University of Houston ◢ Clear Lake

Graphic Designer
J o b   D e s c r i p t i o n

JOB INFORMATION

Effective Date	7/21/2023
Job Code:	3962
Job Title:	Graphic Designer
Salary Grade/Structure:	030 - Admin-Professional
Career Level Name:	P1 - Entry Professional
FLSA Name:	Non-Exempt
EEO Code:	30-Professional Non-Faculty
Job Function:	Communications
Job Family:	Creative Design
Job Summary	The Graphic Designer is responsible for a variety of media and must be technically competent in using various software applications and hardware to perform tasks. Tasks will include, but are not limited to, designing images, illustrations and media products for use in marketing products, online courses, video productions, Web pages and assorted printed materials. Must have a working understanding of layout, type and color and able to follow instructions, working proficiently in InDesign, Photoshop, Illustrator and Microsoft Word. Must be accurate and detail oriented. Relies on instructions and pre-established guidelines to perform the functions of the job.

COMPETENCIES

Competencies

Please refer to the UHCL Human Resources webpage for UHCL core competencies for all eligible job levels.

QUALIFICATIONS

Education

Education Level	Education Details	Required/ Preferred	
Bachelor's Degree	Upper level coursework leading to a Bachelor's degree in Media Studies, Communication, Fine Arts or related field.	Required	
Bachelor's Degree	Degree in Media Studies, Communication, Fine Arts, or related field.	Preferred	

Work Experience

Experience	Experience Details	Required/ Preferred	
Less than 3 yrs	Minimum one year of design experience in creation and manipulation of digital graphic art. One year experience using Adobe InDesign, Adobe Photoshop and Adobe Illustrator or comparable layout, bitmap and vector software.	Required	
Less than 3 yrs	Web-based graphic design experience	Required	
Less than 3 yrs	Two years of design experience in a computer-based graphic art environment involving WWW graphics. Additional experience with Adobe	Preferred	

Work Experience

Experience	Experience Details	Required/Preferred	
	Photoshop and Adobe Illustrator or comparable bitmap and vector software.		
Less than 3 yrs	Experience in print-based and Web design, photography, 2D and/or 3D animation.	Preferred	

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred	

Knowledge, Skills and Abilities

KSAs	Proficiency
• Strong knowledge of color theory, solid background in design principles, an understanding of typography. Excellent graphic/drafting skills. Strong visual acuity.	Skilled
• Skill in the digital manipulation of images, including scanning, compressing, saving, converting, and rendering a variety of media into common digital image formats.	Skilled
• Ability to be responsible, reliable and mature; a self-starter, with ability to work independently and with minimal supervision, while remaining closely-tuned and communicative regarding project team needs and agendas.	Skilled
• Ability to follow instructions and pre-established guidelines to perform the functions of the job.	Skilled
• Ability to work well in a team environment be flexible, and open to the artistic opinions of team members, colleagues and supervisors.	Skilled
• Ability to thrive with deadline pressures within a bustling multi-purpose work environment.	Skilled
• Ability to communicate in oral and written English fluently, patiently, professionally, and with clarity.	Skilled

JOB RESPONSIBIILTIES

Campus Security Authority   ☐

Remote Work Capable   ☐

Essential Functions

Essential Function	% TIME
• Advise and assist UHCL (and possibly other UH System) colleagues, faculty, and staff on use of graphics and technology for the classroom, the Web and presentations. Assist with aesthetic design concepts and the principles of color, typography, and layout. Produce storyboards, graphic sketches, prototype designs, and layouts as concepts and proposals. For academic courses, work closely with subject matter experts (faculty) and the team to conceive and develop informational/instructional graphics (stills and animations) that enhance and effectively convey information.	50%
• Generate products that adhere to instructions and pre-established guidelines provided. Create products for university marketing and other communications, including informational publications and advertising/marketing materials. Design and provide prepress production of materials including books, pamphlets, direct mail, promotional items, newspaper and magazine advertising. Interface with UHCL offices, media representatives, vendors. service bureaus, and print shops.	30%
• Remain current about issues and solutions for computer-based graphic arts as it relates to print and the Web. Understand and comply with current intellectual property and copyright polices and regulations relating to graphics and projects.	10%
• Assist on video and photo shoots for university marketing projects.	5%
• Perform other duties as assigned.	5%

PRE-EMPLOYMENT

MVR:	No
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No
Pulmonary Function Test:	No

PHYSICAL DEMANDS/WORKING CONDITIONS

Office and Administrative Support

Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting		X				
Carrying		X				
Pushing		X				
Pulling		X				
Climbing		X				
Balancing		X				
Stooping		X				
Kneeling		X				
Crouching		X				
Crawling		X				
Reaching		X				
Handling			X			
Grasping			X			
Feeling		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise			X		
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

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Travel Requirements

Estimated Amount	Brief Description
0%	