The new media design major was created in response to the growing demand for college graduates with strong digital imaging skills, highly refined design sensitivities, and the ability to visualize concepts in two- and three-dimensional motion graphics and interactive projects. 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. This major shares courses with the new media option of the new media interactive development program in 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 degree. Students are typically available summer term; a number may also be available spring term.

Salary Information (Avg/Range)
Co-op: $13.24 $8.75 - $30.00
BFA: $62,500 $40,000 - $97,500

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 and interactive industry for development across desktop computer, mobile and tablets.

Software:
Adobe Master Collection
Maxon Cinema 4D
Processing
Apple Xcode
with additional design and development applications and frameworks as needed.

Programming and Languages:
HTML 5 + CSS3
JavaScript
PHP, MySQL
C#

Accreditation
National Association of Schools of Art & Design (NASAD)

Student Skills & Capabilities
- Mobile and tablet interface design
- Website design and development
- User experience design and planning
- Graphic design and typography
- Advertising and marketing
- Motion graphics and animation for interactivity
- 3D modeling and animation for design
- Front-end web development
- Rapid prototyping for onscreen interactivity
- Physical computing experimentation
New Media Design

Curriculum BFA degree

First Year
LAS Foundation 1: First-Year Seminar
LAS Perspective 1
2D Design I
Drawing I
New Media Design Imaging
LAS Foundation 2: Writing Seminar
4D Design
Drawing 2
New Media Design Elements I
New Media Design Interactive I
Wellness Education*

Second Year
LAS Perspective 2: Survey of Western Art and Architecture I
NM Interactive Design and Algorithmic Problem Solving I (SMTL)
Website Design and Implementation
New Media Design Elements II
New Media Design 3D
LAS Perspective 3: Survey of Western Art and Architecture II
NM Interactive Design and Algorithmic Problem Solving II
New Media Design Animation
New Media Design Interactive II
Studio Elective

Third Year
LAS Perspective 4
Art/Design/Craft/Photo History Electives
New Media Design Motion Graphics
New Media Design Graphical User Interface
Free Electives
LAS Immersion 1
New Media Design Elements III (WI)
New Media Design Interactive III

Fourth Year
LAS Immersion 2, 3
LAS Elective (SMTL)
New Media Design Career Skills
New Media Design Interactive IV
Free Electives
New Media Design Team Project
One of the following:
   New Media Design Experimental
   New Media Design Virtual Entertainment

Selected Employers of New Media Design Co-op and Graduating Students
AchieveMint, Agora Games, AKQA, Archer Communications, Arnold Worldwide; B-Reel; Beam Interactive, Big Spaceship; Bose Corporation, Boston Interactive, Brand Networks Inc.; Carrot Creative; Cellfish, Color Investment Research, Comcast Spotlight, Crispin Porter + Bogusky; Domani Studios; Dumbwaiter Design; eBizSiteDesigns, Effective UI, EVB; Firstborn; Freed Motion, Fujifilm, Gargoyle Software, Hill Holiday; IDEO; Inde, Kaman’s Art Shoppers Inc., Kognito Interactive; Liberty Mutual Insurance; Liz Young Studio; Luvcoracy, McGraw-Hill; MODE; MOOG; Mozilla; MTV; Mullen, NBC Universal; Nurun SF, Ogilvy & Mather; Partners + Napier; Plyfe, R/GA, Remind101, ROKKAN; Soap Creative; Struck; Synacor, The Advisory Board Company, The Barbarian Group; The Martin Agency; Web Niche Marketing, Workinman Interactive LLC.

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

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