

# NEW MEDIA DESIGN & IMAGING

<http://cias.rit.edu>

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## PROGRAM OVERVIEW FOR EMPLOYERS

This bachelor of fine arts degree was created in response to a growing demand for college graduates with strong digital imaging skills, highly refined design sensitivities and the ability to visualize concepts. These students explore all forms of digital media as well as traditional imaging techniques to become creative and skilled multimedia designers. Students gain experience in concept development, design development, digital sound, two-and-three dimensional animation, interactivity, programming, digital photography and video, multimedia project development, and digital imaging. They also explore gaming, entertainment multimedia, virtual reality and other facets of new media. Students prepare and deliver projects executed in all of the major media formats including mobile broadcast and the Web. The program shares courses with the BS program in new media publishing, through the School of Print Media, and the new media option of the interactive development program through the B. Thomas Golisano College of Computing and Information Sciences. This is an exciting and dynamic interdisciplinary curriculum in step with cutting-edge technology.

### Degree Awarded

Bachelor of Fine Arts

### Enrollment

Approximately 145 students

### Cooperative Education Component

Cooperative education is an option for students in the new media design and imaging degree. Students are typically available summer quarter; a number may also be available spring quarter.

### Salary Information (Avg/Range)

Co-op:	\$17.79	\$8.00 - \$23.50
BFA:	\$43,300	\$35,000 - \$55,000

### Equipment & Facilities

Extensive laboratory facilities (15 labs with over \$40 million in up-to-date equipment).

Labs are state-of-the-art, featuring the latest software packages used by the design, printing and publishing industries for traditional and new media production.

Software: Adobe Master Suite, Apple Final Cut Pro, Processing, Adobe Flash, Photoshop, Illustrator, Dreamweaver, After Effects, InDesign, MAXON Cinema 4D, XAML in Microsoft Silverlight.

Programming and Languages: HTML/XHTML, JavaScript, ActionScript 3.0, CSS, PHP, MySQL

### Accreditation

National Association of Schools of Art & Design (NASAD)

### Student Skills & Capabilities

- Website design and development
- Graphic design and typography
- 3D modeling, lighting, texturing, animation
- Motion graphics & animation
- Graphic user interface
- Concept development
- Interactive design & development
- RIA design
- Mobile and iPhone design/development

# New Media Design & Imaging

## Course Sequence BFA degree

### *First Year*

Drawing  
2D-Design  
Elements of Graphic Design for New Media  
Typography for New Media  
Introduction to Computer Imaging  
Time-Based Imaging  
Digital Video for Multimedia  
Principles for Imaging for New Media  
Introduction to Web  
Liberal Arts  
First Year Enrichment

### *Second Year*

3-D Form and Space  
Advanced Design Networking  
Intro to Digital Animation  
Information Design for New Media  
Intro to Programming for New Media  
Programming II for New Media  
Intro to Web Development  
Liberal Arts  
Survey of Western Art and Architecture  
Studio Elective

### *Third Year*

Design of Graphical User Interface  
Emerging Multimedia Design & Imaging Tools  
Dynamic Typography  
Dynamic Information Design  
Advanced 3-D Techniques  
New Media Elective  
Open Elective  
Art History Electives  
Liberal Arts

### *Fourth Year*

Dynamic Persuasion  
*Two of the following:*  
    Virtual Entertainment  
    QTVR & Multimedia Design  
Experimental New Media I, II  
Studio Elective  
Career Skills in New Media  
New Media Team Project I, II  
Studio Elective  
Open Electives

## **Selected Employers of New Media Design & Imaging Co-op and Graduating Students:**

Archer Communications, Arnold Worldwide; B-Reel; Big Spaceship; Boston Interactive Agency, Brand Networks Inc.; Butler, Shine, Stern, & Partners; Crispin Porter + Bogusky; Dumbwaiter Design; Eastman Kodak Co.; EVB; Firstborn Multimedia; Garmin International; Hill Holiday, Hunt & Gather; IBM; Jager DiPaola Kemp; Kognito Interactive; Liferay, Inc., Liz Young Studio; McGraw-Hill; Mozilla; MTV Networks; Oasis; Odopod; Partners + Napier; Rokkan; Struck Creative; The Barbarian Group; The Imperial Image; The Martin Agency; Viacom.

## **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 New Media Design & Imaging 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**

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