RIT

College of
Art and Design

School of Design

One School

We're not just another design school. We're a fully-immersive, experiential learning-based community supported by renowned faculty, next-generation technology, and a legacy of design excellence.

A key to our students' success is the depth of experience of our faculty. Having worked in a vast range of design industries, from technology to games to marketing to not-for-profit, your professors have done it all. And they're bringing their talents to the classroom because they're passionate about teaching the next generation of designers. *That's you.*

Incredible Results and Industry Acces

For nearly two decades, Creative Industry Days — one of RIT's cornerstone networking events with the Office of Career Services and Cooperative Education — has been connecting our undergraduates with employers looking specifically to meet students in our creative programs. Returning companies year after year include Adobe, Amazon, Epic Games, Microsoft, Nickelodeon Animation Studio, and Procter & Gamble, to name a few. Many of our students land internships, co-ops, and full-time employment with these companies.

In-House Resources

We are privileged to be home to the Vignelli Center for Design Studies, an archive brimming with over 750,000 pieces of work, including those of renowned designers Lella and Massimo Vignelli. The Vignelli Center serves as a hub of research and education for students and scholars alike. RIT Libraries also houses the Cary Graphic Arts Collection, one of the world's premier libraries on graphic communication history and practices with over 45,000 volumes across 130 collections. As you can imagine, there is no shortage of creative inspiration.

Stand out in a world filled with design.

Photo by Elizabeth Lamark

Left, from top: Dat Phan, Kendall Dirks, Jojo Clemens
Right, from top: Sophia Lee, Chris Robinson, Tiffany Vu, Brendan Roberts, Noah Mesh, Clay Pollack

3D Digital Design

RIT's unique 3D digital design program extends far beyond 3D animation and visual effects. Our students explore their interest in developing assets, environments, and characters using advanced software, while also discovering and amplifying new functions for the field. A guaranteed constant of the program is a thorough exploration of topics that echo the latest evolutions in technology, AI, XR, and interactivity.

Design tomorrow's digital worlds.

All of our students begin with a strong visual foundation, learning both design theory and applicable software. Digital design, machine-learning, and real-time 3D are studied by all students. In the third year, students will begin to focus their studies in either the **3D visualization** option or the **game arts** option. Regardless of their path, students work collaboratively on assignments that mirror studio environments.

Graduates of our program pivot between the video game, visual effects, and post-production industries. They have gone on to work at game hubs and powerhouses including Blizzard Entertainment, DreamWorks, Epic Games, Industrial Light and Magic (ILM), THE THIRD FLOOR, and Walt Disney Entertainment.

3D Visualization Option

Control the camera. Craft the world.

The 3D visualization option prepares students to design and simulate visual narratives where the artist controls the camera. Students gain hands-on experience with advanced workflows such as:

- Virtual cinematography and digital storytelling
- Visual effects and mixed-reality (XR) techniques
- Photorealistic lighting and digital compositing
- Architectural and industrial visualization

Students work in professional-grade production environments and develop immersive content for industries spanning film, simulation, education, and healthcare.

Game Arts Option

Build worlds that players explore.

The game arts option focuses on the design of 3D content where the player controls the camera. Students create environments, props, characters, and visual effects for real-time experiences across a wide variety of interactive platforms. Key areas of study include:

- Real-time asset design and optimization
- Interactive and procedural world-building
- Narrative structure and player choice
- Lighting, look development, and simulation

An innovative and adaptive curriculum prepares you for a career in the emerging fields associated with games culture.

Graphic Design

In a world where graphics, ads, and visual narrative fill news feeds and social media, today's graphic designers must create design solutions that bridge the print and digital world. At RIT, you aren't just learning about branding, packaging design, wayfinding, social media, marketing, motion, experiential, and user experience design. Our students are challenged to explore holistic design systems that incorporate both traditional methods and emerging technologies.

