Graphic Design Institute

**Design Team Core Responsibility Document**

**Purpose**: This document outlines the core responsibilities of all design team members at the Graphic Design Institute.

**Responsibilities**:

* **Collaboration**: Work collaboratively with other designers, developers, and stakeholders to create high-quality designs that meet project requirements. This includes:
  + Participating in brainstorming sessions to generate creative ideas.
  + Providing constructive feedback to other team members.
  + Communicating effectively with team members, stakeholders, and clients to ensure that project requirements are met.
  + In addition, Senior Animation Designers must work collaboratively with other designers, developers, and stakeholders to create high-quality designs that meet project requirements. This includes:
    - Leading brainstorming sessions to generate creative ideas.
    - Providing constructive feedback to other team members.
    - Communicating effectively with team members, stakeholders, and clients to ensure that project requirements are met.
* **Design**: Create visually appealing designs that are user-friendly, accessible, and responsive. This includes:
  + Using design software such as Adobe Creative Suite, Sketch, or Figma to create designs.
  + Creating wireframes, prototypes, and mockups to illustrate design concepts.
  + Ensuring that designs are optimized for different devices and platforms.
  + In addition, Senior Animation Designers must create visually appealing designs that are user-friendly, accessible, and responsive. This includes:
    - Using design software such as Adobe Creative Suite, Sketch, or Figma to create designs.
    - Creating wireframes, prototypes, and mockups to illustrate design concepts.
    - Ensuring that designs are optimized for different devices and platforms.
    - Providing guidance to junior designers on design best practices.
* **Communication**: Communicate effectively with team members, stakeholders, and clients to ensure that project requirements are met. This includes:
  + Providing regular updates on project progress.
  + Responding to feedback and making necessary changes to designs.
  + Presenting designs to stakeholders and clients.
  + In addition, Senior Animation Designers must communicate effectively with team members, stakeholders, and clients to ensure that project requirements are met. This includes:
    - Providing regular updates on project progress.
    - Responding to feedback and making necessary changes to designs.
    - Presenting designs to stakeholders and clients.
* **Research**: Conduct research to identify user needs, preferences, and behaviors to inform design decisions. This includes:
  + Conducting user interviews and surveys to gather feedback.
  + Analyzing user data to identify trends and patterns.
  + Staying up-to-date with the latest design trends and technologies.
  + In addition, Senior Animation Designers must conduct research to identify user needs, preferences, and behaviors to inform design decisions. This includes:
    - Conducting user interviews and surveys to gather feedback.
    - Analyzing user data to identify trends and patterns.
    - Staying up-to-date with the latest design trends and technologies.
    - Providing guidance to junior designers on research best practices.
* **Testing**: Conduct usability testing to ensure that designs meet user needs and are accessible to all users. This includes:
  + Creating test plans and scenarios.
  + Conducting user testing sessions.
  + Analyzing test results and making necessary changes to designs.
  + In addition, Senior Animation Designers must conduct usability testing to ensure that designs meet user needs and are accessible to all users. This includes:
    - Creating test plans and scenarios.
    - Conducting user testing sessions.
    - Analyzing test results and making necessary changes to designs.
    - Providing guidance to junior designers on testing best practices.
* **Documentation**: Create and maintain design documentation, including design specifications, style guides, and design patterns. This includes:
  + Creating design specifications that outline design requirements and guidelines.
  + Creating style guides that define visual and interaction design standards.
  + Creating design patterns that can be reused across different projects.
  + In addition, Senior Animation Designers must create and maintain design documentation, including style guides, design systems, and design specifications. This includes:
    - Ensuring that design documentation is up-to-date and accurate.
    - Providing guidance to junior designers on documentation best practices.
* **Professional Development**: Stay up-to-date with the latest design trends, tools, and technologies to improve design quality and efficiency. This includes:
  + Attending design conferences and workshops.
  + Participating in online design communities.
  + Taking courses to learn new design skills.

**In addition to the prior responsibilities, Senior Animation Designers should also be responsible for:**

* **Leadership:** Lead the design team and provide guidance to junior designers. This includes:
  + Providing mentorship and coaching to junior designers.
  + Leading design reviews and providing constructive feedback to team members.
  + Ensuring that designs meet project requirements and are delivered on time.