Media Arts and Technology MS
Introductions

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Media, Applied Arts, & Technology
Curriculum Explores Imaging Devices, Image Formation, and Image Processing
Investigates the Visual Graphics Pipeline...

- One-year program
- Focused and Rigorous
- No portfolio requirement
- Explore project management and media as business
- Assignments and topics focus on audience identification, strategy development, and takes learners all the way through to product creation.
Deepen Your Understanding of the Importance of Graphic Communication

- The MS program offers a wide array of classes allowing students to dip their toes in different areas of the industry and widen their skills.
- The program concludes with a capstone project allowing the enhancement of new skills needed to create a project on a topic of their choice.
Interdisciplinary Curriculum

- Media and Technology Communications
- Still and Moving picture files
- Professional Practices
- Tools and Software
- Critical Thinking
- Leadership
- Project Management
- Writing Development
- Time Management
- Media Businesses
Courses

**Fall**

- Media Foundations
- Industry Issues, Trends, and Opportunities
- Digital Content Management
- Contemporary Media and Communications
- Capstone 1

**Spring**

- Leadership in Creative Spaces
- Implementing Media Business Change
- Capstone 2
- Cross Media Workflow
- Open Elective
Overview

Deepen your understanding of the importance of graphic communication and immerse yourself in the technologies that are changing the industry.

All businesses and organizations rely on graphic communications to increase their effectiveness in communicating ideas, instructions, and concepts. A graduate with a media arts and technology program will learn to leverage emerging technologies to your advantage. With a management focus, technical expertise, and comprehensive knowledge of how to drive the graphics process from concept through completion, you will be an attractive prospect in a wide range of industries, including education, engineering, marketing, research science, human resources, public relations, and more.

Admissions Requirements:

- Overview
- Program Work
- Curriculum
- Faculty
- Facilities
- Events
- Admission Requirements

What does open house look like?

- Friday, November 21, 2019
- Friday, January 18, 2020

Learn more about open houses and register.

Industries

- Advertising, PR, and Marketing
- Consumer Packaged Goods
- Design
- Journalism, Media, and Publishing
For More Information...

www.rit.edu/admissions/graduate

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