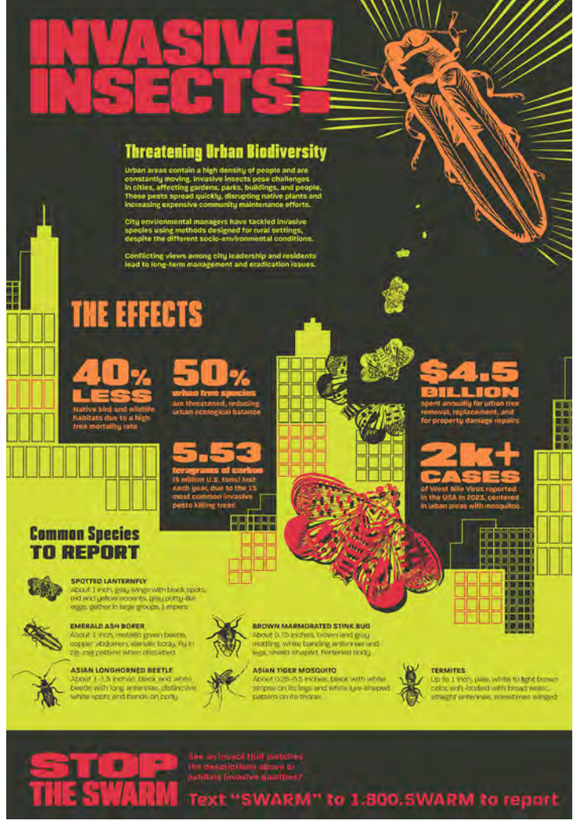
Breathe life into brands, enable engagement, and visualize content that compels, entertains, and informs.

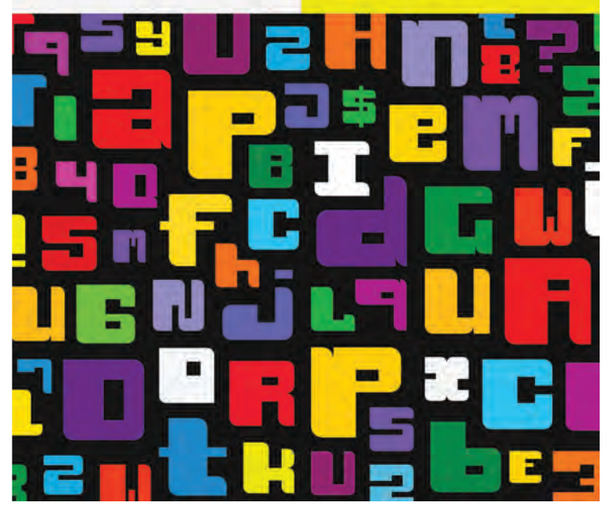
But our design capabilities don't stop there. Our students are defined by their capability to make contextually appropriate, strategic design decisions across both virtual and print platforms through the effective use of typography and imagery. And this is all while working within professional, ethical, and socially-conscious frameworks. The overall results showcase ingenious visuals for intangible ideas that elicit emotional responses, provide a visual narrative, and feature remarkable attention to detail.

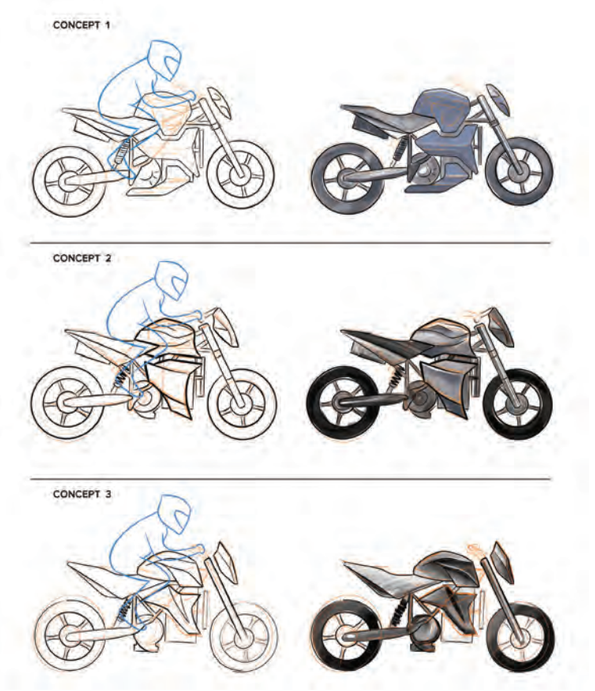
While RIT's graphic design program has a strong focus on digital design, it maintains a strong legacy in typographic principles and print design. Student learning is supported by the unique resources of the Cary Graphic Arts Collection, the Vignelli Center for Design Studies, and the Graphic Design Archives, all of which are housed at RIT.

