

# Student Packet

## **CREATIVITY:** *careers in motion*

**APRIL 16 2009 12 - 6 PM**  
**GORDON FIELD HOUSE**

### **4<sup>th</sup> Annual Event For All CIAS Students To Connect With, And Get Feedback & Advice From Professionals In The Field.**

*Up to you to bring your work in a format that's easy to review -- your own print version portfolio to flip through, or laptop. Even though this is not a career fair, you should have copies of your resume (just in case).*

## **Schedule of the Day**

### **Career Speakers 12noon – 2pm [all majors]**

#### **First Impressions Panel: How to Best Present Yourself and Your Work**

**12 -1 pm**

Panelists:

**Brent Layton** Interactive Art Director, Partners + Napier ('05 *Graphic Design*)

**Greg Christman** Creative Recruiter, Sam & Lori Assoc.

**Kara Painting** Creative Director, Dixon Schwabl Advertising Inc.

Moderator: Twyla Cummings, Paul & Louise Miller Disting'd Prof. /Grad. Program Chair

#### **Young Professional Panel: Tips, Strategies for Success on Your First Job**

**1-2 pm**

Panelists:

**Bryan Hammer** Design Director, Skooba Design Inc. ('06 *Industrial Design*)

**Debbie Krouskop** Project Manager, Genesee Office Interiors, Inc. ('03 *Interior Design*)

**Ashley Walker** Marketing Communications Coordinator, RIT Printing Industry Center ('05 *Print New Media*, '07 *MBA*)

**Jim Alexander Jr.** Interactive Developer, Crispin Porter + Bogusky ('08 *New Media Design*)

Moderator: Marianne O'Loughlin RIT Associate Professor, Program Chair New Media Design and Imaging

### **Portfolio Reviews 2-4 pm [all majors]**

Feedback and advice on your work

### **Industry Days: New Media | Print Media 2-6 pm**

2-4 pm **major-specific:** new media design, new media i.d. , print media *ONLY!*

4-6 pm **open to all majors** including computer graphics design, graphic design, all new media, etc.

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## AKQA

AKQA is an independent agency with 750+ employees and offices throughout the USA, Europe and Asia. An ideas-led agency, AKQA works in partnership with brand leaders to deliver innovation. In 2008 AKQA received Agency of the Year honors from Advertising Age, Adweek and SHOOT Magazines and was included in Advertising Age's "A-List" as well as Fast Company's Fast 50, featuring the world's 50 most innovative companies. Most recently AKQA was named Agency of the Year by Campaign Magazine (December 2008) making AKQA the first firm to hold Agency of the Year title on both sides of the Atlantic at the same time, three years running. Clients include Nike, Visa, Xbox, Coca-Cola and Target, among others.

### come see us

New Media Industry Day  
4.16.2009 *table #1*

<http://akqa.com>

## Albright-Knox Art Gallery

### Mission

The Albright-Knox Art Gallery, one of the nation's oldest public arts organizations, has a clear and compelling mission to acquire, exhibit, and preserve both modern and contemporary art. It focuses especially on contemporary art, with an active commitment to taking a global and multidisciplinary approach to the presentation, interpretation, and collection of the artistic expressions of our times. In an enriching, dynamic, and vibrant environment that embraces diverse cultures and traditions, the Gallery seeks to serve a broad and far-reaching audience.

### come see us

Portfolio Review  
4.16.2009 *table #45*

<http://www.albrightknox.org>

## Antithesis Advertising

We're a full service ad agency located in Rochester. We produce print, collateral, web design, graphic design and television.

### come see us

Portfolio Review  
4.16.2009 *table #46*

<http://www.antithesisadvertising.com>

## Austin Design

AustinDesign3D provides three-dimensional design and visualization services.

Using 3d-computer software, we create virtual models of anything or any place.

From these 3d-models we generate a wide variety of visual tools including simple sketches, renderings, photo-realistic images, interactive panoramas

and animations. Advertising agencies, Architects, Audio-visual houses, Builders, Contractors, Corporations, Developers, Designers, Event planners, Graphic designers, Home owners, Marketing firms.

