

GRAPHIC DESIGNER

DISTINGUISHING FEATURES OF THE CLASS: An incumbent in this position has responsibility for designing, creating and preparing the production of graphic art projects, including but not limited to, publications, plans, charts, brochures, illustrations, and posters by using a combination of drawing skills and desktop publishing software programs. Incumbents must possess artistic as well as technical skills in the design, layout and design of work. Work is performed under the general supervision of the Senior Duplicating Machine Operator with wide leeway allowed for the exercise of independent judgment in planning and implementing work duties. Does related work as required.

TYPICAL WORK ACTIVITIES:

Conceptualizes, creates, designs and reproduces graphic art projects;

Combines art and technology to communicate ideas through images and layout of online and printed materials;

Designs layout of art and copy regarding arrangement, size, type and related concepts;

Has responsibility for completion of projects within project deadlines;

Meets with clients to determine the scope of the project and advises clients on strategies to meet their needs;

Presents the design to clients and makes necessary changes;

Checks preliminary and final proofs for errors and makes necessary corrections;

Coordinates with other area print shops and offsite facilities to ensure proper completion of jobs;

Maintains an archive of digital files, images, illustrations, photographs and previous work products.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of design tools, techniques and terminology associated with the field of graphic illustration;

Good knowledge of the uses and purposes of graphic and desktop software programs;

Good knowledge of the principles of print layout and design;

Good knowledge of the basic concepts used in printing and reproduction related to the areas of photography and publication layout and design;

Ability to translate ideas into finished graphic products;
Ability to plan, design, layout, and prepare graphic and illustrative materials;
Ability to estimate costs for graphic design projects;
Ability to work creatively as well as technically;
Ability to use a variety of computer applications;
Ability to establish and maintain effective working relationships with others;
Ability to communicate effectively both orally and in writing;
Ability to plan and prioritize projects;
Ability to perform close, detail work involving considerable visual effort and strain;
Ability to follow complex oral and written instructions;
Ability to interact successfully with individuals outside of the agency;
Creativity;
Neatness;
Accuracy;
Good judgment.

MINIMUM QUALIFICATIONS:

A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in commercial art production, art design or closely related field and one year of experience in the development and preparation of graphic materials, displays, and presentations using various methods, including utilizing graphic software; OR

B) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree in commercial art production, art design or closely related field and three years of experience in the development and preparation of graphic materials, displays, and presentations using various methods, including one year of utilizing graphic software.