

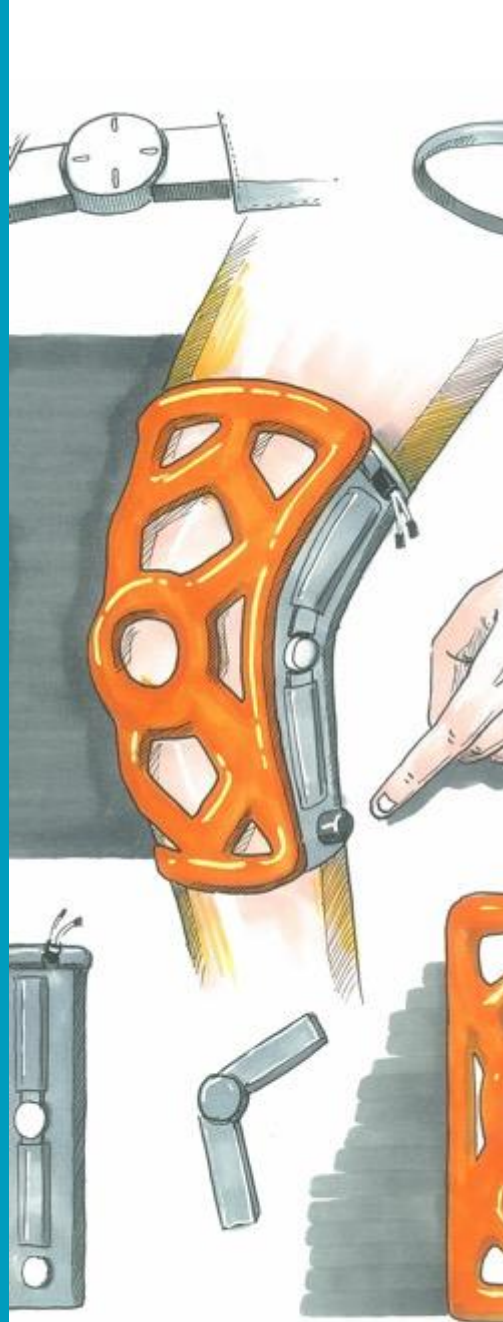
School of Design

Industrial Design MFA

Integrative Design MS

Visual Communication

Design MFA



Oops...
Watch your language!

Save it
for later

View now



"Where are you
really from?"

Try another topic

Try a topic that both of
you are comfortable
with and interested in:

Work, pets, weather,
sports, or traffic...

Start over

Okay, I

Industrial Design

MFA

- Explore **design theory**, **design history**, and **human-centered design** as you create a range of dynamic, exciting consumer products



Accessible Design

- RIT's **Studio 930** design consultancy connects students with community partners
- **Simone Center for Innovation and Entrepreneurship**, together with the **College of Art and Design**, **Kate Gleason College of Engineering**, **College of Engineering Technology** and **Saunders College of Business**, gives students the opportunity to work together on projects.



Industry Sponsored Research

- A flourishing research and design partnership between **RIT** and **Autodesk** was initially spearheaded by **Alex Lobos**, who explores the future of learning as a visiting fellow at the software company and is an advisory council member for Autodesk University.



Integrative Design MS

- Further your understanding of the **design process** and prepares to work with **creative development teams**

