School of Design
Industrial Design MFA
Integrative Design MS
Visual Communication Design MFA
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.
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.
Further your understanding of the design process and prepares to work with creative development teams.

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 a 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.

Detection Unit

Using radar, farmers will be able to monitor their crops for targeted insect pests. If detected, the system will take immediate actions autonomously to help eliminate the crop diseases.

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

Ideeation overlay of a “on the plant” sensor concept.
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)
For More Information...

www.rit.edu/admissions/graduate

Delaney Ball
Graduate Admissions Counselor
delaney.ball@rit.edu
Graduate Directors

Alex Lobos
Industrial Design MFA
aflfaa@rit.edu

Stan Rickel
Integrative Design MS
srrfaa@rit.edu

Adam Smith
Visual Communication Design MFA
aesfaa@rit.edu

Mike Strobert
Visual Communication Design MFA
mpsfaa@rit.edu