

SCHOOL OF PRINT MEDIA MS

PROGRAM OVERVIEW FOR EMPLOYERS

The School of Print Media offers a Master of Science degree focused on graphic arts publishing. Our graduate program requires core courses that provide students with the managerial and technical knowledge needed for future leadership roles in the print media industry. Student must produce a research thesis that provides an opportunity for the scientific analysis of a relevant industry problem, issue or trend. The Print Media program takes full advantage of RIT's resources by providing students with an integrated environment containing the latest equipment and software used throughout the industry. The program includes a concentration designed to provide students with a focus in special interest areas, such as information technology, computer science, material science, business or other relevant subjects. A focus on research methodology and scientific approach enables students to develop valuable research skills.

Degree(s) Awarded

Master of Science

Enrollment

Approximately 10 to 15 graduate students per academic year

Cooperative Education Component

Optional for School of Print Media Masters students. Eligible after completion of thesis.

Salary Information (Avg/Range)

Co-op:	\$12.87	\$7.00 - \$30.00
MS:	\$54,000	\$40,000 - \$65,000

Equipment & Facilities

At least 14 laboratories with over \$40 million in up-to-date equipment are available for student coursework and research. Students quickly become accustomed to having the latest in electronic pre-press, desktop publishing, electronically controlled presses, computerized imaging systems, bindery equipment, laser scanning, electronic imaging facilities, and computerized estimating systems.

Our computer laboratories feature the latest software packages and input and output devices used by the printing and publishing industries for traditional and new media production.

Employers of School of Print Media Graduate Students:

160over90, Adobe Systems, Apple Inc, Arkwright Inc, Automated Graphic Systems, Avery Dennison, Berry Plastics, Brown Printing, Cadmus, Canon USA, CCL Label, Consolidated Graphics, Cunard Lines (QEII), Diamond Packaging, Direct Mail Express, Disc Graphics, Dow Jones, Eastman Kodak Company, Electronics for Imaging, Fisher Price, Global Printing, Graphic Service Bureau, Hammer Packaging, Hasbro, InfoTrends, International Paper, Japs Olson, KBA North America, Linemark, LP Thebault, Man Roland, Matthews International, Media Networks Inc, A Time Inc Company, Mercury Print Productions, Mimeo.com, Monroe Litho, New York Times, Oberthur Technologies of America, OCE North America, NewPage Corp., OneSource, OneVision, Pace Systems, Paychex, Peeq Media, Pictorial Offset, RES Exhibit Services, Quad Graphics, Random House, Ricoh Americas, RR Donnelley, Smith Litho, Southern Graphic Systems, Standard Register, St. Petersburg Times, The Sheridan Group, The World Bank, Thomson Legal, TWP Americas, U.S. Government Printing Office, Vertis, Xerox Corp.

School of Print Media

Course Listings for Master of Science Degree in Print Media

Core Research

- Statistical Analysis and Decision-Making
- Research Methods and Trends in Graphic Media

Core Concentration

- Cross Media Workflow
- Materials and Processes for Printing
- Operations Management in the Graphic Arts
- Tone and Color Analysis

Minor Concentration Areas

- Business
- Packaging Science
- Information Technology
- Imaging Science and Color Management
- Imaging Chemistry and Material Science
- Other concentration areas, subject to approval

Thesis

Industries:

The master of science in print media program prepares students for management positions in various parts of the print media industry: Commercial printers; electronic pre-press; book publishers; design studios; advertising agencies and specialized pre-press houses; suppliers of machinery, equipment, and paper. All of these segments recruit graduates. Jobs are typically in sales/marketing, research and development, production or manufacturing management, administrative special assignments, as well as technology-oriented leadership positions.

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 program. 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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