

Civil Division: Oneida County Government; Oneida-Herkimer BOCES
Jurisdictional Class: Competitive
EEO Category: Technicians
Adopted: 12/10/13

SENIOR GRAPHIC ARTIST

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for planning, coordinating and designing the work concerned with the production of printed publications, electronic publications, computer graphics, and other desktop publishing materials. The work also involves responsibility for planning and carrying out promotional and informational materials. The position requires imagination and a demonstrated flair for the visual presentation of informational material, editing and writing. General direction is received from an administrative employee of higher rank with a wide leeway allowed in carrying out the details of the work. Supervision over the work of other lower rank graphic artists may be a function of this class. The incumbent performs related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

Designs and creates graphics for newsletters, brochures, signs, posters, presentations, videos and the web;

Gathers information from a variety of sources to provide useful, informational documents, to various groups;

Aids in preparation of graphic displays and exhibits;

Confers with department personnel and printers on publication methods to be used for specific projects;

Works with printers, proofs materials to be printed, maintains up-to-date mailing lists and generates a variety of material to be distributed;

Manages the maintenance of graphics files, resource material and a variety of other information;

Supervises and utilizes computers in creating graphic design and material;

Assists others in planning booklets, pamphlets, newsletters, leaflets, lecture and other materials;

Aids others in editing publications;

Prepares a variety of records and reports related to the work;

May perform website training;

May design and draft logos or other graphic representations;

May take photographs, video and audio to be used in a variety of publications/presentations or for the Web.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of graphic techniques; good knowledge of the tools, terminology and equipment used in the preparation of graphics; working knowledge of basic concepts and terms used in printing and reproduction related to the areas of photography and publication layout and design; working knowledge of methods and procedures of producing, publishing and distributing printed and electronic informational materials; ability to plan, design and prepare attractive graphics and illustrative materials;

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FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: (continued)

ability to translate ideas into finished art products; ability to edit and proofread written material; ability to use computer-assisted design techniques in preparation of presentations; ability to follow oral and written directions; ability to plan and supervise the work of others; good motor, and hand and eye coordination; artistic and creative ability; ability to get along well with others.

MINIMUM QUALIFICATIONS: Either:

- (A) Graduation from a regionally accredited or New York State registered two year college or university with an Associate's Degree in art, fine art, graphic art, design, studio art, commercial art or a closely related field **AND** one (1) year of experience in a position involving graphic illustration, graphic design or commercial art which included computer-assisted design techniques; **OR**
- (B) Graduation from high school or possession of a high school equivalency diploma **AND** three (3) years of experience in a position involving graphic illustrations, graphic design or commercial art which included computer-assisted design techniques.

Adopted: 12/10/13