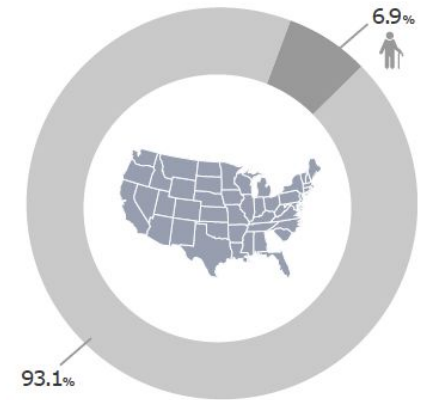


Mobi

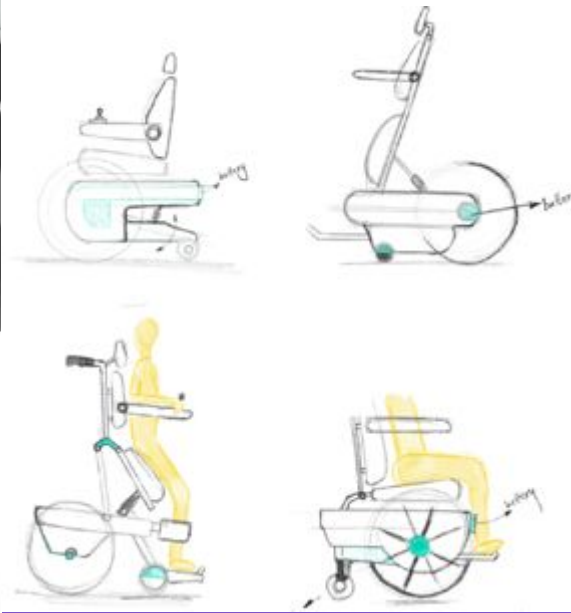


Mobi is a powered standing electric wheelchair that enables the user to sit/stand and move around in a confined space like the kitchen. It is designed in a way that it is configurable to the user needs.

Problem Identification



Disability Statistics from the American Community Survey(ACS), 2017 proved an estimated 6.9 percent of non-institutionalized, male or female, all ages, all races, regardless of ethnicity, with all education levels in the United States reported an ambulatory disability.



Design Thinkers and Doers

- Integrate social responsibility in product/service design
- Product innovation and design thinking skills are increasingly important components to companies as they design new products and services
- Learn how to work within and lead creative development teams



Product and Service Development

- One-year intensive program
- No portfolio requirement
- Project-oriented design practices
- Leveraging new skills for career advancement or career change
- Provide development to individuals with creative, technical engineering, and management backgrounds

Crop Watch

Helping agriculture industries finally stop blights that have been destroying their crops for over 100 years.

Citrus Tree



Detection Unit

Using radar, farmers can monitor their crops for blights.

They will be alerted to targeted insect blights detected in their fields and take immediate actions autonomously to help eliminate the crop diseases.