Our students regularly deploy graphic design principles to collaborative learning experiences that see real-world application. Collaborations include projects led by iRobot, Kraft, Mattel, Milwaukee Tool, Seventh Generation, The Strong National Museum of Play, Unilever, and Wegmans. Additionally, students benefit from working with regional and national design firms on various projects. The dynamic potential of our students has led to limitless opportunities for diverse career paths, including jobs and internships at notable companies such as Adobe, Bass Pro Shops, Crocs, Disney, Excellus BlueCross BlueShield, Fuji Film, L3 Harris, L.L.Bean, NASA, Nike, Olly, and the Pittsburgh Steelers. Many more have found employment in fields as varied as technology, entertainment, healthcare, apparel, packaging, sports, marketing, manufacturing, news, and others.

Top row: Kennedy Intihar, Zo Murray, Katie Updegrove
Bottom row: Nandini Haria, Emmitt White







Industrial Design

Industrial designers create products used in our everyday lives. We believe in finding sustainable design solutions that work for all users and that make our world more globally conscious and socially inclusive. Within a framework of aesthetic sensitivity and technical competence, our students respond to design challenges with thoughtful, future forward solutions.

From toys to kitchen appliances to medical devices, add value and provide design solutions for everyday products.

RIT industrial design students have access to equipment that supports all stages, from ideation and concept through production. Our ID Shop, Digital Fabrication Lab, and computer labs parallel industry ideation and prototyping processes. Access to a range of professional design resources and faculty gives ample opportunities for dialogue regarding aesthetics, human factors, and social engagement. With project-based assignments that straddle housewares and toys to soft goods and athletic equipment, students will learn to explore intuitive design, integrate form and function, and improve existing products and experiences for a better world. And it doesn't stop at the production line: studies can also include packaging, online presence, and exhibit design.

Our students are exposed to high-level companies through both program-wide initiatives and specialized classes like T-Minus and Metaproject. Partnering with the likes of Autodesk, Lazzoni, Modkat, and Sesame Workshop creates environments and studio challenges that mirror real-world industry settings. Student projects are frequently exhibited at New York City's Design Week and some have even gone into commercial production.

Our graduates are creating impactful work around the globe — including Patricia Moore '74 and Scott Wilson '91, each a recipient of a National Design Award, a distinguished honor given by Cooper Hewitt, Smithsonian Design Museum. Other alumni employers include Adobe, Apple, Autodesk, Fisher-Price, Nike, and P&G.

Left, clockwise from top left: Noah Manzella, Luke Genter, Aubrey Thies, Ella Wieber
Right, from top: Ella Wieber, Yuejia Luo

Interior Design

Our interior design students are creative thinkers who are socially and environmentally conscious. And when tasked with developing impactful and lasting design solutions, they rise to the occasion. This program empowers students to elevate and transform spaces while preparing them for a dynamic career at the crossroads of multiple design disciplines.

