

## DIRECTOR OF PROGRAM DEVELOPMENT II (GRAPHICS)

DISTINGUISHING FEATURES OF THE CLASS: Under the general direction of the Chief Information Officer, the incumbent of this class is responsible for the development, coordination and implementation of all operational standards within the Graphics division of the County's Department of Information Technology. The incumbent works with the Chief Information Officer in developing and formulating concepts and initiatives, as well as in the evaluation of overall program effectiveness. Responsibilities include ensuring overall quality control and cost efficiency in graphic artwork and printing functions (including offset printing), supervisory evaluation of all graphic artwork, supervisory responsibility over Print Shop operations, and consultation with all department heads and their representatives to ensure the continuity and implementation of the division's established guidelines and productions standards. Supervision is exercised over a number of professional and technical personnel. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Coordinates the County's Graphics Program and operations by ensuring that established guidelines, standards and procedures are applied and used consistently through County departments;

Supervises, with the assistance of subordinate personnel, the development of graphic design and layout standards for the production of printed literature, brochures, pamphlets, advertisements, promotional material, annual reports, stationery, uniforms, I.D. cards, business cards, plaques, invitations, programs, charts, graphs, and signage systems; specifies type, color, paper stock, and final artwork;

Consults and confers with other County departmental personnel to explain division production standards in the pre-press stage, and ensures that users understand and are able to implement methods used to develop and design abstract and conceptual ideas towards the completion of a finished product;

Maintains consultative supervision over the production of all departmental literature, brochures, pamphlets and other graphics related work to ensure conformance with program guidelines and production standards;

Establishes printing standards and supervises the quality control of all printing, produced both in-house or with outside contracts, ensuring quality control and cost efficiency;

Coordinates photography assignments, specific techniques, subject matter, composition and format;

Develops, approves and supervises the county-wide signed program including facility signage, interior signed, road and project signed.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Comprehensive knowledge of the principles and techniques of illustration and graphic design; thorough knowledge of the techniques used in the preparation of and the capability of equipment used for the reproduction of graphic material; thorough knowledge of the fundamentals of perspective, design color, harmony, and composition; familiarity with dark room techniques; ability to create effective and artistic formats for books, flyers and other printed matter; ability to supervise the work of others; ability to understand an abstract idea and develop it into a concrete product; ability to work well with others; good judgment; initiative; resourcefulness; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Possession of a high school diploma or equivalency and either: (a) Ten years of technical experience in illustration, graphic design or desktop publishing, which must have included experience in typesetting, engineering or architectural drafting and four years of supervisory experience; or (b) a certificate of completion of a two year post high school course\* in Art or a closely related field with major concentration in graphic design or illustration and eight years of experience as defined in (a) including the supervisory experience; or (c) Bachelor's Degree\* in Art or a closely related field with major coursework in graphic design or illustration and six years of the experience defined in (a), including the supervisory experience.

SUBSTITUTION: Graduate level education\* in Graphic Design, Illustration or Commercial Art may be substituted for the above experience at the rate of 30 credit hours per year for up to one year.

\*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Education Department as a post-secondary, degree-granting institution.