

# GRAPHIC DESIGN

## PROGRAM OVERVIEW FOR EMPLOYERS

Graphic design at RIT is the study and practice of communicating ideas and information through printed, environmental and digital presentations. Typography and images are integrated to express messages that interest, inform and persuade intended audiences. With the addition of visual movement, navigation and sound, digital presentations are also developed. Using research, critical thinking, creativity, and a range of problem-solving principles, graphic designer students solve complex visual communication problems within the constraints of time, space, budget, and technology. Areas of study include publication design, signage and environmental design, corporate identity, interactive media, web design, packaging design, and information design. RIT's School of Design was listed in BusinessWeek Magazine as one of the top 60 design schools world-wide.

### Degree(s) Awarded

Bachelor of Fine Arts, Master of Fine Arts

### Enrollment

Approximately 255 undergraduate graphic design program, 20 in master's level graphic design

### Cooperative Education Component

Cooperative education is an option for students in the graphic design program after their sophomore year. Because of course sequencing, most students are primarily available summer quarter. Internship for credit experience is also an option to seniors in the program.

### Salary Information (Avg/Range)

Co-op:	\$11.45	\$8.15 - \$16.00
BFA:	\$30,500	\$27,300 - \$42,000

### Equipment & Facilities

The College's specialized laboratories, studios, advanced computer facilities and wide range of equipment make it one of the most complete of any degree-granting institutions in the field.

Specific computer labs equipped with Macintosh systems, one of the finest collections of rare books and printing history can be found in the Melbert B. Cary Jr. Graphic Arts Collection. The Graphic Design Archive, a unique resource at RIT houses the work of pioneering American graphic designers between 1930 and 1950, including Lester Beal, Alvin Lustig, Ladislav Sutnar, Will Burtin, William Golden and Cipe Pineles.

### Accreditation

National Association of Schools of Art & Design (NASAD)

### Student Skills & Capabilities

- Software: InDesign, Photoshop, Illustrator, Flash, Dreamweaver, ImageReady, After Effects, FreeHand, SoundEdit, HTML, and others.
- Print Media: publication design, posters, brochures, information design, corporate identity systems, environmental signage, advertising, interactive media, and packaging
- Design, layout, production and pre-press
- Interactive media, web design and digital imaging
- Public speaking, marketing and client presentations
- Teamwork, research, concept development, meeting client objectives
- Mac OSX, Windows

# Graphic Design

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## First Year

Foundation Studies:

- Freshman Electives
- Vector Imaging
- Raster Imaging
- Creative Sources
- Drawing
- 2D Design
- 3D Design

Elements of Graphic Design

Design Survey

Liberal Arts

First Year Enrichment

## Second Year

Typography I & II

Type & Image

Imagery in Design

Intro to Time-Based Design

Studio Electives

Survey of Western Art & Architecture

Liberal Arts

## Course Sequence BFA degree

### Third Year

History of Graphic Design

Art History Electives

Symbol and Icon Design

Design for Publications

Information Design

Environmental Design

Intro to Web Design

Career Skills and Professional Practices

Introduction to Web Design

Studio Electives

Liberal Arts

### Fourth Year

Open Electives

*Seniors take an additional eight courses from below:*

Corporate Design

Design Systems

Advertising Design

Concept & Symbolism

Design for Marketing

Advanced Information Design

Introduction to Interactive Media Design

Senior Project

Editorial Design

Senior Internship

Portfolio Development and Presentation

Introduction to Web Design

Advanced Web Design

## Selected Employers of Graphic Design Co-op and Graduating Students:

Akamai Technologies, Ardent Learning, Buck & Pulley, CGI Communications Inc., Chase Design, City of Rochester, Coombs Media, Dick's Sporting Goods, Dunn & Rice Design, Eastman Kodak Co., Elektra Entertainment Group, Eric Mower & Associates, FBI, Fisher-Price, Frontier Corp., Jay Advertising, K2 Communications, MTV Networks, Magnet Interactive, Martino Flynn, Merck & Co., Nickelodeon Network, Partners + Napier, Pentagram Design, Procter & Gamble, RIT Educational Technology Center, Saatchi & Saatchi, Scream Designs, Smithsonian Office of Exhibits, Teen Vogue, The Daily Home, Time Warner Cable, TribeMind, Turning Stone Resort and Casino, Typeco.com, University of Rochester Public Relations, Walt Disney World, Wegmans, Windsor Street Design Associates, Xerox Corporation

## 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 Gretchen Burruto, the program coordinator who works with the Graphic Design program. For your convenience, you can access information and services through our web site at <http://www.rit.edu/recruit>.

### Gretchen E. Burruto

Assistant Director

Office of Cooperative Education and Career Services

RIT, Bausch & Lomb Center . 57 Lomb Memorial Drive . Rochester NY 14623-5603

585.475.5462

burruto@mail.rit.edu