

New York State Department of Civil Service
DIVISION OF CLASSIFICATION & COMPENSATION

Tentative Classification Standard

Occ. Code 2210100

Graphic Designer 1, Grade 14 2210100
Graphic Designer 2, Grade 18 2210200

Brief Description of Class Series

Graphic Designers conceptualize, design and create graphics to communicate messages for educational, commercial or promotional purposes in print and electronic media. They consult with and advise clients, and develop design and layout, using various tools, to produce communications products that are effective and aesthetically pleasing. These positions, which are in the non-competitive jurisdictional class, exist in various State agencies.

Distinguishing Characteristics

Graphic Designer 1: full performance level; independently completes a wide range of design and graphics projects; may supervise lower level administrative support and other positions.

Graphic Designer 2: supervisory and/or lead designer level; may supervise lower level Graphic Designers and administrative support staff; personally handle or coordinate the largest, most visible, or highly creative graphics design projects. May serve as the highest position for an active graphics design component that produces a variety of sophisticated products.

Related Classes

Multimedia Production Program Specialists plan, develop, coordinate, and produce print and electronic elements such as video and audio to communicate and support an agency's programs and initiatives. The primary focus of these positions is on the integration of various media, especially electronic media, to communicate or promote an agency's message. Duties include script writing, storyboarding, copy editing, directing and producing content for different platforms.

Multimedia Production Technicians develop and capture multimedia content for numerous distribution channels such as radio, television, internet and discs. They record multimedia content using video and still cameras in both studio and field

environments; coordinate and set up production lighting and audio; and execute post-production projects including editing videos, outputting compositions to the web and physical media.

Public Information Specialists (Digital Content) exclusively perform digital communications related duties across a wide variety of social media and digital media platforms. They participate in the creative development, technical implementation, and curation of online content for websites and related digital platforms. This includes use of the digital content management system to create, modify, and edit webpages

Illustrative Tasks

Graphic Designer 1

Confers with agency customers to discuss and determine design strategies. Advises clients on the best approach to deliver messages and reach target audience.

Researches themes and ideas for the subject of illustrations.

Develops ideas and concepts and produces samples for customer's review.

Designs creative products that are consistent with the communications channels to be used and will invoke the desired audience behavior and response.

Reviews final designs with clients and makes needed improvements.

Designs various printed and electronic products by selecting appropriate graphics, placement of illustrations, proper color, style, and size of fonts.

Using various tools, produces still and animated graphics for print and electronic media. Creates illustrations for websites, banners, newsletters, magazines, flyers, videos, ebooks, etc. by applying design fundamentals such as color, space, layout, and typography.

May take photographs to be used in multiple media by setting up lighting and capturing images.

May shoot and edit videos, and record and edit audio tracks.

Ensures that agency design guidelines regarding logos, color themes and other creative aspects are consistently and accurately applied across all platforms.

Reviews agency publications and make design adjustments to improve readability and to better convey message.

Develops specifications for creative products and services to be produced externally; and obtain quotes from vendors.

Prepares quotes for clients, and tracks time and resources spent on projects to support chargebacks.

Coordinates projects with outside vendors, including making files production-ready.

Ensures that jobs are produced and delivered as specified by the customer.

Maintains a library of artifacts (e.g., photos, logos, illustrations, etc.) and ensures efficient storage for easy retrieval by staff.

May order supplies and equipment.

Graphic Designer 2

Manages, coordinates, and monitors design activities.

Handles design projects with high visibility and of interest to executive staff.

Serves as lead designer on the largest and most sophisticated design projects; and oversees the work of project team members.

Determines priorities and manages workflow to ensure production requirements and deadlines are met.

Supervises subordinate staff. Assigns projects and suggests design ideas.

Reviews work designed by subordinate staff for accuracy of presentation and adherence to guidelines.

Trains staff and evaluates their performance.

Prepares various reports on unit activities for management.

Oversees procurement of supplies, software, equipment and services. Drafts requests for proposals and participates in evaluating bids for creative products and services.

Communication

Graphic Designers have frequent oral and written communication with customers seeking creative products and services, and vendors that produce these products and services. The purpose of the interaction is to convey and exchange information, and sometimes persuade the customer to accept a better approach.

Supervision

Graphic Designers 1 do not typically supervise other positions. An incumbent, however, may oversee administrative or lower level positions and perform the full range of supervisory activities. Graphic Designers 1 normally report to Graphic Designers 2 or higher-level positions in marketing, advertising, public information, or line program.

Graphic Designers 2 may supervise lower level graphic designers and sometimes other lower positions engaged in publications production, administrative support, or creative areas such as photography and videography. In this role, incumbents assign work, provide general guidelines from which content and subject may be developed, review the work to ensure that instructions are followed and that completed products and services are consistent with the client's goal and objectives. As the highest-level graphic designers in agencies, they report to upper level positions in marketing, advertising, public information, or in program.

Minimum Qualifications

Graphic Designer 1

Non-Competitive: Four years of experience* in graphic design.

Graphic Designer 2

Non-Competitive: Six years of experience* in graphic design.

*Substitutions: an associate degree may substitute for two years of specialized experience; bachelor's degree may substitute for four years of specialized experience; master's degree may substitute for five years of specialized experience; J.D. may substitute for six years of specialized experience.

Note: Classification Standards illustrate the nature, extent and scope of duties and responsibilities of the classes they describe. Standards cannot and do not include all of the work that might be appropriately performed by a class. The minimum qualifications above are those which were required for appointment at the time the Classification Standard was written. Please contact the Division of Staffing Services for current information on minimum qualification requirements for appointment or examination.

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