

## COMPETENCY PROFILE

## Visual Arts Specialist

**Description of Work:** Work in this class involves performing a range of visual/graphic arts functions used in promotional, instructional, and educational materials. This work includes both internal and external communication efforts. Work includes consulting, creating, designing, planning, and delivering products that visually communicate information through avenues such as catalogs, brochures, books, magazines, banners, web pages, logos, identity packages, campaigns, invitations, posters, advertising, teaching aids, and exhibits. Employees execute artistic representations by using software and hardware, traditional and digital photography, various printing practices, and graphic art techniques. Employees may also be responsible for consulting with clients to determine project parameters such as purposed, audience, conceptual focus, and scope and concept cost options. Work may include leading and directing staff.

Competency	Definition
<b>Client/Customer Service</b>	<b>Ability to develop and maintain strong relationships with clients (those who buy goods and services, and for whom formal professional services are rendered) or customers (those who consume goods and services) by listening to the client/customer and understanding and responding to identified needs.</b>
<b>Consulting/Advising</b>	<b>Ability to provide advice and counsel. Ability to understand client programs, organization and culture.</b>
<b>Knowledge - Technical</b>	<b>Possession of a designated level of technical skill or knowledge in a specific technical area(s) and the ability to keep up with current developments and trends in areas of expertise. May be acquired through academic, apprenticeship or on-the-job training or a combination of these.</b>
<b>Project Management</b>	<b>Ability to provide oversight for project(s) and all related activities in that setting to include quality assurance and safety. Ability to coordinate and manage facilities, equipment, supplies and related resources as necessary for the project. Ability to monitor environmental risks, if any and quality control. Ability to establish a set of tasks and activities associated with an intended outcome and timeline. Ability to ensure actions are performed and/or implemented to achieve the results of the project.</b>
<b>Technical Solution Development</b>	<b>Ability to demonstrate a methodical and logical approach to addressing customer needs. Ability to use innovative solutions and/or designs where appropriate.</b>

Describe contributing, journey, and advanced levels for each competency listed above.

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Competency	Contributing	Journey	Advanced
<p><b>Client/Customer Service</b></p>	<p>Understands client/customer needs and works within set guidelines and parameters.</p>	<p>Develops and maintains solid relationships with clients and customers by listening, understanding, and responding to client/customer needs.</p> <p>Consults and offers support to clients/customers as it relates to the area of responsibility.</p>	<p>Establishes, builds and maintains solid relationships and consults with clients/customers on issues and requests that require the creation and implementation of custom or non-standard solutions.</p> <p>Plans, develops, and delivers specialized services (i.e., illustration, photography, design, guidelines) to clients/customers in highly technical or specialized areas (ie. medical faculty).</p>
<p><b>Consulting/Advising</b></p>	<p>Advises clients/customers on visual art options and outlets for basic and routine situations.</p>	<p>Advises clients/customers on a range of options for the visualization and communication of information.</p> <p>Assess client/customer needs and determine appropriate outlet, method, audience, and scope. Provides knowledgeable guidance in combining budgetary parameters with design requirements.</p>	<p>Advises, collaborates and consults with clients/customers in planning, developing, and designing a variety of non-standardized and complex graphic/media arts.</p> <p>Advises and consults with high-level administrators on visual/graphic arts methods and procedures. Advises, consults and implements the planning, developing, constructing, and</p>

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			<p>designing of visual/media art efforts, such as educational and promotional materials, intended to reach a broad external audience.</p>
<p><b>Knowledge - Technical</b></p>	<p>General knowledge of standard and routine design and visual art principles and elements.</p> <p>General knowledge of standardized and commonly accepted design procedures and techniques.</p>	<p>Thorough knowledge of design and visual art concepts and practices pertinent to the area of responsibility (i.e. Photography, printmaking, printing, filmmaking, typography, imaging, graphic design, Web design).</p> <p>Determines, utilizes, and applies standard and specialized techniques and technology.</p> <p>Uses a variety of moderately complex processes, procedures and techniques.</p> <p>Thorough knowledge of incorporating various hardware and software packages, as well as traditional design methods.</p> <p>Thorough knowledge of organizational principles of design and visual art elements.</p> <p>Promotes subject matter in a</p>	<p>Serves as a key resource to others on a wide variety of design and visual art elements.</p> <p>Establishes standards for visual arts and develops/determines non-routine techniques/methods to accomplish objectives.</p> <p>Considerable knowledge of standardize and non-standardize methods and concepts for design and delivery of product.</p> <p>Employs creative and innovative use of equipment, techniques, and visual arts methods.</p> <p>Develops short and long-range design strategies intended to reach a wide audience.</p>

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		wide variety of visual media.	Highly skilled and considerable technical knowledge of overall design concepts.
<b>Project Management</b>	<p>Understands customer needs and work in conjunction (as a team member) with higher-level specialists on delivery of ideas and products.</p> <p>Creates visual art as it relates to a specific area or module of the project.</p> <p>Contributes ideas, recommendations, and solutions to reach project goals.</p>	<p>Consults with and determines client/customer needs and project parameters.</p> <p>Plans and manages multi-faceted and specialized projects.</p> <p>Conceptualizes and creates visual art as it relates to the area of responsibility from creation (the idea stage) through delivery (final product).</p>	<p>Independently manages project timelines, resources, staff and leads implementation efforts in all areas of visual arts.</p> <p>Manages complex projects.</p> <p>Considerable knowledge of a wide variety of complex and non-standard processes and design techniques.</p> <p>Plans, coordinates, directs and supervises the work of lower-level specialists.</p>
<b>Technical Solution Development</b>	<p>General knowledge of troubleshooting techniques as they relate to software, hardware and equipment problems.</p>	<p>Maintains, learns, and stays current with developments and trends as they relate to visual arts.</p> <p>Thorough knowledge of troubleshooting techniques as they relate to software, hardware, and equipment problems, and determines the best approach to resolve the problem.</p>	<p>Researches, evaluates, assess, recommends, advises, and implements various technology and equipment purchases.</p> <p>Independently resolves complex hardware and/or software problems.</p> <p>Instructs others on utilizing hardware and/or software.</p>

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**Recommended Minimum Training Guideline:** Graduation from high school and two years of visual/graphic arts experience that provides the knowledge, skills and abilities needed in the area of assignment; or an equivalent combination of training and experience.

**Special Note:** This is a generalized representation of positions in this class and is not intended to identify essential work functions per ADA. Examples of competencies are primarily those of the majority of positions in this class, but may not be applicable to all positions.