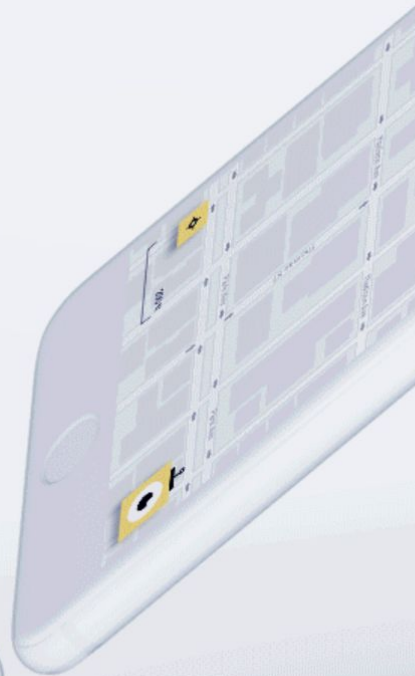
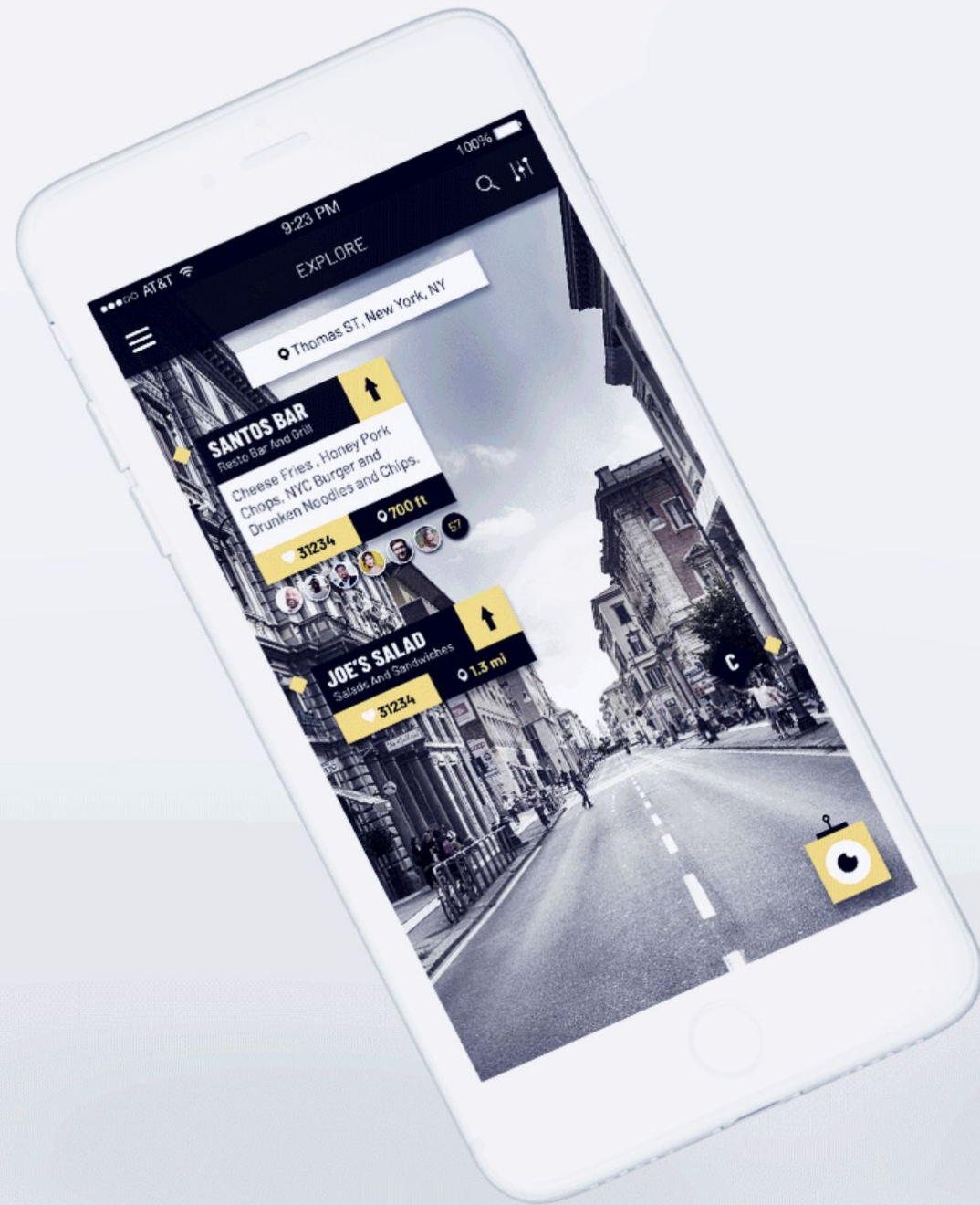
Ideation overlay of a "on the plant" sensor concept.

Crop Watch would also include a suite of mobile and desktop applications. This is where farmers would be able to receive instant updates on targeted insect detection, initiate pest control and review the health of their fields.



Visual Communication Design MFA

- Investigate the intersection of **graphic, interaction, and motion design**
- You will focus on conceptualizing and creating **user-centered design** wherever there is a **screen** or **digital experience**



