

GRAPHICS SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS:

This position is responsible for the preparation and production of the graphic arts and photographic materials required to meet the audio-visual, public relations, advertising and printing needs of the Community College or a County department. The incumbent will utilize mechanical and free-hand drawings, computerized copy setting and graphics, black and white process and still photography in the preparation of these graphics projects. The drawings will primarily be black and white in pen and ink, and will not normally require the use of pastels or colors for detailed pictures. The photography will primarily involve in-house graphics process photography, but the use of a 35 mm SLR camera for still photography will be required occasionally. Work is performed in accordance with established practices and procedures, but with leeway allowed to make recommendations on graphics projects from a knowledge of current department capabilities and from personal skills and prior experiences. The work is performed under general supervision. Supervision over subordinates is not normally a function of this position.

TYPICAL WORK ACTIVITIES:

1. Prepares, upon request from user and direction from supervisor, a variety of graphics projects meant to convey a desired message or to meet the audio visual or other needs of the user, projects including, but not limited to, brochures, catalogs, advertising copy, newsletters, office forms and instructional materials;
2. Composes original graphics work or revises existing file copy for current applications, utilizing mechanical and free-hand drawings, tracings and clip art, photographs and computer generated material;
3. Lays-out and pastes-up developed copy into mechanicals;
4. Prepares metal plates for offset printing, including negative masking, stripping, and plate burning;
5. Operates computerized copy setting and graphics equipment;
6. Performs graphics process and still photography, film developing, printing and duplicating;
7. Confers with users of graphics services, as necessary, concerning their needs and recommends towards improvements of projects;
8. Maintains production records, keeps inventory and monitors use of supplies and equipment to estimate production costs, assist in ordering of supplies and equipment, and to prepare reports as required by supervisor;
9. May prepare slide film shows and assist in their presentation to groups;
10. May assist in the preparation of and participate in public relations activities;
11. Does related work as required.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the techniques, equipment and materials used in the production of graphics art works; good knowledge of the principles, procedures and terminology of black and white photography, film developing and printing; skill in the operation of graphics process and still cameras, and photographic processing equipment; ability to learn the operation of computerized copy setting and graphics equipment; ability to compose mechanical and free-hand graphics art works; ability to communicate effectively, both orally and in writing; resourcefulness; tact; physical condition commensurate with the demands of the position.

GRAPHICS SPECIALIST (Cont'd)

MINIMUM QUALIFICATIONS:

Graduation from high school or possession of a high school equivalency diploma, AND:

- EITHER: (A) Completion of two (2) years at a regionally accredited or New York State registered college (30 credits equal one (1) year), art school or other institution in a course on the graphics or commercial arts, illustrating, photography or a related field;
- OR: (B) Two (2) years of full-time responsible work experience in the graphics or commercial arts, photography, illustrating, or related work;
- OR: (C) Four (4) years of part-time or hobby experience in photography and art work (e.g. drawing, sketching, painting, printing or related work);
- OR: (D) An equivalent combination of training and experience as indicated in (A), (B) and (C) above.

SV6202

ADOPTED: 01/07/75

REVISED: 08/11/78

 11/05/79

 01/28/81

 06/02/86