

GRAPHIC DESIGNER I (BOCES)

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 supervision of a higher-level supervisor with leeway in carrying out the details of the work. May assist in the supervision of Graphic Aide. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only) Creates print/web materials for promotions and organizational branding, including newsletters, forms, planners, calendars, handbooks, social media content, etc.; Creates new images, designs, layouts, typesetting, and written content; Proofreads content for errors and appropriateness; Prepares files for presses by creation of templates; Engages in new product development; Works with clients and district representatives to develop and renew marketing campaigns; Processes incoming jobs, builds quotes, and tracks jobs through workflow; Responds to inquiries from clients regarding order status.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Thorough knowledge of office terminology, procedures, and equipment; Thorough knowledge of English language, including proper spelling, punctuation, and grammar; Good knowledge of operating a computer utilizing design software; Good knowledge of layout in both print and digital platforms; Good knowledge of concepts; Ability to operate a computer using design software, specifically Adobe Creative Suite and FileMaker; Ability to typeset copy; Ability to plan and layout materials; Ability to communicate complex design concepts to customers with limited/no design experience, both in verbally and in writing; Creativity; Manual dexterity; Problem solving; Customer service skills, and Focus.

MINIMUM QUALIFICATIONS:

- A. Bachelor's degree in graphic design, visual communications, art, or related field; OR
- B. Associate's degree in graphic design, visual communications, art, or related field, and 2 years' experience in digital design, illustration, interactive media, or art; OR
- C. Graduation from high school or possession of a high school equivalency diploma and 4 years' experience in digital design, illustration, interactive media, or art.

NOTE Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

Adopted 8/10/23
competitive