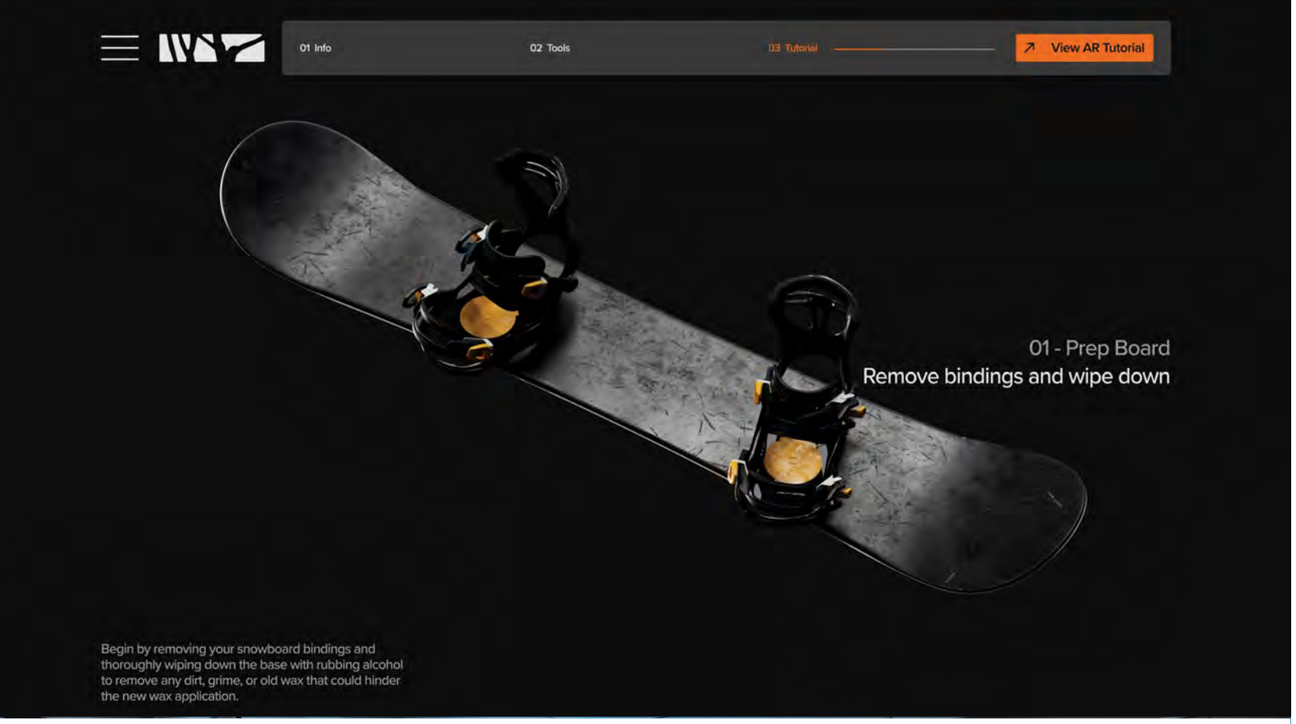
Cultivate the relationship between people and their physical surroundings to create human-centered environments.

RIT's interior design program breaks boundaries — expanding far beyond residential, retail, and hospitality to explore cutting-edge health care environments, multi-story structures, immersive exhibition spaces, and vibrant global collaborations that will prepare students for a truly multifaceted career. Our students integrate design theory with their knowledge of building structures and systems, space planning, furniture selection, lighting, and acoustic considerations to effectively collaborate with architects, engineers, and other industry professionals.

Faculty are experienced, certified professionals who promote relevant skills that challenge students to address today's rapidly evolving design challenges. Our students contribute to society and the profession through multidisciplinary collaborations that address pressing global concerns. The program is accredited by the Council for Interior Design Accreditation and is also recognized as an International Interior Design Association (IIDA) Campus Center. The program and its faculty foster meaningful career growth by connecting students directly with the industry through curated networking events, portfolio showcases, professional development workshops, and competitive internship opportunities.

Our students regularly partner theory with practice, taking on real-world design projects throughout the academic year. Recent clients of the program have included the Central Library of Rochester, Kaleida Health, Syracuse Hancock International Airport, and Webster Montessori School, to name a few.

Left, from top: Rachel Mikolajczyk, Autumn Howard, Sydney Fox , Group [Mak Friery, Teresa Uhl, Annie Burks, & Ben Stisser]
Right, from top: Emily Krebbeks, Yasmin Ramos



New Media Design

RIT's new media design degree investigates topics that parallel the latest advances in information design, AI, interactivity, and AR/VR. At its core, new media design is a digital design program where students become fluent in visual communication, UX/UI, graphics, and digital products.

In our program, we're not just creating clicks and conversations: we're utilizing knowledge and expertise in these areas to enable engagement with technology and to strengthen the human connection.

At the intersection of design strategy and user experience, utilize technology to deliver captivating, immersive, and interactive moments across digital platforms.

The program emphasizes visual design principles and immersive, interactive technology. As a result, our students can navigate multiple design roles and lead all stages of the design process.

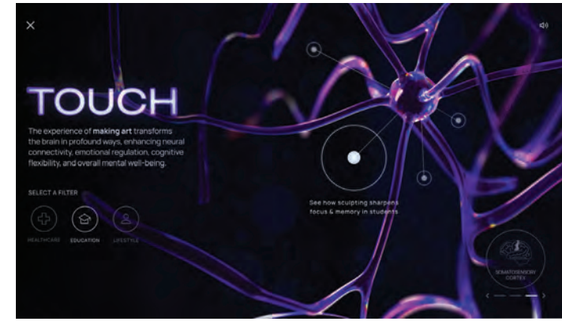
You'll become capable of managing and scaling projects, working alongside programmers, and adding value by translating complex tasks into meaningful and engaging user experiences. This is all while exploring and constantly reimagining the future of digital products and mixed reality through creative tools, AI, visual design, motion graphics, and evolving technology.

