

Jurisdictional Class: Competitive
EEO Category: Technicians
Revised: 12/10/2019

GRAPHIC DESIGN ARTIST

DISTINGUISHING FEATURES OF THE CLASS: This position designs and executes visual graphics for use in print, video and web materials using computer assisted design techniques. The duties involve responsibility for planning and carrying out promotional and informational materials. The work is performed under the general direction of a higher level supervisor with wide leeway allowed in carrying out the details of the work. Supervision over the work of others is not a responsibility of employees in this class. The incumbent performs related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

Designs and creates graphics and art work for newsletters, brochures, signs, posters, presentations, videos and the Web;
Takes photographs to be used for the publication of a variety of media and news story presentations;
Crops, sizes and retouches photographs for use in publications;
Works with printers, proofs materials to be printed, maintains up-to-date mailing lists and generates a variety of material to be distributed to the community;
Gathers information from a variety of sources to provide informational document, which are useful and provide direction and information to various groups;
Aids in preparation of graphic displays and exhibits to enhance the description of various member school programs;
Designs and drafts logos or other graphic representations for departments;
Aids others in editing publications;
Takes video and audio to be used in a variety of presentations and for the Web;
Assists others in planning booklets, pamphlets, newsletters, leaflets, lecture and other materials.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of graphic techniques; good knowledge of the tools, terminology and equipment used in the preparation of graphics; good knowledge of basic concepts and terms used in printing and reproduction related to the areas of photography and publication layout and design; good knowledge of methods and procedures of producing, publishing and distributing printed and electronic informational materials; ability to plan, design and prepare attractive graphics and illustrative materials; ability to edit and proofread written material; ability to translate ideas into finished graphic products; ability to use computer assisted design techniques in preparation of presentations; ability to follow oral and written directions; artistic and creative ability; ability to get along well with others.

continued...

MINIMUM QUALIFICATIONS: Either:

- A. Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree in graphic art, design, art, commercial art or a closely related field, which included computer assisted design techniques; **OR**
- B. Graduation from high school or possession of a high school equivalency diploma **AND** two (2) years of experience in a position involving graphic design, graphic illustration or commercial art, which included computer assisted design techniques.

Adopted: 06/13/2012

Revised: 12/10/2019