

TELEVISION GRAPHICS SPECIALIST
or
TELEVISION ART DIRECTOR *

Function of Job:

Under administrative supervision of designated supervisor, perform highly skilled/creative work in the design, preparation, production and layout of art work for informational, educational and promotional material for use in television programming and/or direct the work of a graphic arts staff in television area.

Characteristic Duties and Responsibilities:

1. Create original artwork, layout illustrations and other pictorial material for booklets, pamphlets, folders and posters for use in television programming.
2. Design and execute still and animated graphics for television productions and work with various television departments to meet video graphic needs.
3. Create/design visual presentations, which are descriptive and indicative of, script content.
4. Advise on equipment needs and install graphics software applications as needed.
5. Determine most efficient/economical means of presentation for information to be reproduced.
6. Assist printers/engravers in the reproduction of original design, layout, artwork and/or typography to ensure adequate production of drawings and a quality product.
7. Determine visual communications, programming objectives, prepared specifications and/or schedules, network cost estimates and check proposals.
8. Advise staff in methods/equipment used in the preparation of visual communications material and coordinate other training as needed.
9. Maintain proper files, records and accounts on use of art equipment, supplies, and/or graphics storage systems.
10. Train and supervise graphic arts staff and work study employees.
11. Serve as check point and resource person on broad public relations matters.
12. Maintain responsibility for creating an overall visual image and/or identity for official presentation to the public through network produced television programs.
13. Communicate effectively with other network departments on matters of mutual concern.
14. Perform other related duties, as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree in art, graphic design, or related field, and five years of experience in graphic arts design and/or television work, or equivalent combination of education and experience.
2. Two years of supervisory experience.
3. Creative ability and flare in visual arts, as demonstrated by portfolio.
4. Ability to communicate effectively, both orally and in writing.

Additional Desirable Qualifications:

1. Knowledge of 3D and 2D graphics and editing system as defined by television station.

8/31/00
System Approval

5/15/00
Effective Date

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.

* Revised - Original approved 3/4/76, revised 9/14/94 as Television Art Director.