

SCHOOL OF PRINT MEDIA BS

PROGRAM OVERVIEW FOR EMPLOYERS

The primary objective of the School of Print Media is to prepare students for employment in printing, publishing, & allied industries. The graphic communications industry is in an exciting transition period, moving from a mature industrial sector to an emerging information sector. Technology, particularly the digitalization of knowledge, is re-shaping the graphic communications industry with the convergence of design, computers, telecommunications, and new media and Internet-based approaches.

Graphic Media: includes print as well as an increasing array of electronic and digital media. Many of these new media are used as an extension of print communications or in place of them. To develop industry leaders, our undergraduate programs include curricula that provide students with cross media managerial and technical knowledge. Elective classes from the School of Print Media and other schools within RIT allow students to concentrate their studies in business management, media technology, digital publishing, print media, dynamic media or news media.

New Media Publishing: Students cover the publishing process from design to production including information technology infrastructure. This allows content to be created and shared via printed material, computer-based publications, on-line services, and all other forms of interactive multimedia, as well as emerging technologies. Students build skills in both traditional publishing as well as data base management, new media production and functional design.

Degree(s) Awarded

Bachelor of Science

Enrollment

Approximately 230 undergraduates.
Graduating class: Approximately 60.

Cooperative Education Component

Students are required to complete at least 2 quarters of co-op work assignments.

Co-op students are able to work 3 or 6 months.

Salary Information (Avg/Range)

Co-op:	\$12.00	\$7.00 - \$20.00
BS:	\$42,000	\$21,000 - \$50,000

Equipment & Facilities

Students have access to an unparalleled range of equipment and resources that represent the industry's most cutting edge printing and digital media technology. Support from our many industry partners is the cornerstone of our ability to provide this unmatched environment for education and research. Extensive laboratory facilities (15 labs with over \$50 million in up-to-date equipment). Labs are equipped with both Macintosh and Windows workstations configured with the latest imaging, publishing, multimedia and color management software. There is also a wide array of scanners, color output, and proofing devices available. The Goss Web Press laboratory is the focal point of our print production facilities. This 11,000 square foot lab houses the state-of-the-art six-color Sunday 2000 gapless web press, a

six-color Heidelberg Speedmaster sheetfed offset press, and an eight-color Mark Andy flexo-graphic press. On the digital side, we have a number of presses such as the HP Indigo 3000 and the NexPress 2100. In the DPC (Digital Publishing Center) there are a number of digital output devices such as the Xerox DocuColor 6060, DocuTech 6180, and the Canon CLC 5000. Our large format printing laboratory has the latest wide-format inkjet printers from Epson, Encad and Roland. To complete the production process, we have a fully equipped bindery and finishing lab along with a hand book binding lab.

Functions

Pre-press and file preparation, customer service, production, plant operations, lab technician, color management, quality control, electronic publishing, digital imaging, publishing, e-commerce print services, sales, system analyst, estimator, technical support, cross media publishing, system engineer, advertising production, content management, print buying, media buying.

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Student Skills & Capabilities

Graphic Media and New Media Publishing

The worlds of graphic design, photography, animation, video, web publishing, printing, multimedia, and communications are coming together with many new opportunities. The rapid evolution of digital technology has blurred the roles that traditionally distinguished printers, publishers, service bureaus, advertising agencies, graphic designers, web site developers, Internet publishers, and other businesses with the need to communicate and share information. These organizations are looking for RIT graduates to help them deliver their communications strategies. It is more than ink on paper-it is recorded media such as DC-ROM and DVD-ROM, multi-media, digital asset management, video, books on demand, and web publishing.

The **Graphic Media** major involves all aspects of cross-media digital printing and publishing. It is paper and pixels. It is color and images. It is the traditional book and the e-book. Leadership and management in these dynamic industries require an understanding of cutting edge technology and emerging markets. Graduates leave SPM with an innovative, integrated skill set, a solid technical background of cross media digital work flow processes and a keen understanding of printing industry issues and trends.

The **New Media Publishing** major emphasizes the convergence of new media and advanced publishing technology to provide a new skill set required by the industry based on information technology and design. Graduates have the ability to deliver publishing in a networked and mobile environment.

Graphic Media and New Media Publishing programs prepare graduates for the communications industry of the future.

Recent Employers of Print Media Co-op and Graduating Students:

Adobe Systems, Apple Inc, Arkwright Inc, Automated Graphic Systems, Banta, Bowne Digital Solutions, Brown Printing, Cadmus, Consolidated Graphics, Cunard Lines (QEII), Diamond Packaging, Direct Mail Express, Dow Jones, EMR Systems, Eastman Kodak Company, Fisher Price, Flint Ink, Global Printing, Hammer Packaging, Hasbro, International Paper, Japs Olson, Linemark, LP Thebault, Man Roland, Mercury Print Productions, New York Post, New York Times, OneVision, Pace Systems, Paychex, Pictorial Offset, Quad Graphics, Quebecor World, Random House, RR Donnelley, Smith Litho, Southern Graphic Systems, Spinergy, Standard Register, St. Petersburg Times, Stinehour Press, Thomson Legal, U.S. Government Printing Office, Vertis, Xerox Corp.

Contact Us:

We appreciate your interest in hiring RIT co-op, graduating students or alumni. We will make every effort to make your recruiting endeavor a success. Call our office and ask to speak with Shauna Newcomb, the program coordinator who works with the Print Media programs. For your convenience, you can access information and services through our web site at <http://www.rit.edu/recruit>.

Shauna H. Newcomb

Program Coordinator

Office of Cooperative Education and Career Services

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