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
Graphic Media Industry: What it Evokes to Some
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
Graphic Media: By the Numbers

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

Sources: IBIS World
Smithers/PIRA

RIT
College of Engineering Technology
Department of Graphic Media
Science and Technology
**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.

RIT College of Engineering Technology
Department of Graphic Media Science and Technology
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

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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.”
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

Bruce Myers, Ph.D.
Associate Professor
Department Chair

Irma Abu-Jumah
Lecturer

Greg D'Amico, Ph.D.
Associate Professor

Barbara Birkett, Ph.D.
Associate Professor

Robert Eller
Professor Emeritus

Christine Heusner
Sr. Lecturer

Introducing: Dr. Bilge Altay, Visiting Professor
GMST Assets & Resources

- Extensive Laboratories
- World-renown Faculty
- Industry Support
- Active Alumni
- Interconnection with Relevant Organizations
Customize your RIT Experience

- Co-op
  - Curricular Practical Training
  - Optional Practical Training
GMST Students Go Places!

- 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
Thank you for joining us!

Graphic Media Science and Technology Department:
https://www.rit.edu/engineeringtechnology/department-graphic-media-science-and-technology
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