### come see us

Portfolio Review  
4.16.2009 *table #47*

<http://www.austindesign3d.com>

## Beam Interactive

### ABOUT BEAM

A 5 year-old, 50-person interactive/creative idea shop in Boston that works extensively with MINI, Puma, Virgin Mobile, LL Bean and other great brands. We work hard to keep an open, laid-back, low-ego environment where the work/life scales stay well balanced. We've won all kinds of awards. We've got a very good benefits package. We've been known to "keep it real" and even "do it to it" on occasion.

### come see us

New Media Industry Day  
4.16.2009 *table #2*

A Website? Ah yes, the irony. What's that old saying about the cobbler's children being barefoot, leather-sucking, glue-huffers...or something like that? Anyway, we've got one coming soon. Really.

<http://www.beamland.com>

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## BIG SPACESHIP

Big Spaceship is an award winning innovation-led digital creative agency based in Brooklyn New York. We create seamless user experiences, thought-provoking trends, and stories well told. In addition to building client relationships, everything our multi-disciplinary teams create, from motion graphics to data visualizations, to fluency in the complex languages of coding, we never use technology as a starting point. Our ideas are borne out of a desire to present information in a fresh way, and are dependent on cross-disciplinary collaboration: Strategy, Design, Development, Production.

### come see us

New Media Industry Day  
4.16.2009 *table #3*

<http://www.bigspaceship.com>

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## Bloomingdale's

Bloomingdale's is an upscale retail department store with 40 stores nationwide, and an e-commerce site. We do all of our creative in house, including high quality fashion oriented catalogs and direct mail, and web design.

### come see us

Print Media Industry Day  
4.16.2009 *table #25*

<http://www.bloomingdales.com>

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## Brooklyn Digital Foundry

Art Direction, websites, visualization, video production, art direction, graphic design, brand development, marketing materials, photography

### come see us

New Media Industry Day  
4.16.2009 *table #4*

<http://www.brooklynfoundry.com>

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## Carrot Creative

Carrot Creative is a new media agency in New York that consults with major brands on strategy and creative development in emerging and social Web technologies. We are located in the booming digital & creative district of DUMBO, Brooklyn and enjoy a unique, creative-friendly atmosphere both inside our workspace & outside in the historic architecture & cobblestone streets.

### come see us

New Media Industry Day  
4.16.2009 *table #5*

## Carrot Creative

## Climax Manufacturing Company

In a span of over 100 years, Climax has evolved into a world class manufacturer of folding cartons and recycled paperboard. Known for innovation and quality, Climax has continued to invest in technology and workforce training to provide their customers with unique solutions for their packaging and paperboard needs.

The Packaging Division focus is on the Specialty Retail and Food Service markets, and offers functional products that promote product "branding" and recognition. An award winning design department, state-of-the-art flexographic printing capabilities, and high speed finishing equipment combine to produce cartons that go well "beyond the ordinary box"! The Paperboard Division focuses on the graphic arts and specialty board markets. It has developed over the years a commanding position in the manufacture of pulp board and mat board, and has the technical skill to develop a wide variety of specialty grades. A recent seven figure upgrade of its board machine has increased its efficiency, while improving product smoothness and decreasing density.

### come see us

New Media Industry Day  
4.16.2009 *table #6*

<http://www.climaxpkg.com>



### Packaging & Fulfillment services

Complemar develops partnerships with clients to save them time, money and resources by providing complete fulfillment, contract packaging & assembly, & database marketing services as well as cutting edge e-commerce solutions. We are a leading supplier of outsourced business services providing fulfillment, packaging, inventory management, product assembly, marketing, customer support and administrative services. We provide a competitive advantage by continuously striving for more cost effective, innovative processes for our customers globally.

### come see us

Print Media Industry Day  
4.16.2009 *table #26*

<http://www.complemar.com>

## Creative Approaches, Inc.

Creative Approaches, Inc. is the senior vendor in the world providing custom Computer Based Training program development services since our founding in 1983. Early work was with IBM mainframes and AS/400's evolving through DOS, OS/2 and Windows. In 1995 we created our own Web site. Since that time, we have evolved to a 50-50 mix of custom e-learning development and custom Web site and Web application development. Most applications are designed to impart and gather information, ranging from computer-based training and testing programs to sophisticated Web-based applications including E-Commerce and E-Business – all evolving from our quarter century of experience managing, tracking and reporting training program completions.

