



USC University of
Southern California

Visual/Graphic Design, Lead Job Description

JOB INFORMATION

Job Code:	171321
Job Title:	Visual/Graphic Design, Lead
FLSA Status:	Exempt
Supervisory:	
Job Family:	Graphic Arts
Job Family Group:	Arts Production Support
Management Level:	7 Individual Contributor

JOB SUMMARY

Serving as an advocate for best design practice, the Visual/Graphic Designer, Lead, identifies and produces innovative and creative solutions for projects. In the absence of the Art Director, assists with providing guidance and oversight to other employees performing similar tasks, and acts as a project leader to ensure projects are completed effectively and efficiently. Designs and delivers high-quality artwork and copy for a variety of platforms. Establishes the look and feel for visual interfaces. Designs user-centered interaction models, wireframes or screen mockups. Creates concepts and artwork for identity design and branding in print, digital and online. Produces illustrations, publications, infographics, brochures, flyers, posters, websites, etc. Works with clients to create and execute design standards and solutions. Implements creative-industry best practices and collaborates with others to ensure end-products' quality control. Develops and manages budgets for specific projects.

JOB QUALIFICATIONS:

Education

Req	Pref	Degree	Field of Study
X		Bachelor's degree	

Additional Education

Check here if experience may substitute for some of the above education.

☐ Combined experience/education as substitute for minimum education

Work Experience

Req	Pref	Work Experience	Experience Level
X		5 years	

Additional Work Experience

Check here if education may substitute for some of the above work experience.

X Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Art direction and production of periodicals and publications, demonstrated ability in editorial design, and knowledge of desktop publishing systems and related specialized equipment.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Serves as project leader to ensure projects completed effectively and efficiently. Assists with providing guidance and oversight to other employees performing similar work on a project basis, or as needed.				
Establishes the look and feel for visual interfaces, including websites, mobile devices, apps, kiosks, games, etc. Designs user-centered interaction models, wireframes or screen mockups.				
Creates concepts, artwork, icons, logos, and copy/web layouts for identity design and branding in print, digital and online, for desktop, web and mobile devices. Produces illustrations, publications, graphs, charts, brochures, certificates, flyers, posters, infographics, front-end/websites, user interfaces, and branding artwork, as required.				
Sets production schedules and meeting deadlines for design projects and ensures timely completion of work. Develops and manages budgets for specific projects.				
Prepares computerized typeset documents with publishing and page layout software, uses computer software packages to manipulate images, and produces a variety of freehand artwork (e.g., drawings, illustrations, logograms, etc.).				
Assists in quality control by proofing final artwork before submission, and checks projects for accuracy, design, color, format, alignment and legibility.				
Works with clients to advise, create, modify and execute design standards and solutions to visual media objectives and/or requirements.				
Collaborates with advertising and/or marketing department, IT developers, and other stakeholders to integrate projects most effectively. Determines size and arrangement of illustrations and copy. Selects type style and size. Arranges layout according to space availability and using knowledge of layout principles and design concepts.				
Studies illustrations and photographs to plan presentation of materials, products or services. Creates samples of finished layouts and presents to client and/or supervisor for approval, as required.				
Prepares specifications for work to be performed by others. Reviews and proofs production work and suggests improvements. Assists with coordination of work performed by freelance artists, vendors, student workers and or other departments.				
Performs other related duties as assigned or requested. The university reserves the right to add or change duties at any time.				

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	In the event of an emergency, the employee holding this position is required to "report to duty" in accordance with the university's Emergency Operations Plan and/or the employee's department's emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC's policy at: https://policy.usc.edu/mandated-reporters/
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC's policy at: https://dps.usc.edu/alerts/clery/			No

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the

position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.