



**YOUNGSTOWN  
STATE  
UNIVERSITY**

**Classification Series:**

Layout Design Artist Occupation

**Bargaining Unit:**

Excluded

**Layout Design Supervisor**

**Series Purpose:** The purpose of the Layout Design Artist occupation is to produce finished art designs and layouts for university, divisional, and departmental publications, graphics, and/or instructional tools to enhance departmental communications and training.

**Class Concept/Summary of Position:** The class works under direction and requires expert knowledge of marketing policies and procedures and layout design and art, graphic arts, or industrial design in order to assist in the coordination, development, and distribution of marketing materials and communications and supervise employees engaged in the same. Provides general office and administrative support, independently formulates decisions and/or judgments involving interpretation of policies and procedures and prepares correspondence and/or reports.

**Position Information**

**Essential Functions and Responsibilities: Incumbents may perform some or all of these duties or other job-related duties as assigned.**

Supervises staff in activities of layout and design in production of graphic materials using a variety of methods and instruments to produce finished jobs; evaluates quality of work according to standards; assigns and reviews work; establishes timeframes for the completion of assigned tasks; trains and orients new employees; approves/disapproves requests for paid leaves; interviews candidates for employment and makes recommendations for hire; evaluates employee work performance; receives and responds to grievances; provides assistance with the development of unit work procedures and policies.

Consults with clients requesting graphic support; clarifies scope of requests; determines best and most economic plan to accomplish desired goal; explains optional methods available to achieve favorable results; prepares budgets and cost analysis for each project.

Prepares RFPs and other publishing specification details as needed; creates purchase orders and other business-related expense forms; secures contracts for advertising and publications; processes contracts for payment for campus departments; researches and provides technical information to aid in decision making.

Manages business functions of administrator's office; duties may include but are not limited to the following: responds to correspondence; represents supervisor at meetings or conferences with other

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agencies; prepares and monitors budgets; researches and prepares data for budget inclusion; assists in writing budget justification; monitors spending and maintains fiscal records.

Assists with the coordination, development, and distribution of marketing materials and communications; communicates with clients and graphic design team regarding project requests, project progress, design layout, and execution; serves as liaison between clients, design staff, and leadership on all project matters; prioritizes and assigns work to graphic design staff and student workers; proofs and edits creative and informational and/or print copy for a full range of print and electronic media.

Reviews and summarizes fiscal, operational, and/or personnel reports; processes bills/invoices for payment; purchases supplies and equipment; keeps fiscal and personnel records; performs personnel functions such as screening job applicants; interviews and supervises students; communicates decisions, directives, and/or assignments to appropriate staff; represents unit on committees; organizes conferences.

Coordinates and leads graphic design team meetings; prepares job production reports for distribution and review; maintains graphic design files in print and/or electronic form and/or filing system, etc.

Assists in market research, planning, budgeting, design, and production of printed and web-based projects and platforms.

Acts as a lead worker by providing work direction and training over lower-level employees.

Coordinates work projects, provides input on procedures to include recommendation of vendors, materials, and techniques to accomplish assigned projects and tracks budget expenditures for work unit.

Consults with leadership on design projects; analyzes project requests to determine materials needed; purchases unit materials and supplies.

Creates, designs, and produces finished graphic art; designs layouts; studies illustrations and photographs to plan presentations of material, product, or service; determines size and arrangement of illustrative material and copy; selects style and size of type; arranges layout based upon available space, layout principles, and creative design concepts; ensures production and formatting of electronic files in accordance with project requirements; reviews final drafts before printing/outputting and disseminates draft proofs to appropriate personnel; examines, corrects, and approves final proofs from print vendors; evaluates finished projects and analyzes success; scans photographs/slides at high resolution; illustrates and manipulates art/photographs electronically; monitors and troubleshoots graphic design and printing software/hardware.

Recommends policies and procedures in regards to graphic design, media, printing methods, papers, and inks for projects; recommends policies and procedures regarding graphic art software, hardware, printing, and/or graphic art supplies; develops visual concepts and coordinates design projects with staff and/or vendors to discuss scope of work, establish deadlines, identify specifications, cost controls, and quality products; creates and/or edits content for graphic designs; coordinates purchase of materials and/or services with vendors for digital output of film, proofs, color imaging, and print services.

Consults with clients and/or supervisor concerning requested graphic designs; researches graphic arts materials needed for art projects; transforms verbal descriptions into graphic illustrations; edits final material.

Maintains inventory of equipment within budget limitations; prepares budget and cost analysis reports; purchases graphic art material; maintains files of artwork for finished reports and maps.

**Other Functions and Responsibilities:** Assists with training new hires.

Performs other related duties as assigned.

**Equipment Operated:** Computer and all other standard office equipment.

**Supervision Exercised:** Supervision is exercised over staff and student employees.

### **Qualifications and Competencies**

**Required Certifications and/or Licensures:** None

### **Knowledge, Skills, and Abilities:**

Knowledge of: supervisory techniques\*; Microsoft Office, social media, website software and apps; employee training and development\*; layout design; art, graphic art, or industrial design to include appropriate visual treatments and techniques; budget preparation\*.

Skill in: database usage; typing and computer usage; use and maintenance of materials, tools, and equipment associated with field of graphic art, industrial design, and audio/visual communication.

Ability to: communicate effectively, organize work, and manage the unit's workload; coordinate lower-level employees on group project; deal with problems involving several variables in familiar and unfamiliar context; interpret a variety of instructions in written, oral, or picture form; maintain accurate records; work alone on most tasks; cooperate with co-workers on group projects.

(\* ) Developed after employment.

**Minimum Qualifications:** At least a bachelor's degree in art, graphic art, or industrial design; or five or more years of experience in a position as a layout design or graphic artist.

**Physical Requirements:** In accordance with the U.S. Department of Labor physical demands strength ratings, this position will perform sedentary work.

**Sedentary:** work involves exerting up to 10 pounds of force occasionally or a negligible amount of force frequently to lift, carry, push, pull, or otherwise move objects, including the human body. Sedentary work involves sitting most of the time but may involve walking or standing for brief periods of time. Jobs may be defined as Sedentary when walking and standing are required only occasionally, and all other Sedentary criteria are met.