### come see us

Portfolio Review  
4.16.2009 *table #48*

We are experts at using a variety of development tools. Such tools include, but are not limited to, Dreamweaver, Flash, HTML, ASP, Access and MS SQL databases, Authorware, Director and Fireworks.

<http://creativeapproachesinc.com>

## Crispin Porter + Bogusky

Headquartered in Miami and Boulder, with offices in Venice Beach and London. Crispin Porter + Bogusky is a full-service advertising agency (creative, interactive, media, research, planning, account service and production for print, online and broadcast). The agency's client list includes Burger King, Volkswagen, Nike, Coke Zero, Sprite, American Express, Ask.com, Geek Squad and the 'truth' anti-tobacco campaign.

### come see us

New Media Industry Day  
4.16.2009 *table #7*

<http://www.cpbgroup.com>

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## Daymon Worldwide Design

Daymon Worldwide is an international company specializing in the sales and marketing of private label consumer products. We are proud to work with some of the leading retail, wholesale and food service companies across the U.S. and in a dozen countries. Our customers include supermarket and drug chains, mass merchandisers, warehouse clubs, specialty stores, food service, buying cooperatives and wholesale distributors.

### come see us

Portfolio Review  
4.16.2009 *table #49*

<http://www.daymon.com>

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## DCA Limited

Awesome clients, chili Friday's, summer hours, target practice... We love our jobs.

DCA is a design consultant powerhouse overlooking the Erie Canal nestled in the town of Bushnell's Basin. We firmly believe in good design practices, form follows function and the importance of building great business relationships.

### come see us

Portfolio Review  
4.16.2009 *table #50*

Our nimble team of interdisciplinary professionals collaborate on an exciting range of strategic planning, user interaction, graphic, consumer and medical product design.

DCA continues to develop the highly successful Kodak Document Imaging portfolio, Xerox Replacements product line packaging and exciting new products for Izzo golf.

<http://www.dcaltd.com>

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## Dixon Schwabl

With integrated Advertising, Marketing, Public Relations capabilities and experience in every discipline - including print, radio, TV/video, event marketing and web/interactive - we're fully-equipped to create well-rounded campaigns that are on time and on budget. Everything you need to keep one step ahead of the ever-changing, ever-challenging marketplace.

### come see us

New Media Industry Day  
4.16.2009 *table #8*

<http://www.dixonschwabl.com>

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## Eastman Kodak Company

Brian is currently a Staff Photographer in Imaging Services for Eastman Kodak Company here in Rochester, NY. He is an Advertising Photography Alum from Rochester Institute of Technology as well.

### come see us

Portfolio Review

4.16.2009

table #51

<http://www.kodak.com>

## EffectiveUI

EffectiveUI is an award-winning, user-focused agency that specializes in the design and development of custom rich applications that deliver exceptional results across various platforms and devices.

Leveraging emerging technologies and expertise in user experience strategy, design and development, EffectiveUI helps today's most respected brands deepen their engagement with customers. We create more compelling, dynamic and useful customer interactions that deliver competitive advantages, as well as customer satisfaction, utility and loyalty.

### come see us

New Media Industry Day

4.16.2009

table #9

Our multidisciplinary team of user experience strategists, software engineers, interaction designers and project managers deliver next-generation applications that maximize user adoption and produce tangible results.

<http://www.effectiveui.com>

## Fantasy Interactive

Fi delivers premium interactive services and media platforms. From offices in New York City and Stockholm, Fi has worked with and continues to attract world renowned clients. In 2007, Fi was the first inductee into The FWA Hall Of Fame.

Fi: The complete interactive firm Fi delivers interactive services and media platforms, including microsites, applications, mobile experiences and portals. Our video and community platforms focus on today's social-centric marketplace. Offering both agency services and software development, Fi is a complete interactive firm.

### come see us

New Media Industry Day

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table #10

<http://www.f-i.com>

## Farr Photography

Lori is the owner/photographer of Farr Photographer in Rochester, NY. She is also an alumna of RIT's School of Photographic Arts & Sciences.

### come see us

Portfolio Review

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table #52

<http://www.farrphotography.com>

## Firstborn

Firstborn is an independently owned design and technology studio with headquarters in New York City and Los Angeles. We are designers, producers, developers, and technologists who share a passion for translating a great idea into an engaging, intelligent and innovative user experience.

