



ELECTRONIC PUBLISHING DESIGN SPECIALIST 3

2512

GENERAL DESCRIPTION OF CLASS

The ELECTRONIC PUBLISHING DESIGN SPECIALIST 3 coordinates work of contract designers or staff designers producing printed materials or web pages, consults with customers from multiple state agencies on project needs, presents design concepts for projects and prepares a full range of highly skilled technical graphic or web design work for state agencies. The Electronic Publishing Design Specialist 3 serves as a technical resource for other Electronic Publishing Design Specialists, troubleshoots electronic files to solve technical production issues, and may serve as project coordinator directly overseeing team members' work.

DISTINGUISHING FEATURES

This is the third level in a three level series. This level differs from the lower two levels by the extensive decision making, interaction with customers and other Electronic Publishing Design Specialists, and extensive technical knowledge and skill required. At this level, the employee coordinates and oversees the broader and complex publishing or web design projects. The Electronic Publishing Design Specialist 3 works with agency customers directly on spot color, process color, web, and alternative publishing projects.

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

Analyze customer complaints and work out solutions for concerns that are within the scope of responsibility.

Consult with customers at the concept stage about the desired look for the publication or web site. May write original copy for publication. Advise customers on design, color choices and paper selection to produce efficient, cost-effective publications. Advise customers on web design, web-safe color choices, site navigability, download time, browser issues, etc. Recommend paper, ink and other specifications for printing and copy center orders. Provide cost and time estimates to customers.

Consult with customers to evaluate publishing needs. Serve as technical resource on electronic imaging, file manipulation, software issues and file preparation.

2. Design

Use a computer, graphic and web software, scanner, digital camera, printers, and other specialized equipment to execute complex layouts for a variety of publications, including newsletters, magazine ads, brochures, pamphlets, flyers, reports, forms, information packets, booklets, manuals, presentation folders, posters, logos, displays, charts, graphics and web files. Prepare complex spot and process color electronic files for print or web publication using a variety of methods including printing presses, high speed copiers or the World Wide Web.

Design documents to allow for alternative publishing and the re-purposing of the design and information.

Create multi-color illustrations and technical graphics 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 complex web sites for agencies. Use HTML coding language standards and web software to produce web pages and graphics. PDF files to publish on the web. Using File Transfer Protocol, publish web files to agency web server.

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

3. Project Coordination

Plan and oversee production of complex or time sensitive projects. Serve as project coordinator working directly with team members, customer, vendors, private and public organizations or businesses, and the customer service representatives to ensure established deadlines are met.

4. Maintenance

Maintain computer, graphic and web software, scanners, printers, and other specialized equipment. Keep the system clean and free of unnecessary software or files. Organize and backup files regularly. Troubleshoot computer and other equipment problems. Research and recommend new software or hardware purchases.

RELATIONSHIPS WITH OTHERS

The Electronic Publishing Design Specialist 3 has daily contact with agency customers, customer service representatives, private vendors, public or private organizations or businesses, and other Electronic Publishing Design Specialists in person, over the telephone, or in writing about projects. They are in daily contact by telephone or in person with printers to discuss needs, solve technical problems with electronic files and any associated costs. The Electronic Publishing Design Specialist 3 regularly provides technical advice and support to other Electronic Publishing Design Specialists and interacts with Information Systems staff about web matters.

SUPERVISION RECEIVED

The Electronic Publishing Design Specialist 3 works independently to carry out all aspects of advanced electronic publishing related tasks or projects. They receive general supervision from a unit manager or supervisor. There is no technical review but the work is reviewed upon completion for quality and timeliness of the product to customers. 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 3 frequently works under the pressure of deadlines.

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

Extensive knowledge of perspective, balance, process and spot color, web-safe colors, style, content, fonts and layout, paper grades and inks.
Extensive knowledge of scanning, color correcting and manipulation of images.
Extensive knowledge of printing processes and materials.
Extensive knowledge of troubleshooting electronic files from other sources.
Extensive knowledge of graphic, layout, and web software and associated hardware.
Extensive knowledge of computers, scanners and networks.
Extensive knowledge of the creation of graphic elements for web or alternative publishing uses.
General knowledge of research techniques.

Skills:

Skill in project management.
Skills in spot and process color design, layout techniques, and preparation of electronic files for production.
Skill interpreting/developing the ideas/needs of customers and conceptualizing/visualizing the best approach to achieve the desired effect and producing the final product using a variety of mediums.
Skill planning and prioritizing work.
Skill creating original illustrations and artwork.
Skill monitoring and analyzing site statistics.
Skill planning and creating marketing schemes.

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.

Adopted 1/90

Revised 7/00

STATE OF OREGON
 Dept. of Administrative Services
 Human Resource Services Division