

GRAPHIC DESIGNER

DISTINGUISHING FEATURES OF THE CLASS: The work involves responsibility for performing a variety of artwork and designing and preparing illustrative and informative material used for a variety of educational, training, informational, and promotional purposes to aid in communicating messages through print and digital mediums. Employees in this class prepare materials such as flyers, brochures, annual reports, charts, maps and web pages using the latest graphic design and web publishing software. The work is performed under general supervision of a department head with wide leeway for independent judgment in designing, preparing, and carrying out tasks. Supervision is not a responsibility of this position. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

Prepares a variety of graphic materials including flyers, brochures, annual reports, charts, maps and web pages, for printed publications, reports, displays, exhibits, websites and for training and informational purposes;

Prepares illustrations, rough sketches or other presentations of material, in order to discuss with clients and/or supervisors and make necessary changes;

Creates final graphic print products utilizing desktop publishing capabilities;

Prepares finished illustrations from ideas conceived by supervisor or staff members requesting work by using appropriate media and materials;

Assists other staff in editing publications, planning booklets, pamphlets, newsletters, leaflets, graphic displays or exhibits and other materials;

Creates web page templates and design themes for improved content layout, navigation, and overall end-user experience;

Designs and creates graphics and art work for newsletters, brochures, signs, posters, presentations, videos and the Web;

Develops, designs and modifies websites and web pages;

Gathers information from a variety of sources to provide informational document, which are useful and provide direction and information to various groups;

May take video and/or audio recordings to be used in a variety of presentations and for the Web.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of theory and techniques required to compose and produce visual art works; good knowledge of graphic design, illustration, and image editing computer software; good knowledge of web design, web browsers, web page layout; working knowledge of Web content creation software; ability to visualize and interpret ideas through the various mediums of graphic design; ability to produce quality art work/layout in various media; ability to visually distinguish fine variations in color and the spacing of elements on a page to achieve aesthetically pleasing layout designs for print and web; ability to use graphs and charts to interpret statistical data; ability to understand and follow oral and written instructions; ability to communicate orally; physical condition commensurate with the position.

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MINIMUM QUALIFICATIONS:

1. Graduation from a regionally accredited or New York State registered two year college or university with an Associate's Degree in graphic art, design, commercial art, illustration, or a closely related field; OR
2. Graduation from high school or possession of a high school equivalency diploma AND two (2) years of full-time paid experience, or its part-time equivalent, in a position involving graphic design, graphic illustration, desktop publishing or commercial art; OR
3. An equivalent combination of training and experience as set by the limits of (1) and (2) above.

SUBSTITUTION: Completion of additional college education, in a field noted in (1) above, may be substituted for the experience on a year-for-year basis with a year of college equal to a minimum of 30 college credits earned.

APPROVED: JULY 12, 2018

CIVIL SERVICE CLASSIFICATION: NON-COMPETITIVE

[PENDING JURISDICTIONAL CLASSIFICATION BY THE NYS CIVIL SERVICE COMMISSION]