

GRAPHIC DESIGN

PROGRAM OVERVIEW FOR EMPLOYERS

Graphic design at RIT is the study and practice of communicating ideas and information through printed, environmental and digital presentations. Typography and images are integrated to express messages that interest, inform and persuade intended audiences. With the addition of visual movement, navigation and sound, digital presentations are also developed. Using research, critical thinking, creativity, and a range of problem-solving principles, graphic designer students solve complex visual communication problems within the constraints of time, space, budget and technology. Areas of preparation include publication design, signage and environmental design, corporate identity, interactive media, web design, packaging and information design.

Degree(s) Awarded

Bachelor of Fine Arts, Master of Fine Arts

Enrollment

Approximately 275 undergraduate graphic design program, 15 in master's level graphic design

Cooperative Education Component

Cooperative education is an option for students in the graphic design program after their sophomore year. Because of course sequencing, most students are primarily available summer quarter. Internship for credit experience is also available to seniors in the program.

Salary Information (Avg/Range)

Co-op:	\$9.00	\$7.00 - \$12.00
BFA:	\$30,000	\$25,000 - \$40,000

Equipment & Facilities

A Media Center is available with photographic equipment, reference library, photocopier, slide scanning and color computer output. There is also an Educational Technology Center on campus with additional services and equipment.

Specific computer labs are equipped with Macintosh systems, including Power Macs. Software includes QuarkXPress, Photoshop, Illustrator, FreeHand, Macromedia Director and Dreamweaver, Sound Edit, Fractal Painter, Flash, InDesign and many others.

In addition, one of the finest collections of rare books and printing history can be found in the Melbert B. Cary Jr. Graphic Arts Collection. The Graphic Design Archive, a unique resource at RIT houses the work of pioneering American graphic designers between 1930 and 1950, including Lester Beal, Alvin

Lustig, Ladislav Sutnar, Will Burtin, William Golden and Cipe Pineles

Accreditation

National Association of Schools of Art & Design (NASAD)

Student Skills & Capabilities

- Design, layout, production and pre-press
- Print media including posters, brochures, advertising, packaging, editorial design, information design, symbols, and corporate identity system
- Interactive media, web design and digital imaging
- Public speaking, marketing and client presentations
- Teamwork, research, concept development, meeting client objectives
- Printed publications, corporate identity systems, environmental signage, advertising, interactive media and packaging

Graphic Design

First Year

Freshman Electives

Freshman offerings of Design Survey, Computer Skills: Vector Imaging and Computer Skills: Raster Imaging are required for graphic design freshman

Creative Sources

Design Survey

Drawing

Two Dimensional Design

Three Dimensional Design

Elements of Graphic Design

Liberal Arts

Second Year

Survey of Western Art & Architecture

Typography I

Type & Image

Intro to Time Based Design

Studio electives

Liberal Arts

Majors must take courses in sequence to complete sophomore year

Course Sequence BFA degree

Third Year

History of Graphic Design

Art History Electives

Typography II

Symbol & Icon Design

Publication Design **or**

Intro to Interactive Media Design

Environmental Design **or**

Intro to Interactive Media Design

Information Design

Studio electives

Liberal Arts

Majors must take each of these or approved Special Topics courses in sequence to complete junior year in graphic design

Fourth Year

Career Skills & Professional Practices (required)

Choose 3 senior major courses each quarter

Corporate Design

Design Systems

Senior Project

Advertising Design

Concept & Symbolism

Design for Marketing

Design Specifications

Advanced Information Design

Interactive Media Design

Editorial Design

Web Design

Advanced Web Design

Open electives

Liberal Arts

Major must take nine of these senior-level courses or approved courses

Selected Employers of Graphic Design Co-op and Graduating Students:

Architecture & Construction Magazine, Ardent Learning, Buck & Pulleyn, CGI Communications Inc., Coombs Corporate Media, Dick's Sporting Goods, Eastman Kodak Co., Elektra Entertainment Group, Frontier Corp., GE Power Systems, Jay Advertising, K2 Communications, MTV Networks, Magnet Interactive, Martino Flynn, Merck & Co., Partners & Napier, Penguin Putnam, Pentagram Design, Saatchi & Saatchi, Scream Design, Time Warner Cable, Walt Disney World, Windsor Street Design, Xerox Corporation

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 Graphic Design 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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