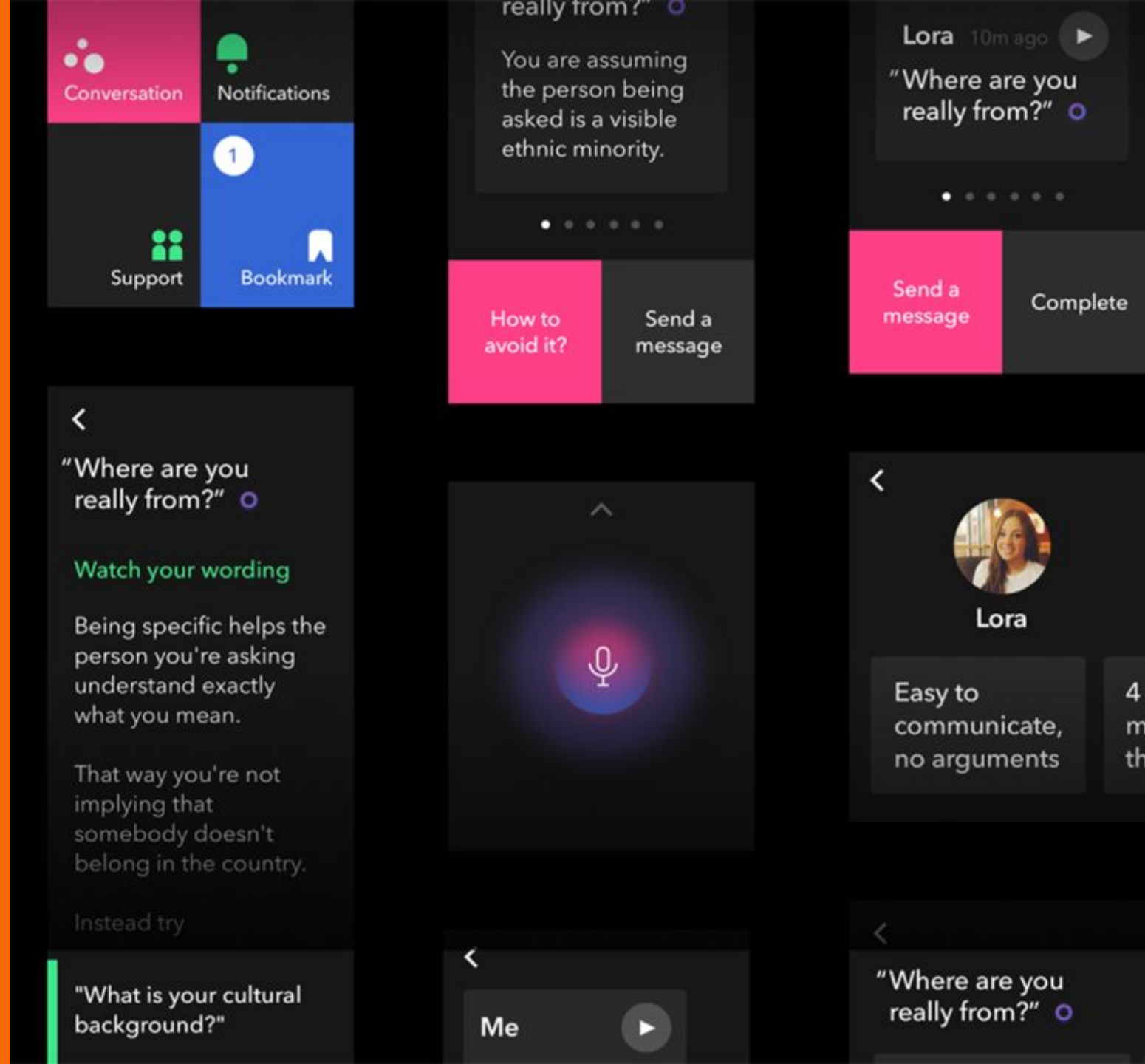
Shape Interactive Experiences

- Integrate graphic design, user experience design, design studies, motion graphics, and 3D digital design into your work



Award-winning Design

- *"Confront Your Microaggressions"* is a digital experience designed by Feifei Guo '19
- For the app design, Guo was recognized as a **"Top Talent"** in the Digital Products and Experience category of the **2019 Adobe Design Achievement Awards**, a global design competition that recognizes design excellence by the next generation of creative talent



Ranked #10 in Design and Applied Arts
(USA Today College Guide, 2018)




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The following are the different types of activities we participate in and hold to provide information about RIT's part-time, graduate and online programs. Clicking on the following categories will take you to a list of those events with details you'll need for attending. For those events for which we suggest you call for details, contact us toll-free (US only) at 866-260-3950.



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