



RIT | College of Art and Design
**School of Photographic
Arts and Sciences**

Capture life with a unique perspective.

One School

As one of the oldest photography schools in the country and grounded by Rochester's historical legacy of film and photography, our students learn everything from analog processes to the newest digital technologies that push the medium beyond traditional constraints. Add video, motion media, graphics, and cutting-edge equipment, and you'll start to see why our curriculum boasts over 100 different photography courses and electives.

Two Degrees

Photographic and Imaging Arts, BFA

Immerse yourself in the creativity and innovation of photography and imaging, with options in:

- Advertising Photography
- Fine Art Photography
- Photojournalism
- Visual Media

Photographic Sciences, BS

You'll complete courses that develop your abilities as a photographer and gain the photographic skills and approaches required of scientific photography and the application of photographic technology.

Three Reasons

Unparalleled Facilities

Our classes are hands-on, balancing theory, application, and industry principles. And with over 60,000 square feet of photography studios, specialized imaging equipment, print labs, and gallery space, you'll never run out of room to capture what captivates you.

Unbeatable Faculty

Recognized and lauded by photo powerhouses like Adobe, Canon, Fujifilm, Magnum, Nikon, and other imaging giants, our faculty are well represented in the professional world, writing the textbooks used in many classes. No other university has students learning from a four-time Pulitzer Prize winner, an ophthalmic photographer and Department of Defense grant winner, a former *National Geographic* photographer, Guggenheim Fellows, a Fulbright Scholar, and a former White House photo editor. They all work here: that's a legacy you won't find anywhere else. And they're bringing their talents to the classroom because they're passionate about teaching the next generation of photographic leaders. *That's you.*

Unreal Outcomes

It's no coincidence that 11 RIT photo alumni have won a combined 15 Pulitzer Prizes. The results are *real*.

Graduates of both our photo degrees have gone on to work at:

- ABC News
- Adobe
- Aperture Foundation
- Apple
- Canon
- Fujifilm
- GE Aviation
- Getty Images
- Harper's Bazaar
- Leica Microsystems
- Magnum Foundation
- Mayo Clinic
- Microsoft
- Museum of Modern Art
- NASA
- National Geographic
- NBA
- NBC News
- Rolling Stone
- Saks Fifth Avenue
- Smithsonian Institution
- Tesla
- The New York Times
- The Wall Street Journal
- The White House
- U.S. Secret Service

Advertising Photography

A successful commercial photographer knows how to craft images that will stir up emotions to meet a client's needs and marketing goals. In RIT's advertising photography option, you'll do way more than take good photographs. You'll think

Learn to create photos and moving media that grace magazine covers, accelerate ad campaigns, and fill social media feeds.

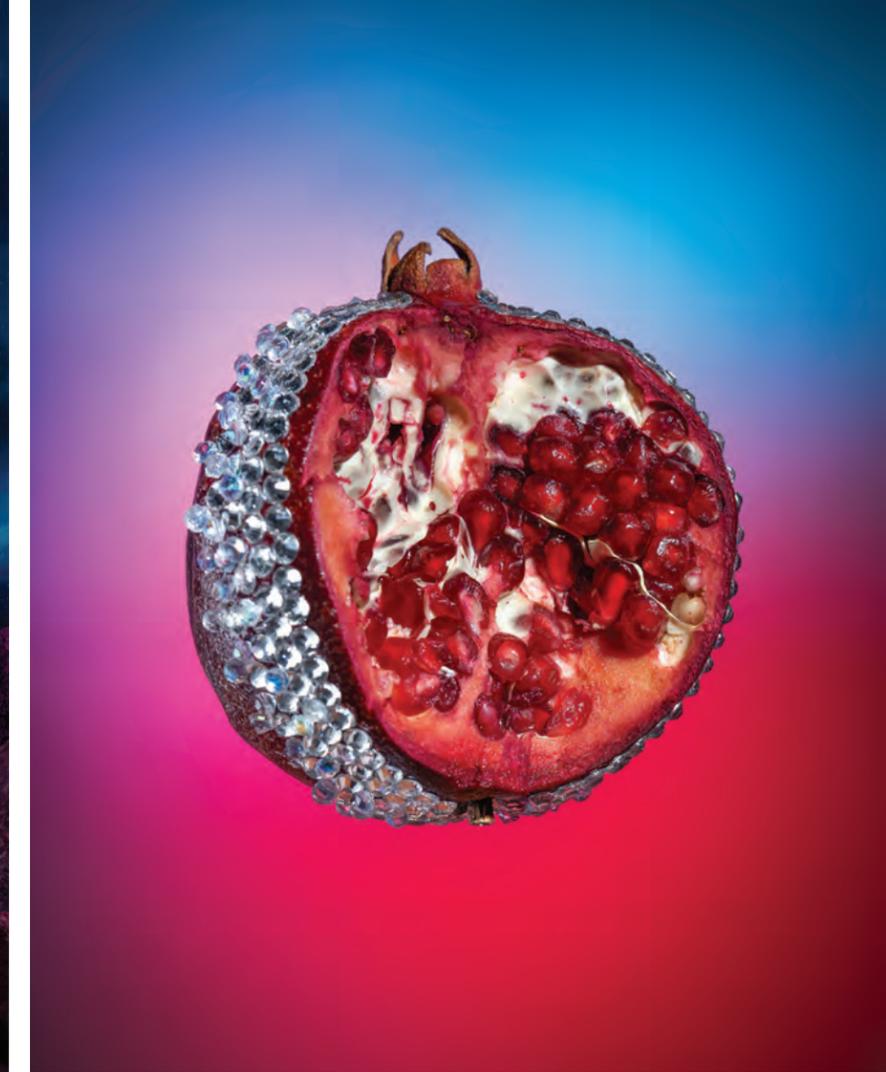
critically and creatively about the narrative and emotions involved in your images, serving clients while navigating the power of visual culture.

