

# ILLUSTRATION

---

## PROGRAM OVERVIEW FOR EMPLOYERS

Illustration majors solve communication problems by translating concepts and ideas into images. They study traditional and electronic media and design to prepare themselves for their professional goals.

The illustration major is part of RIT's nationally recognized School of Art, whose mission is to educate students to be artists who will contribute to their profession, communicate effectively within their disciplines, have a life-long attitude of inquiry and make a positive impact on society.

### Degree(s) Awarded

BFA in Illustration

### Enrollment

Approximately 90 students

### Cooperative Education & Experiential Component

Students are available for co-op, internships, or freelance work. Students are able to co-op 3 or 6 months, and are eligible to participate after their second year of coursework during summer quarter.

### Salary Information (Avg/Range)

Co-op: \$11.33 \$10.00 - \$12.00  
BFA: \$24,366 - \$49,998 (Source: Salary.com)

### Concentrations and Specialization

Concentrations may be developed in graphic design, industrial design, scientific illustration, interior design, painting, printmaking, or crafts.

### Equipment & Facilities

Gallery r, an art gallery in downtown Rochester operated by the School of Art students, solidifies the learning experience by bringing students' work to the greater Rochester community.

### Student Skills & Capabilities

- Students develop natural drawing skills in addition to the technical skills needed to accurately render images.
- Students learn to draw the meaning behind the written word. By using their imaginations students can illustrate a political issue in a cartoon or reveal magic and mystery in a children's book. Students develop the sophistication to create an image to accompany an opinion column in a magazine.
- They learn techniques of computer illustration and design.
- As seniors, they concentrate on research, portfolio development, and skills necessary for photographic and printing reproduction.
- Computer software skills include: Photoshop, Illustrator, Freehand, Painter, Wacom Tablet. May have After Effects, Flash, InDesign.
- Traditional mediums include: acrylics, charcoal, colored pencil, pen & ink, pastels, watercolor.

# Illustration

---

## Course Sequence BFA degree

### First Year:

Foundation Studies:  
Foundation Vector Imaging  
Foundation Rastor Imaging  
Freshman Elective  
Creative Sources  
Drawing  
2-D Design  
3-D Design  
Liberal Arts  
First-Year Enrichment

### Third Year:

Art History Elective  
Studio Electives  
Open Elective  
Liberal Arts  
Junior-level courses from major concentration  
Program Electives

### Second Year:

Liberal Arts  
Illustration  
Head, Hands, Facial Expressions  
Digital Illustration  
Illustration Techniques  
Dimensional Illustration  
Studio electives  
Survey of Western Art and Architecture

### Fourth Year:

Studio Elective  
Open Electives  
Illustration Marketing and Business  
Portfolio Preparation  
Senior-level courses from major concentration

## Employers of Illustration Co-op and Graduating Students:

Animatus Studio, Cartoon Network, FPG Stock Photography Agency, Hallmark, Houghton Mifflin Co., J Design & Sign, Jim Henson Company, Montage Media, Mountain Laurel Studios, Nu Ideas Advertising, Portosa Studios, RIT Corporate Education & Training, RIT Housing Operations, Rodale Press, Timely Advertising Agency.

## 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 Illustration program. For your convenience, you can access information and services through our web site at <http://www.rit.edu/recruit>.

### Gretchen E. Burruto

#### Program Coordinator

Office of Cooperative Education and Career Services  
RIT . Bausch & Lomb Center . 57 Lomb Memorial Drive . Rochester NY 14623-5603  
585.475.5462  
geb8688@rit.edu