



RIT

College of Engineering Technology

**Department of Graphic Media  
Science and Technology**

M.S. Print Media

# Today's Presentation

- What is the Graphic Media Industry?
- Graphic Media Science and Technology at RIT
- Curriculum
- Faculty and Staff
- Assets and Resources
- Opportunities for a Customized Curricula

# You in Near Future?

MS Degree  
Good Job Lined Up  
Thesis Published

- Presentation at Conference
- Published in Journal



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# Graphic Media Industry: What it Evokes to Some



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# Graphic Media Industry: What it is



- Customized Manufacturing
- Targeted Communications
- Audiences from One to Millions
- Worldwide \$980 Billion Industry
- Cross-Channel
- Brand Management
- Used by Every Industry
- Applied Technology

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# Graphic Media: By the Numbers

Sources: IBIS World  
Smithers/PIRA

## Major Segments:

- Marketing Communications
- Packaging
- Publishing

US Market  
Size: \$80  
Billion

## Increasingly Digital:

- Digital Printing
- Cross-Channel Electronic

Number of US  
Businesses:  
>47,900



US  
Employment:  
>415,000

## Production:

- Project Management
- Quality Control
- Customized Manufacturing

New Hires:  
>40,000/yr

## Vendors:

- Hardware
- Software
- Consumables

**Industry Requires Management and  
Solutions Architects**

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# GRAPHIC MEDIA: EXCITING DEVELOPING TECHNOLOGIES



## Cross-Media

Content is managed, optimized, and repurposed for Print, Web, Mobile and Social Media



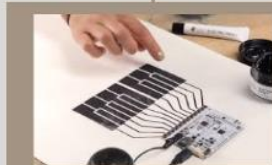
## Thermochromic

Thermochromic and Photochromic Inks are used for clever marketing and security applications



## Tactile

The feel of a printed object cannot be replicated digitally, marketers know that this results in increased response rates



## Conductive Inks

Conductive inks are used for functional printing applications, far beyond printed circuit boards



## Augmented Reality

AR applications tie print and mobile media to create a strong brand presence



## Personalized

Personalized direct marketing captures audience attention and results in increased sales

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# GMST Vision

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Building on over ninety years of leadership in graphic communications, GMST offers a multi-disciplinary approach that prepares students to become **the next generation of visionary leaders in this dynamic and robust industry!**



# Curriculum Builds on a Rigorous Base Followed by Professional Electives and Thesis

Fall 1	Spring 1	Fall 2	Spring 2
Materials and Processes	Cross Media Workflow	Thesis (6 Credits)	Continuation of Thesis (no tuition)
Tone and Color Analysis	Operations Management	Elective	
Research Methods	Elective	Elective	
Statistical Analysis	Thesis Seminar		

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# Typical Professional Electives

Within GMST  
Packaging Science  
Sustainability  
College of Art and Design  
Saunders School of  
Business



# Why Graphic Media Science and Technology at RIT?

Jinkai Qian graduated in 2012 from GMST in 2012, and currently works at Techkon USA where he travels the world training printers on Techkon Color Measurement software and hardware products. When asked his impression of GMST alumni he encounters, he replied:

***“RIT graduates work in the knowledge-based positions...in both production management and upper management positions...they are the most knowledgeable about color, printing, and pre-media applications, as well as the production workflow.”***

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# Academic and Career Support

- Academic Support Center
  - Writing Lab / Math Center / Study Skills
- Instructor / Department Chairs / Office Staff
- Women in Technology
- Co-op and Career Services
- Job Fairs, Specialized Tutoring
- Learning Communities and Colleagues
- Your Advisor



# GMST Faculty & Staff



Marcia Carroll  
Sr. Staff Assistant



Stefanie Soroka  
Sr. Academic Advisor



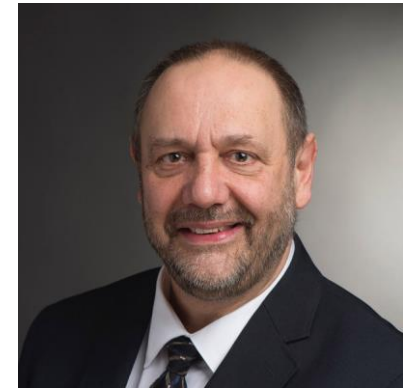
Bruce Myers, Ph.D.  
Associate Professor  
Department Chair



Irma Abu-Jumah  
Lecturer



Barbara Birkett, Ph.D.  
Associate Professor

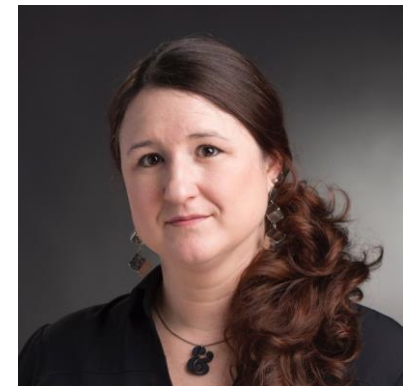


Greg D'Amico, Ph.D.  
Associate Professor

Introducing: Dr. Bilge Altay, Visiting Professor



Robert Eller  
Professor Emeritus



Christine Heusner  
Sr. Lecturer

# GMST Assets & Resources

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- Extensive Laboratories
- World-renown Faculty
- Industry Support
- Active Alumni
- Interconnection with Relevant Organizations



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# Customize your RIT Experience

- Co-op
  - Curricular Practical Training
  - Optional Practical Training



Business +  
Technology  
UNLOCKED

# GMST Students Go Places!

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- GMST students are involved in active research and networking
  - Technical Association of the Graphic Arts (TAGA)
  - Digital Solutions Cooperative (DScoop)
  - PRINTING United





# Department of Graphic Media Science and Technology

- A Small Department at a Big School
- Blends Technology and Creative
  - Tremendous Diversity in Careers
- Outstanding Placement, Networking, and Alumni Support

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**Thank you for joining us!**

**Graphic Media Science and Technology Department:**

<https://www.rit.edu/engineeringtechnology/departments-graphics-media-science-and-technology>  
[bruce.myers@rit.edu](mailto:bruce.myers@rit.edu)

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**RIT Admissions:**

[admissions.rit.edu](https://admissions.rit.edu)  
[admissions@rit.edu](mailto:admissions@rit.edu)