



Art Director

Positions & Responsibilities for Blue Devil Productions

Position Summary

The Art Director shall design and process all Blue Devil Production printed materials including, but not limited to posters, Channel 20 ad, freshman promos, banners, table tents, homecoming event promotion, and other promotional devices.

Detailed Description:

- Confer with board members to determine objectives, budget, background information, and presentation approaches, styles, and techniques. Present final layouts of work for approval
- Create custom illustrations or other graphic elements.
- Formulate design layout, manage accounts and projects working within scheduling requirements
- Process the appropriate paperwork and forward materials to the proper printing services needed for on or off campus printing
- Work with the Multimedia Director to provide pictures, files, and logos for the website
- Help to create and ensure a cohesive BDP and event identity.
- Meet with Public Relations Director and Campus Relations Director to create promotional items.
- Submit and adhere to a schedule of no less than 5 weekly office hours, held in the Blue Devil Productions office.

Beneficial Knowledge to Position:

- Illustrator & Photoshop
- Initiative
- Originality, creative thinking
- Ability to communicate with supervisors and peers
- Ability to organize, plan, and prioritize work
- Fluency of ideas, attention to detail, dependability, adaptability, flexibility