We are a multiplatform digital agency, creating websites, online ads, viral campaigns, digital applications, 3D models, HD video, interactive presentations, content management tools and just about anything else that takes advantage of digital technology.

### come see us

New Media Industry Day

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table #11

Like any art form, interactive design requires imagination, taste and inspiration. We work with client-supplied materials and existing elements of a brand's identity as well as create our own assets through 3D, video, illustration and graphic design.

<http://www.firstbornmultimedia.com>

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## Fleishman-Hillard Digital

Fleishman-Hillard is a global public relations firm with more than 80 offices around the world and 2,000+employees. F-H also has an award-winning Digital practice.

### come see us

New Media Industry Day

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table #12

<http://www.fleishman.com>

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## Flower City Printing

Flower City Printing, founded in 1970, is the premier large-format printer in the United States with annual sales in excess of \$54 million. The company is headquartered in Rochester, NY and operates 410,000 sq. ft. of manufacturing, warehouse, kit-packing and distribution space in three locations. Flower City Printing provides point of purchase and packaging products for major retailers and consumer products companies including custom kit-packing and secondary contract packaging.

### come see us

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<http://www.fcp.biz>

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## Gannett Custom Publications / Democrat and Chronicle

Besides being a photographer, Matt has appeared in Ebony Magazine, Conde Nast Traveler, and on Oprah and The Bold and The Beautiful. (long story). He moves every year and loves doing plumbing. He currently resides in Rochester, NY, with his wife, and beautiful sons, Preston and Owen. Matt is also the Photo Director for Gannett Special Publications which includes Rochester Magazine.

### come see us

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<http://www.mwittmeyer.com>

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## Get.it.together Media

We specialize in organizing other companies print and media campaigns by utilizing technology and creativity to build a marketing strategy that works best with the data that they currently have - we also build their data base using cross media and analysis.

We presently work with the full range of XMPie and Adobe products. We engage printers from all over the country depending on the equipment needed and the location of the printer to save on shipping cost.

### come see us

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table #27

<http://gettitogethermedial.com>

## Graphics Service Bureau

We are a Visual Communications Company based in NYC since 1991. We currently provide print and marketing materials for Fortune 500 companies, advertising agencies, marketing firms, PR firms and major law firms within the NY Tri State Area. We are seeking a full time Customer Service Representative to work in our digital department, producing work on our 2 HP Indigo presses and also large format projects, while assisting on some offset projects.

### come see us

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table #33

<http://www.gsbinc.net>

## Hammer Packaging

Hammer Packaging is a fourth-generation, family-owned business. Since the founding of the company in 1912, we have been at the forefront of high-quality packaging printing. As our President & CEO, Jim Hammer, likes to say “We lead. We don’t follow.” It’s at the core of our business philosophy. It’s in our values. It’s in our culture.

We succeed because:

- We care deeply for our customers
- We invest heavily in leading-edge technology and innovation
- We hire the right people

This approach has resulted in a growth rate that consistently out-paces the industry. More importantly, year after year our customers validate our approach with a 97% retention rate. Equally important, our industry has designated Hammer Packaging as a “Best Workplace in America.” With all that -- happy customers and happy employees -- we’

### come see us

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<http://www.hammerpackaging.com/>

## John Myers Photography

John is and advertising photographer here locally as well as an of the School of Photographic Arts and Sciences here at RIT!

### come see us

Portfolio Review

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table #54

<http://www.johnmyersphoto.com>

## Kognito Interactive

Kognito ([www.kognito.com](http://www.kognito.com)) is an award-winning training simulations and games company located in NYC. Our team is comprised of experts in the fields of psychology, learning, instructional design, and simulations. Kognito creates and sells web-based training simulations that enable users to develop their people-skills (i.e., skills that involve human interaction, such as negotiation, leadership, customer service, and behavioral health). Using our proprietary award-winning technology, our interactive simulations allow users to engage in conversations with intelligent virtual characters, providing a powerful form of guided practice and feedback that result in users being more productive and better prepared to handle similar situations in real life.