In advertising photography, you'll explore a variety of traditional, skills-based courses like still life, portraiture, fashion, and location photography. You'll also tap into digital-based technologies like video, AI, digital workflow, and compositing to prepare you for the modern world of commercial

and editorial photography. And with additional focuses on digital retouching and entrepreneurship, our students learn to work within teams to conceive and execute camera and computer-based work that is both cutting-edge and strategic. Advanced topics foster large-scale photo productions that take advantage of interdisciplinary collaborations with filmmakers, graphic designers, industrial designers, new media artists, and computer scientists.

The faculty roster consists of professors who have extensive commercial experience as professional photographers as well as continue their personal photo arts practice. They bring their real-life assignment work into the classrooms, offering unique learning experiences for students.

Graduates of the advertising photography option extend to all corners of photography fields and image-related practices. They become fashion and editorial photographers, editors, re-touchers, journalists, filmmakers, art directors, curators, archivists, studio managers, color digital techs, and more.



Top row: Gina Lee, Taylor Caraballo & Jessie Heller, and Gina Lehmann
Bottom row: Prakhar Bansal and Jacob Polcyn-Evans



Fine Art Photography

The fine art photography option nurtures our students' personal artistic visions through photographic expression. We emphasize critical and conceptual

Develop technical, conceptual, practical, and aesthetic skills to further your goals as a contemporary image-maker and artist.

thinking as well as aesthetic fluency. This grants students the opportunity to explore and experiment with a wide variety of creative techniques and modes of presentation.

