

GRAPHIC ASSISTANT

DISTINGUISHING FEATURES OF THE CLASS: The work involves developing and creating graphic designs and presentations. An employee in this class is required to exercise extensive creativity in the preparation of graphic materials and presentations. The work is performed under direct supervision with some leeway allowed for the exercise of independent judgement in planning work details and art methods to be used. Does related work as required.

TYPICAL WORK ACTIVITIES:

Lays out and prepares graphic materials for brochures, pamphlets, web pages, logos, newsletters, letterheads, posters, flyers, etc.;

Designs and creates graphic art work, determining materials to be used and reproduction methods;

Confers with appropriate personnel to determine specific graphic needs;

Uses computer software including desktop publishing, photo editing, and other graphics software, and photographic equipment;

May operate duplicating machines in producing a variety of forms, publications and other manuscript materials.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the techniques, terminology and uses of equipment used in the preparation and reproduction of graphics and art work and digital publishing;

Good knowledge of computers and computer software used in desktop publishing and web/digital design;

Good knowledge of design, communication and illustration techniques;

Ability to prepare complex graphic designs and presentations to meet department needs;

Ability to plan, design and prepare attractive graphic and illustrative materials;

Ability to establish and maintain effective working relationships with others;

Ability to follow oral and written directions.

MINIMUM QUALIFICATIONS:

- A) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree in web design, commercial art production, art design, or related field and one year of experience involving the development and preparation of graphic materials, displays and presentations; OR
- B) Three years of experience as noted above; OR
- C) An equivalent combination of training and experience as indicated in A) and B) above.

NOTE:

Education beyond the Associates degree from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees in the fields indicated can be substituted as qualifying experience on a year for year basis.