### come see us

New Media Industry Day  
4.16.2009 *table #13*

Kognito's client base includes Starwood Hotels, Fuji Film, Malcolm Pirnie, NYC Office of Emergency Management, CUNY, NYU, and Chubb Insurance. Our work has won numerous awards including the prestigious 2007 and 2008 Learning Leader awards from Bersin & Associates, which in previous years was awarded to IBM and Accenture.

<http://www.kognito.com>

## Luxurious Animals

Luxurious Animals focuses on creative entertainment for interactive and video experiences. Our New York studio thrives on crafting websites, film shoots, motion design, games and visual effects that connects an audience with a client's brand.

### come see us

New Media Industry Day  
4.16.2009 *table #14*

<http://www.luxanimals.com>

## Mason Selkowitz Marketing Inc.

Mason Selkowitz Marketing (MSM) is a full-service marketing communications agency with broad strategic and creative expertise and a diverse client roster covering many industry segments. At MSM, we place the priority in helping our clients meet their marketing objectives with breakthrough strategies and compelling creative solutions, with great consideration to the client's existing and potentially evolving brand identity and positioning.

### come see us

New Media Industry Day  
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A division of the agency, MSM Interactive rounds out our full-service capabilities by offering current and prospective clients the latest in Interactive and Web-based marketing tools, including: Web site development, streaming video, flash animation, e-mail program development, e-newsletters, 3-D illustration/animation, Webinars and more. In fact, over the last five years, MSM Interactive has strategically designed and developed more than 100 Web sites for local Rochester, regional and national clients.

<http://www.msmmarcom.com>

## Mastercraft Decorators/Caldwell Corp

Products Description:  
Custom Decorating On Glassware & Ceramics

Job Description: Reports to Production Manager Scope Prepare custom artwork (camera ready) supplied by customers for printing on ceramic/glass ware. The Graphic Artist is responsible for the complete production of art projects that satisfies customer requirements. (This is not a graphic design position).

### come see us

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MUST be proficient in Photoshop. He/she must possess a level of proficiency in the following types of art production. • Illustration • Design and layout • Typographical layout and typing. • Knowledge of screen printing beneficial. Confer with clients to discuss and determine layout design Communicates and interacts with departmental staff, order entry, printers and vendors, to assure quality reproduction of art work Mark up, paste, and assemble final layouts to prepare layouts for printer to meet company production standards. Determine size and arrangement of

<http://guildlines.com/>

## Merlin International Corp.

### Mission

To be a world leader in delivering high quality on-demand four color printing and related services that meet or exceed client expectations. Variable data printing for targeted communications is our specialty.

### About Us

Merlin International was founded in 1994 in Rochester, New York with one of the first of a new generation of high volume, high quality dry ink digital presses- the Xeikon DCP-32D. The company has since replaced its original equipment with two Xeikon 6000s, one Xeikon 5000s, a Ikon CCP-500, and a Canon ImageRunner 7105. The Merlin staffs possess an extensive background in the technology of the presses and are therefore able to service the presses to obtain the highest quality output from them. In-house service coupled with multiple presses allows Merlin to maximize its printing reliability and uptime.

### come see us

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table #28

<http://www.merlincolor.com/>

## mirrorshowmanagement

Mirror Show Management is a custom trade show exhibit design firm that provides complete trade show and event management. Focused on Exhibit Greatness™, MSM has been custom-crafting unique, breakthrough exhibits for clients around the world since 1993.

### come see us

Portfolio Review  
4.16.2009

table #56

<http://www.mirrorshow.com>

## Palmer Design Studio

Freelance graphic designer. My work includes corporate identities, promotional materials and calligraphy.

### come see us

Portfolio Review  
4.16.2009

table #55

<http://www.no-web-site.com/>



Partners and Napier is an integrated advertising and marketing agency. It is the founding agency member of the Partners Group, an interdependent, independent collective of North American agencies created in 2006, consisting of Partners and Napier, Partners and Jeary and Partners and Edell. The Partners Group combines 130 employees and about \$130 million in billings from clients such as Bausch & Lomb, Kodak, and UPS.

### come see us

New Media Industry Day  
4.16.2009

table #15

In 2004, Partners and Napier was created when Sharon Napier and three partners purchased Wolf Group's Rochester, New York and Atlanta, Georgia offices. With gross billings of \$91M in Rochester, Partners and Napier is one of Rochester's Top 100 Companies, selected for fast growth by the Democrat and Chronicle newspaper and a finalist for Fast Company's Fast 50 award.