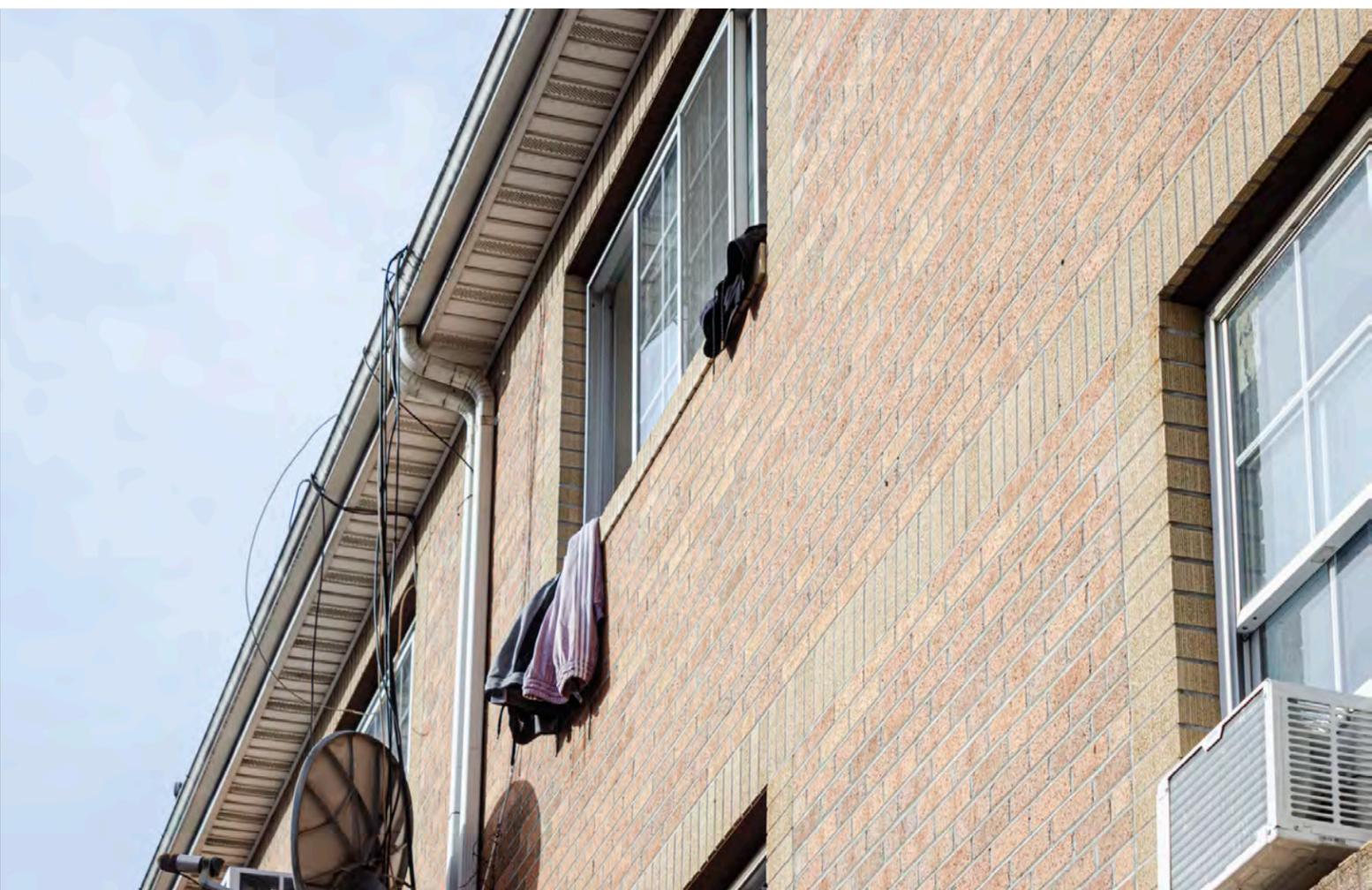
Students will be encouraged to explore a broad range of photographic practices, including digital, color, and black and white film photography, collodion, and more. Our students study digital imaging workflow, new media, history and aesthetics of photography, and professional development for artists. Within our interdisciplinary curriculum, students can also explore

other related fields in the fine arts such as painting, drawing, sculpture, graphic design, film and video, animation, printmaking, computer graphics, and web publishing — all with the intention of integrating these areas into their work.

Further, with the ability to enroll in independent studies, educational internships, or co-ops in galleries, our students have no shortage of ways to expand their perspective and grow as individual artists and art world professionals. You can even choose to spend a term abroad earning credit in an applicable field.

Students graduate from the fine art photography option prepared for careers as visual artists and photo educators. Many choose to pursue graduate study. Others have gone on to careers in museums, archives, artists' studios, publishing, and commercial galleries. The theoretical and practical skills needed to create thought-provoking and meaningful artwork will develop your technical, conceptual, and aesthetic abilities as well, and prepares students to succeed professionally in a range of media fields.

Top row: Joe Matty, Stacy Nethery, Bottom row: Alex Iglesias, Maggie Padilla, Matteo Randall





Photojournalism

In RIT's photojournalism option, students actively learn to document history, culture, nature, politics, lived experiences, and the human condition. The option explores still photography, moving and interactive media, and visual editing, allowing students to choose the appropriate medium and aesthetic to showcase the momentous and everyday circumstances of contemporary life and society. Through the intentional application of ethics, empathy, and a host of other skills, our students pursue non-fiction visual reporting that represents honest and impartial journalism.

Learn to capture and reveal the beauty, drama, and humanity of today's world in the form of non-fiction visual storytelling.

Students will learn from full-time faculty who have decades of experience working for major publications, wire services, and other organizations. They include a four-time Pulitzer Prize winner, a National Press Photographers

Association Photographer of the Year, a Fulbright Scholar, and a former photo editor and deputy director of the White House Photo Office.

