

GRAPHIC DESIGNER

DISTINGUISHING FEATURES OF THE CLASS:

This is skilled work requiring artistic talent involving responsibility for designing artwork to be used in support of written material. The incumbent provides graphic design services to assist the Planning Department and other county departments in achieving public understanding, acceptance and support of the county's programs and services. The work is performed under general direction with wide leeway allowed for the use of independent judgment. Supervision may be exercised over the work of subordinate employees and the incumbent of this position will be required to coordinate the work flow of a graphics unit and coordinate the planning, priority and completion of graphic design projects with other staff members.

TYPICAL WORK ACTIVITIES:

Typical work activities for incumbents in this title include those listed below in addition to those work activities performed by lower level titles in the series. They are indicative of the level and types of activities performed by incumbents in this title. They are not meant to be all inclusive and do not preclude a supervisor from assigning activities not listed which could reasonably be expected to be performed by an employee in this title.

1. Designs and creates graphic art work such as maps, charts, master plans, transportation and water facilities, general housing and growth patterns, illustrative booklets and brochures;
2. Develops educational and promotional presentations for Planning and other county departments using Power Point presentations, cameras, and videos;
3. Prepares job cost and time estimates for graphic and printing projects, deciding what materials and how the project will be done graphically;
4. May instruct planners in the use of original art work on land use maps, charts and other projects;
5. Provides graphic assistance to other county departments, community and government agencies;
6. Maintains inventory of mapping and graphic arts supplies and equipment;
7. Trains Planning Department personnel on new graphics related equipment and coordinates the use of equipment, such as digital cameras;
8. Plans, directs and reviews the work of the drafting and graphic arts unit of the Planning Department;
9. Maintains detailed files of maps, plans, charts, etc.

GRAPHIC DESIGNER (Cont'd)

FULL PERFORMANCE KNOWLEDGES, SKILL AND ABILITIES:

Thorough knowledge of art media and techniques;
Thorough knowledge of the techniques and terminology and uses of equipment used in the preparation and reproduction of graphics and artwork;
Thorough knowledge of the principles and practices of drafting and mechanical drawing;
Good knowledge of audio-visual and desktop publishing equipment;
Ability to plan, design and prepare attractive graphic and illustrative materials;
Ability to condense written materials and transpose these ideas illustratively;
Ability to follow oral and written directions;
Ability to communicate effectively, orally and in writing;
Artistic and creative ability;
Personal characteristics necessary to perform the duties of the position;
Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

Five (5) years experience involving the use of graphic art and design skills, including the development and preparation of graphic materials, displays and presentations.

NOTE:

Study at a regionally accredited or New York State registered college or university with major work in the graphic arts may be substituted for up to four (4) years of the required experience. Thirty (30) credits equals one year.

A:SV6201.
ADOPTED: 04/29/82
REVISED: 10/20/82
02/15/85
11/03/88
07/01/91
04/21/04