Notable clients include:

<http://www.partnersandnapier.com>



Partners and Napier is an independent, full-service ideas agency that is passionate about solving our clients' business problems and maximizing their brand opportunities. We do this by creating integrated communications that connect a brand's promise to an unmet need, across all relevant channels, both in B2B and consumer markets. Our clients are iconic global brands like Kodak, Bausch & Lomb, Mondavi Wine, UPS and, most recently, Thule. We work in consumer electronics, wine & spirits, healthcare, consumer packaged goods and lifestyle categories. We are based in Rochester, New York, with offices in Atlanta and San Francisco, and our attitude is best described as results-oriented and B.S. averse.

**come see us**

Print Media Industry Day  
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<http://partnersandnapier.com>



Partners and Napier is an independent, full-service ideas agency that is passionate about solving our clients' business problems and maximizing their brand opportunities. We do this by creating integrated communications that connect a brand's promise to an unmet need, across all relevant channels, both in B2B and consumer markets. Our clients are iconic global brands like Kodak, Bausch & Lomb, Mondavi Wine, UPS and, most recently, Thule. We work in consumer electronics, wine & spirits, healthcare, consumer packaged goods and lifestyle categories. We are based in Rochester, New York, with offices in Atlanta and San Francisco, and our attitude is best described as results-oriented and B.S. averse.

**come see us**

Portfolio Review  
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<http://partnersandnapier.com>

## Paychex, Inc.

Paychex, Inc. is a recognized leader in the payroll and human resource industry, serving approximately 572,000 businesses nationwide.

Paychex offers an ever-growing variety of payroll and human resource products and services that help clients do what they do best — run their business. From calculating payroll and filing tax payments to administering retirement plans and workers' compensation, Paychex gives its clients relief from administrative hassles so they can focus on their bottom line.

**come see us**

Print Media Industry Day  
4.16.2009 *table #38*

Paychex is headquartered in Rochester, NY and has more than 100 locations across the country. In fiscal 2008, Paychex revenues exceeded \$2 billion.

<http://www.paychex.com>

## Peeq Media

Peeq Media has over 45 years of real-world experience in helping agencies and marketers develop brands. Founded under the name Color by Pergament in 1960 and merging with EMR Systems in 2006, the company has grown to become the leading Manhattan-based provider of highly specialized digital and production services. The company has a particular expertise in the use of information technology and database development that enables marketers to go to market in the most powerful and compelling ways. Peeq Media provides image management, photo retouching, large format photographic, large format specialty inkjet, lithographic printing, and direct-to-press digital printing to many prominent agencies, retailers, and corporations.

**come see us**

Print Media Industry Day  
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Summer co-op jobs available:  
Web Programmer  
Desktop Layout

<http://www.peeqmedia.com/>

## Portosa Studios

Over the past fifteen years, Portosa Studios has worked under contract with Walt Disney Imagineering to design and execute the art programs for Disney hotels, restaurants and cruise ships -- in DisneyWorld, Disneyland Paris, Disneyland and Tokyo Disneyland. We do some actual art production in house and also act as art directors for various artists and artisans -- paintings, murals, glass, metal, graphics, multi-media fabrications, etc. Two of the restaurants we've art designed and four of the hotels have won industry awards for best design of the year. We've been published in leading interior and architectural magazines. We are designing and executing the artwork for two new Disney Cruise ships currently under construction.

### come see us

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<http://www.no-web-site.com>

## Post Central, Inc.

Post Central Inc is a Creative Communications Company located in Rochester NY since 1992. We specialize in communicating creative messages to targeted audiences through a multitude of mediums, including Video, Print, Interactive Media, and Web.

### come see us

New Media Industry Day

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table #16

<http://www.postcentral.com>



We specialize in designing award-winning websites for health care. As a full service medical website design firm, our website services include strategic planning, medical website design, application development and more. Medical practices and health care organizations can be assured of the right results.

Since 1998, Practis has been designing, developing and maintaining custom websites for medical practices and health care organizations. Our clients represent health care organizations nationwide ranging in size and scope, and from across the spectrum of care.

