

Graphic Designer

Job Description

The Social Marketing Team, a program area of Student and Community Involvement is looking for part-time graphic designer. We are looking for a detail-oriented undergraduate student with a passion for design who has an eye for outstanding advertisements. Ability to multi-task and meet short deadlines a must. Applicant must be proficient in Mac OS X, Adobe Creative Suite - InDesign, Photoshop, Illustrator, Acrobat as well as Microsoft Office - Word, PowerPoint, Outlook. Additional skills include proofreading, photography, image retouching, photo manipulation and color correction.

Job Duties

- Downloads and responds Graphic Design requests in BobcatConnect
- Meets with clients or Social Marketing Team advisor to determine scope of project
- Develop a timeline for completion and meets deadlines
- Advise clients on strategies to reach a particular audience
- Determine the message the design should portray
- Create images that identify an event, program or conveys a message
- Develop graphics for advertisements such as posters, digital signage, fliers, banners
- Select colors, images, text style and layout
- Designs to attract the FSU campus community
- Use Frostburg State University brand elements
- Present design to clients and Social Marketing Team advisor for review
- Incorporate changes recommended by clients into final design
- Review designs for errors before printing or publishing
- Shares graphics with Social Marketing Team for use on social media

Work Schedule

Graphic Designers will work approximately 6-12 hours/week including MANDATORY hours at Late@Lane events. Work schedules will be determined at the beginning of the semester based upon classes. MANDATORY attendance at Social Marketing team staff training August 22-26th, 2017.

Pay

\$9.25/Hour or Academic Credit

Work Environment

Graphic Designers will work in the Social Marketing Team Office in Lane University Center 233 on one of four Mac computers utilizing the following software: Adobe InDesign, Adobe Bridge, Adobe Photoshop, Adobe Illustrator, and Carousel. The attire is business casual which includes a Social Marketing Team polo.

Education

Applicants for this position are expected to have at least 90 credits which include passing grades in two semesters of ART 407. MANDATORY attendance at Social Marketing team staff training August 22-26th, 2017. Exceptions will be made with demonstration of skill.

Learning Outcomes

- Student employees will be able to respond to graphic design and digital signage requests in BobcatConnect in a professional and courteous manner.
- Students will be able to communicate with clients as well as the Social Marketing Team.
- Students will use the elements of design: color, form, line, direction, shape, size, space, texture and value as well as the principles of design: balance, gradation, repetition, contrast, harmony, unity and dominance.
- Students will be able to select and use color themes and typography based upon design project.
- Students will be able to choose legal imagery.
- Employees will be able to design using the correct Frostburg State University brand elements and templates.
- Students will be able to follow the design process from request to design to proof to corrections to print to share in a timely manner.
- Students will be able to properly package, store and archive files in the correct file folders.