Our photojournalism students complete internships at diverse organizations around the country, including the Boston Red Sox, Chesapeake Bay Program, Fresh Air Fund, Friends of Acadia, The Minneapolis Star Tribune, National Geographic, NPR, and Tripod Media. They also gain additional experience on campus working as content creators, editors, and producers at *Reporter* magazine (RIT's student-run monthly publication), RIT Athletics, and student-led projects like our coverage of the Special Olympics New York Winter Games. The School of Photographic Arts and Sciences is home to the award-winning RIT student chapter of the National Press Photographers Association, which organizes a variety of professional and social events during the academic year. Faculty also facilitate annual networking trips to New York City and Washington, D.C., where students meet with alumni and industry professionals.

Photojournalism graduates go on to work for a variety of today's leading organizations that capitalize on their visual storytelling skills. In addition to photographers and filmmakers, our graduates are employed as picture editors, website producers, content curators, archivists, and social media producers. A significant number of graduates also become self-employed freelancers who work with news and editorial organizations, picture agencies, production companies, non-profits, government agencies, and other types of organizations. Their work is regularly honored with nominations for prestigious awards like the Emmys, Oscars, Picture of the Year, and The Webby Awards. Eleven alumni have won a combined 15 Pulitzer Prizes for their work in visual journalism.

Left, from top: Kate Magsaysay, Daniel Sarch
Right, clockwise from top: Georgia Pressley,
Kayla Bartkowski, Maya Giron, Evie Linantud





Visual Media

The visual media option is for students who love photography but want to broaden their area of study and career options. In addition to learning how to photograph, visual media students explore photo-adjacent areas by choosing an additional track to focus on: graphic design, motion, or production. Additionally, all visual media students take three classes in business or marketing. A marketing minor is a popular addition to their degree. The visual media career path is catered to each individual student and is prized for being flexible and broad. A few common career choices in addition to photographer are creative director, producer, art director, videographer, branding specialist, curator, and social media content manager or strategist.

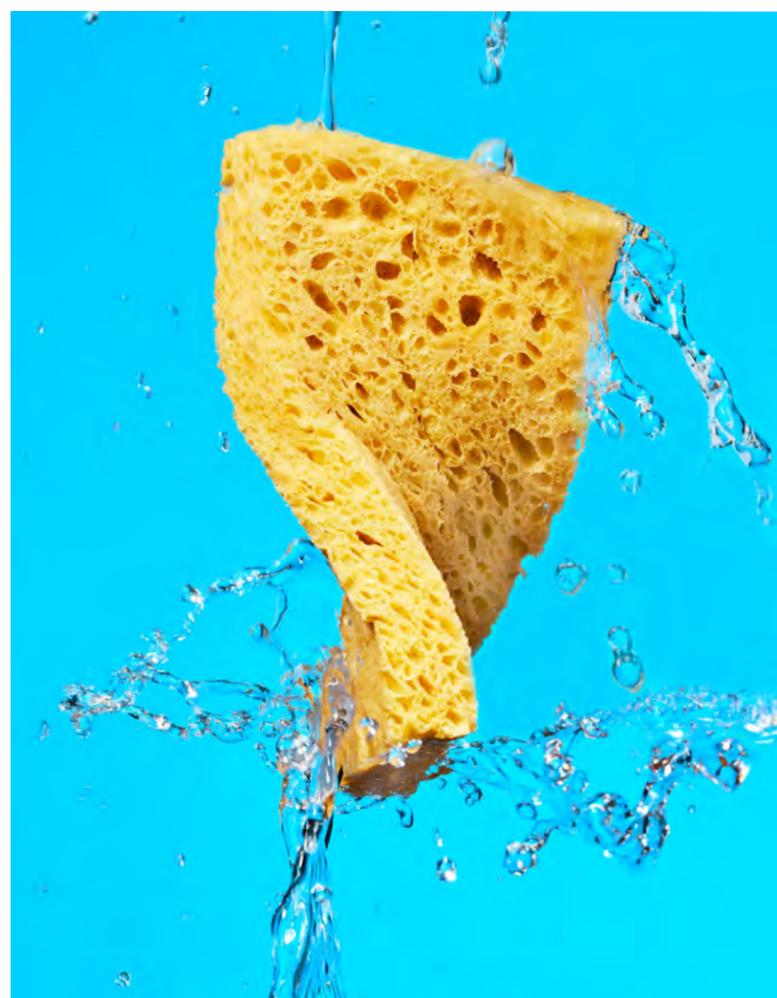
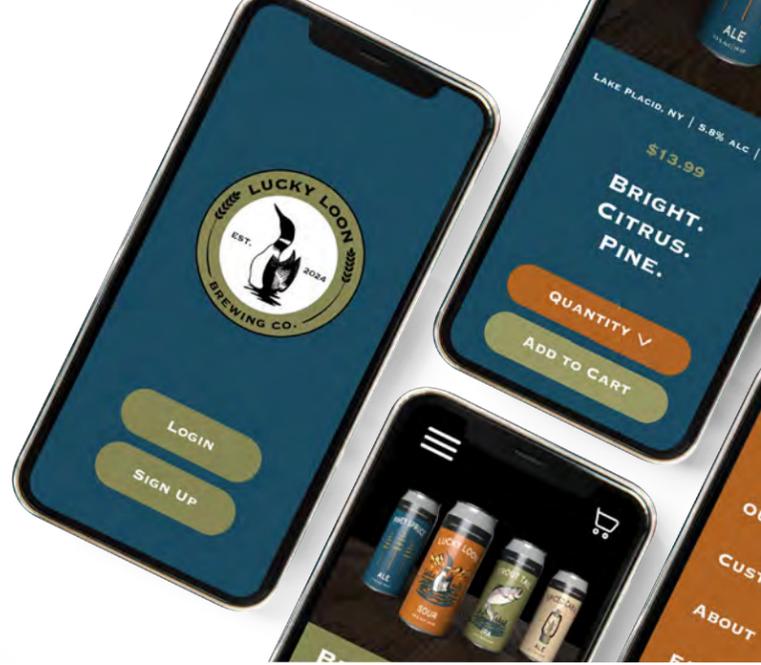
Integrate the photographic professions with graphic design, motion, visual production, and business.