### come see us

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table #17

Our growth and success over the past 10 years is directly attributable to our commitment to customer service. We wouldn't be where we are today without our clients and are deeply appreciative of their continued support as we look for new ways to add value to their online presence.

<http://www.practisinc.com>



Printing Methods is one of the largest African-American owned and operated commercial printers in the United States. We challenge the marketplaces perception of a small business by focusing on one thing...providing exceptional service that rivals our larger competitors. You receive the personal attention of a small business, the production capabilities suited for the most unique design needs, and real solutions that produce the results that matter to you and to us...because we know that when we help you be successful, we are also successful.

Today, Printing Methods is a preferred supplier of print solutions to corporate leaders across the nation. Our exceptional service, product quality, and commitment to customer satisfaction has earned us the trust of our clients... a trust we value and work every day to keep.

### come see us

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<http://www.printingmethods.com>

## Quad Graphics

Quad/Graphics is the largest privately held commercial printer in the world. Since our founding in 1971, the company has grown from obscurity to prominence, boasting an employee roster 12,000 strong. Headquartered in Sussex, Wis., our company has print-production facilities on three continents. Our company, in its 35th year, has sales of approximately \$2 billion. Often recognized for our progressive employee benefits and unique company culture, we were named to FORTUNE magazine's list of "100 Best Companies to Work For" in 2007.

### **come see us**

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Quad/Graphics serves the magazine, catalog, retail insert and direct mail markets. We provide full production services, from design and photography through printing, finishing and distribution, using the most modern equipment and service approaches in the industry. Some of our more than 1,000 clients include Newsweek, Time, U. S. News & World Report, Sports Illustrated, Vogue, In Style, and many more!

<http://www.qg.com>

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## RES Exhibits

Full Service Custom Exhibit house ... providing design , production , shipping , set-up/dismantle and storage services for Corporate Trade Show Exhibits and Events.

### **come see us**

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<http://www.res-exhibits.com>

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## Roberts Communications

Roberts Communications is a leading independent advertising agency with offices in New York and Minnesota. We do CustomerThink for a strong list of blue-chip clients, with a particular focus on the health care, financial, and business-to-business segments.

### **come see us**

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<http://www.robertscomm.com>

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## Rochester Institute of Technology

Part-time & Graduate Enrollment Services

Whether you're looking for graduate study, part-time study, online study, or even accelerated study, RIT has the program and method of study for you.

### **come see us**

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RIT's College of Imaging Arts and Sciences offers the most comprehensive graduate imaging programs in the world, encompassing design, science, technology, engineering, management, crafts, and fine arts. The college is a diverse, world-class collaboration of six schools: School of Art, School of Design, School for American Crafts, School of Photographic Arts and Sciences, School of Film and Animation, and School of Print Media.

<http://www.rit.edu/emcs/ptgrad/index.html>

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## Rochester Institute of Technology

About Saunders College

E. Philip Saunders College of Business students are prepared to excel in the exhilarating, yet demanding environment of business today. As one of the eight colleges at RIT, our students benefit from the resources of a large university while being part of a smaller college. Our programs are at the forefront with an emphasis on managing people, innovations, and technology in a rapidly changing global environment.

### come see us

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<http://saunders.rit.edu/>

## Rochester Institute of Technology

The Open Publishing Lab is a cross-disciplinary center dedicated to researching and developing innovative, open source applications for publishing across various media.

The printing and publishing industries are in a profound state of flux. In the past, research and development in publishing focused on workflow improvement. Now disruptive publishing technologies are turning this model on its ear. Across the world, more people are authoring content than ever before thanks to web 2.0 applications and integrated media devices. Meanwhile, the capabilities of digital presses are enabling new products and business models. Companies are discovering that their survival depends on refocusing on product innovation rather than technology upgrades.

### come see us

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A Uniquely RIT Solution

<http://opl.rit.edu/>

## Rochester Museum & Science Center

The RMSC is a not-for-profit museum and science center serving 500,000 visitors per year.

### come see us

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<http://www.rmssc.org>

## Sam & Lori Associates

Sam & Lori Assoc specializes in recruiting creative talent for advertising agencies. We offer dedicated service along with a genuine understanding of the agencies within the advertising market. We are based out of New York City & work with clients nationally.