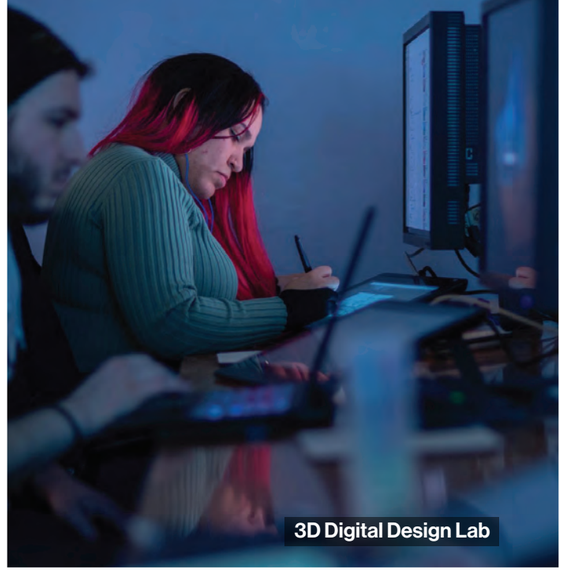
Faculty incorporate class projects that are designed to simulate today's agencies and the real-world problems they solve. The program has partnered with alumni and companies, including Bed Bath & Beyond Home, Constellation Brands, Forbes, Rochester Regional Health, and The Strong National Museum of Play. The results have yielded rewarding experiences and projects, including AR and VR projections, frictionless shopping solutions, physical and mobile experiences, and games.

Our students and graduates innovate and leverage technology that make today's most cutting-edge user experiences. As a result, alumni of the program become titans of the profession, holding influential roles at companies including Adobe, Apple, Google, Lyft, Microsoft, Pinterest, and Spotify.

Left, from top: Brandon Riley, Team Overboard (Andrew Black, Elia Cohen, Kate Griffin, Colby Heaton, Sydney Lewkowicz, Braelyn McFarland, Allison Regnante, Heather Shields, Caitlin Tak-Nguyen, Annelise Wall, Gwen Williams)
Left (icons): Team Cocoon (Bea Franchesca Chin, Kyra Higgins, Terrence Kidman, Kayla Krurnowski, Olivia Lewis, Abraham Mathew, Nolan Merritt, Jordan Reeves, Miiyo Sasaki, Raine Taber)
Right, from top: Team Ruin The Show (Maxwell Chu, Adi Das, Lily Kniseley, Yohermry Kpodo, Cassidy Kress, Blessing Okogeri, Griffin Paradee, Brandon Riley, Kaiden Terrana, Jaelin Vernon), Mason Marlowe, Jessica Hall, Jessica Hall

Photography by Caitlyn Daproza and Shannon Lesch





Designed For Your Success

There's no shortage of inspiration when it comes to our facilities in the School of Design. Home to a range of studio spaces, workshops, labs, and a digital fabrication center, you'll have more than enough room to bring your creative ideas to life. And with over 1,000 computer workstations, you'll have endless access to partner brilliance with technology.

In addition, the School of Design is a neighbor to MAGIC Spell Studios, a facility that serves as a digital sandbox for interdisciplinary work. MAGIC's footprint adds over 50,000 square feet of labs, VR and AR equipment, professional-level film equipment, motion capture capabilities, and our 7,000-square-foot sound stage that is home to our virtual production curriculum.

You'll have access to nearly 70,000 square feet of studio, lab, and creative space.

All of these resources are supported by incredibly talented, full-time technical experts staffing our spaces to support you in your work.

Photographs provided by Elizabeth Lamark, Sue Weisler, and Daniel Sarch.

School of Design
College of Art and Design
Rochester Institute of Technology
73 Lomb Memorial Drive
Rochester, New York 14623
585-475-2668
design@rit.edu
rit.edu/design

Cover work by Priscilla Nascimento

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