



The University of North Carolina Wilmington

Visual Arts Specialist Competency Profile

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 purpose, audience, conceptual focus, and scope and concept cost options. Work may include leading and directing staff.

Competency	Definition
Client Customer Service	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.
Consulting/Advising	Ability to provide advice and counsel. Ability to understand client programs, organization and culture.
Knowledge-Technical	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.
Project Management	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.
Technical Solution Development	Ability to demonstrate a methodical and logical approach to addressing customer needs. Ability to use innovative solutions and/or designs where appropriate.

Competency	Contributing	Journey	Advanced
<i>Client Customer Service</i>	Understands client/customer needs and works within set guidelines and parameters.	Develops and maintains solid relationships with clients and customers by listening, understanding, and responding to client/customer needs. Consults and offers support to clients/customers as it relates to the area of responsibility.	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. Plans, develops, and delivers specialized services (i.e., illustration, photography, design, guidelines) to clients/customers in highly technical or specialized areas (i.e. medical faculty).
<i>Consulting-Advising</i>	Advises clients/customers on visual art options and outlets for basic and routine situations.	Advises clients/customers on a range of options for the visualization and communication of information. Assess client/customer needs and determine appropriate outlet, method, audience, and scope. Provides knowledgeable guidance in combining budgetary parameters with design requirements.	Advises, collaborates and consults with clients/customers in planning, developing, and designing a variety of non-standardized and complex graphic/media arts. Advises and consults with high-level administrators on visual/graphic arts methods and procedures. Advises, consults and implements the planning, developing, constructing, and designing of visual/media art efforts, such as educational and promotional materials, intended to reach a broad external audience.
<i>Knowledge-Technical</i>	General knowledge of standard and routine design and visual art principles and elements. General knowledge of standardized and commonly accepted design procedures and techniques.	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). Determines, utilizes, and applies standard and specialized techniques and technology.	Serves as a key resource to others on a wide variety of design and visual art elements. Establishes standards for visual arts and develops/determines non-routine techniques/methods to accomplish objectives. Considerable knowledge of standardize and non-standardize

		<p>Uses a variety of moderately complex processes, procedures and techniques. Thorough knowledge of incorporating various hardware and software packages, as well as traditional design methods. Thorough knowledge of organizational principles of design and visual art elements. Promotes subject matter in a wide variety of visual media.</p>	<p>methods and concepts for design and delivery of product. Employs creative and innovative use of equipment, techniques, and visual arts methods. Develops short and long-range design strategies intended to reach a wide audience. Highly skilled and considerable technical knowledge of overall design concepts.</p>
<i>Project Management</i>	<p>Understands customer needs and work in conjunction (as a team member) with higher-level specialists on delivery of ideas and products. Creates visual art as it relates to a specific area or module of the project. Contributes ideas, recommendations, and solutions to reach project goals.</p>	<p>Consults with and determines client/customer needs and project parameters. Plans and manages multi-faceted and specialized projects. 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. Manages complex projects. Considerable knowledge of a wide variety of complex and non-standard processes and design techniques. Plans, coordinates, directs and supervises the work of lower-level specialists.</p>
<i>Technical Solution Development</i>	<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. 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. Independently resolves complex hardware and/or software problems. Instructs others on utilizing hardware and/or software.</p>