

**COUNTY OF ORANGE
MUNICIPAL/SCHOOL
JOB CLASSIFICATION SPECIFICATION**

CLASS TITLE: GRAPHIC DESIGN TECHNICIAN

TITLE #: 1323

DISTINGUISHING FEATURES OF THE CLASS: The work involves the responsibility 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 a school district or BOCES. Work is performed under the general direction of an administrator with leeway for independent judgement. The incumbent is expected to work in accordance with established practices and procedures in assisting customers by providing products, services and innovate ideas. The work is performed under general supervision. Supervision over subordinates is not normally a function of this position. Does related work as required.

TYPICAL WORK ACTIVITIES:

Creates materials by hand or by using technology, including computer software program such as Adobe's Creative Suite (including Photoshop, Illustrator, InDesign) Auto CAD, Fiery Print Controllers, Scene, Microsoft Work, Sketches, QuickBooks, Outlook, Basecamp, and more;

Designs web pages, brochures, logos, signs, books, magazine covers, annual reports, advertisements, and other communication materials;

Creates or incorporate illustrations, pictures, and designs to reflect the desired theme and tone of the communications;

Schedules projects and define budget constraints;

Reviews final productions for errors and ensure that final prints reflect client specifications;

Scans documents;

Operates multi-functional duplicating equipment used in reproduction work;

Tests graphics across various media;

Meets with clients to gain an understanding of what they want their proposed communication to look like;

Prepares rough drafts and present ideas;

Uses the appropriate colors and layouts for each graphic;

Selects type, size and style to enhance the readability of text and image;

Produces drafts for review by clients and make revisions based on the feedback received;

Amends designs after feedback;

Ensures final graphics and layouts are visually appealing and on-brand.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the techniques, equipment and materials used in the production of graphics art work; good knowledge of the principles, procedures and terminology of digital photography, film developing and printing, videography; good knowledge of various printing methods: digital, offset, thermography, screen print, and cut vinyl printing methods; skills in the operation of graphics process and cameras, and digital processing of images; ability to learn the operation of computerized copy setting and graphics equipment; ability to compose mechanical and free-hand graphic art works for internet and print applications; ability to communicate effectively, both orally and in writing; ability to plan, design and prepare attractive graphics and illustrative materials; ability to work well with others; resourcefulness; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

- A. Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's degree or higher in Graphic Design or related field; OR
- B. Completion of sixty (60) credits from a regionally accepted college or university or one accredited by the New York State Board of Regents to grant degrees and two (2) years of paid work experience in graphic design; OR
- C. Graduation from high school or possession of a high school equivalency diploma and four (4) years of experience as outlined in (B) above.
- D. An equivalent combination of education and experience as defined in (A), (B) and (C) above.

JURISDICTIONAL CLASSIFICATION: Competitive

Adopted: 8/13/19 ld