### come see us

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<http://samlori.com/>

## Schoolwires

Schoolwires provides strategic online communication, community-management and productivity solutions to the K-12 education market. The company's core product is Schoolwires Centricity™, which brings together robust and flexible website management, community management and web 2.0/social network capabilities in a single, user-centric solution. Schoolwires also delivers Schoolwires Synergy™, a digital file sharing solution, Schoolwires Assist™, a service request solution, and Schoolwires Share™, an exclusive online client community and support center.

### come see us

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Schoolwires is recognized in the Inc. 500 List as one of the fastest-growing private companies in the nation. The company's on-demand solutions are deployed at nearly 4,000 schools serving an estimated four million users.

<http://www.schoolwires.com>

## Struck Creative

Struck is a full-service, hybrid agency located in Salt Lake City, UT and Portland, OR. At its foundation, more than 50 world-class creative specialists solidify Struck as an emerging leader in the interactive, advertising and design marketplace. Struck proudly stands as a genuine creative resource for its clients—helping each effectively target customers and capitalize on the new era of convergent technologies. Established in 2003, Struck has garnered awards and acclaim in nearly every major design, interactive and advertising category.

### come see us

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<http://www.struckcreative.com/>

## STUDIO llc.

STUDIO llc. is a 6-year old company with offices in Hoboken NJ, Buffalo NY and a new, fledgling office in San Francisco CA. We're a team of 21 talented individuals, who design and build for the web, wireless, tv and print. Our clients range from large, world-renowned Ad Agencies like Ogilvy, Arnold and Atmosphere BBDO... to direct clients like World Wrestling Entertainment and Estee Lauder. We are designers, producers, engineers, developers, animators, and illustrators... We're a team that works hard, but we make sure to inject fun in to every single project. We believe that work should not be as much a chore as it should be something that keeps you thinking, striving, and constantly creating.

### come see us

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<http://www.whoisstudio.com>

## Symbolic, Inc.

We are a marketing communications company that understands consumer behavior and how to drive that knowledge into your marketing efforts.

We realize that everything you say and present could communicate hundreds of messages to your audience, and you only have one chance to make a first impression. By focusing on your communications goals and objectives from your consumer's point-of-view, Symbolic will help you apply your message to every aspect of your communications. We have an effective communications-management process that will help guide you through the full life-cycle of consumer interaction – from Brand Identity Development to Communications Design to Continuity Enforcement.

### come see us

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In essence, we become an expansion of your Marketing Department to help you achieve your goals and objectives - we make you look good.

<http://www.symbolicinc.com>

## The Barbarian Group

The Barbarian Group is a digital services and creation company that delivers the best possible experience for the consumer through the integrated and disciplined use of the best possible practices, good ideas, people and technology. Amongst our weaponry are such diverse elements as fear, surprise, art direction, design, technology, content creation, strategy, gaming, viral marketing, an almost radical devotion to Internet culture and nice red Swedish Fish™. In short, all skills in service to providing the best interactive marketing possible.

### come see us

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<http://www.barbariangroup.com>

## Universal Printing Company LLC

Universal Printing Company has been serving customers since the 1920's with a solid reputation for quality commercial printing. In 1995, Margi Casey McGrath acquired Universal and expanded the business, adding financial and healthcare printing as well as fulfillment and direct mail services.

We are a Commonwealth of Pennsylvania certified Woman Business Enterprise (WBE). Universal is also certified by the Women's Business Enterprise National Council (WBENC), and Margi serves on the WBE Certification Committee for Pennsylvania, Delaware, and portions of New Jersey.

### come see us

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Services include Creative, Print, Fulfillment and Direct Mail

Customer Service and Pre-Press positions available.

<http://universalprintingcompany.com/>

## Walter Colley Images

A native of the East Coast, Walter studied at RIT's School of Photographics Arts & Sciences. He has been working in the area since 1986 and in his own studio since 2000 located in Rochester's Neighborhood of the Arts. His award winning images have been featured in Archive, Communication Arts, Graphis, Art Direction Magazine, Print Annual and Sports Illustrated.

### come see us

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<http://www.waltercolleyimages.com>

## Wegmans

Jon is the Corporate Photographer for Wegmans as well as an alum of RIT's School of Photographic Arts & Sciences.

### come see us

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<http://www.wegmans.com>