on multi-color publishing and web design projects. The independent decision making, greater interaction with customers, and more extensive technical knowledge and skill required distinguishes this class from the lower level. The limited interaction to provide technical support to other graphic or web designers and the intermediate level of expertise required distinguish it from the higher level.

### **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. Customer Assistance**

Advise customers on design, color choices and paper selection to produce efficient, cost-effective publications. Recommend paper, ink and other specifications for printing and copy center orders.

Advise customers on web design, web-safe color choices, site navigability, download time, and browser issues.

#### **2. Design**

Use a computer, graphic and web software, scanner, digital camera, printers, and other specialized equipment to execute intermediate level layouts for a variety of publications. Projects may include newsletters, magazine ads, brochures, pamphlets, flyers, reports, forms, information packets, booklets, manuals, presentation folders, posters, logos, displays, charts, graphics and HTML and PDF files.

Prepare single and multi-color electronic files for publication by a variety of methods including printing presses, high speed copiers or the World Wide Web. Check technical accuracy, i.e., trapped properly, color separates correctly, web-safe colors are used, scan densities are set for maximum effectiveness for print publishing, web publishing, etc.

Create multi-color illustrations using various media (i.e., pen and ink, watercolors, graphics software, digital tablets) for varied uses in electronic layout and web publishing programs, displays, presentations, and multimedia programs.

Design and maintain portions of the agency web site. Use HTML coding language standards and software to produce web pages and graphics. Publish web files using File Transfer Protocol to agency web server.

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

**3. Project Coordination**

Plan and oversee production feasibility of time sensitive projects. Provide cost and time estimates to customers. Work directly with agency customers and printing professionals to meet time frames.

**4. Maintenance**

Maintain desktop publishing equipment by keeping the system clean and free of unnecessary software or files that aren't applicable to the job. Research and recommend new software or hardware. Organize and backup files regularly. May troubleshoot computer problems.

**RELATIONSHIPS WITH OTHERS**

The Electronic Publishing Design Specialist 2 has daily contact with customers to discuss design concepts, clarify project needs or changes and present final designs. There is frequent contact with printing representatives about materials, costs or schedules.

**SUPERVISION RECEIVED**

The Electronic Publishing Design Specialist 2 works independently requiring a minimum of supervision and seeks guidance on priority issues, procedures, and more complex assignments. 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 2 frequently works under the pressure of deadlines.

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

General knowledge of graphic and web design software.
General knowledge of computers, scanners, and networks.
General knowledge of perspective, balance, process color, web-safe color, style, content, fonts and layout; paper grades and inks.
General knowledge of printing processes and materials.
General knowledge of electronic file management and directory structure.
General knowledge of research techniques.
Basic knowledge of scanning and manipulating color photographs.
Basic knowledge of troubleshooting electronic files.

**Skills:**

Skill in spot color design, layout techniques, and preparation of electronic files for production.
Skill interpreting and developing the ideas and needs of customers.
Skill conceptualizing the best approach to achieve the desired effect and producing the final product.
Skill planning and prioritizing work.

**Some positions may require the following:**

Skill creating graphic elements for web use.
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**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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