

## PROGRAM SPECIALIST (GRAPHICS)

**DISTINGUISHING FEATURES OF THE CLASS:** Under general supervision, an incumbent of this class is responsible for planning, coordinating and participating in the initial drafting and various stages involved in the production of graphic art projects including website and web page design. Incumbents prepare a variety of publications such as plans, charts, brochures, and posters by using a combination of drawing skills and desktop publishing software programs. Work involves evaluating incoming jobs, assisting in determining priorities, and if assigned to the County's Graphics Division, advising departments regarding project execution. This class differs from the lower level, Senior Graphic Illustrator, in that incumbents work on a wider variety of projects and exercise a greater degree of independent judgment in the coordination, layout and design of work. Incumbents must possess artistic as well as technical skills in the design, layout, and production of graphic art material. Supervision may be exercised over subordinate staff employees. Does related work as required.

### **EXAMPLES OF WORK:** (Illustrative Only)

Coordinates and participates in the preparation of illustrative material such as plans, charts, and graphic illustrations from sketches, diagrams, oral instructions and desktop publishing programs;

Participates in the development of design concepts for visually communicating with the public in support of departmental goals and objectives;

Drafts designs for logos and identifies projects, branding and marketing materials that may be translated for the web or other media;

Produces marketing material, messages and elements published across web and print mediums;

Edits and reviews content, images and layouts for web pages according to County web design/layout guidelines and standards, and to ensure compliance with ADA accessibility regulations;

Produces digital animated booklets;

Determines the size and arrangement of illustrative materials and copy, selects style and size of type, and arranges layout based on available space, knowledge of layout principles and aesthetic design concepts for presentation in a variety of media;

Prepares art for printing vendors by laying out and designing pieces through rough sketches, selecting ink color and paper stock, and importing text, art and photographs to desktop publishing systems;

Updates desktop publishing software to enhance systems;

Approves proofs on jobs from printer, expedites and tracks pieces in production;

Maintains equipment and materials inventory for department;

EXAMPLES OF WORK: (Illustrative Only) (Cont'd.)

Orders visual images, including photos and clip art, from outside sources and maintains an image library;

May instruct designers in the production of graphic pieces including brochures, manuals, posters, etc., as well as in the use of technical tools; may edit material as requested;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments;

May perform other incidental tasks, as needed.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the principles, techniques and concepts of graphic illustration and design as used to promote specific messages and programs; thorough knowledge of the principles of print and web layout and design; thorough knowledge of multiple software programs used for graphic illustration, design and production; thorough knowledge of the techniques used to scan and reproduce graphic materials; working knowledge of and ability to edit web contents systems; creative and technical ability; ability to establish effective working relationships with others; ability to use computer applications such as spreadsheets, word processing, e-mail and database software; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; good judgment; initiative; resourcefulness; tact; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Possession of a high school or equivalency diploma and five years of technical experience in illustration, graphic design or desktop publishing, which must have included experience in the design and production of a variety of visual materials.

SUBSTITUTIONS: Satisfactory completion of 30 credits\* towards a degree in Art, Communication, Media, or closely related field, may be substituted on a year for year basis for up to four years of the above stated experience. Candidates must have completed at least nine (9) credits in graphic design, illustration or desktop publishing.

\*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.