By aligning with both the photography and the wider creative process, students will become capable of assuming multiple roles in the photo production pipeline: photographer, videographer, creative producer, art director, designer, editor, curator, and marketer. This fluency makes visual media students' effective partners and adaptable to fit into many roles in creative agencies and the larger creative world. There are also always several visual media students each year who are entrepreneurs and design their own company or start their own freelance business upon graduating. Visual media graduates can be found in virtually all avenues of the creative process.

Recent employers include:

- Accenture Song
- Crate and Barrel
- CURE International
- Elite World Group
- Fur
- Geico
- The Mill
- MLB.com
- MoMA
- NPR
- Penn State Football
- Ridge
- Vox Media
- Yard NYC

Left, from top: Zelig Goodman- Hoffman, Wendy Chen
 Right, clockwise from top left: Michaela Mueller, Fanny Venegas, Wendy Chen, Alycia Wachtel, Eduardo Garcia





Photographic Sciences

Combining creativity with cutting-edge technology to solve real-world problems is at the heart of RIT's photographic sciences program. As the only undergraduate degree of its kind in the country, the program fosters individual curiosity about how images work — not just artistically, but scientifically.

Turn your passion for photography into a career in science and innovation

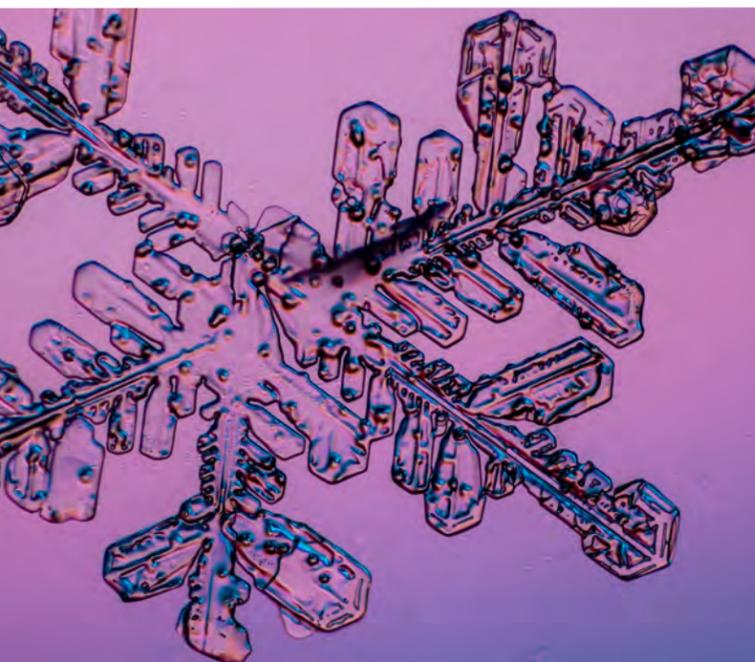
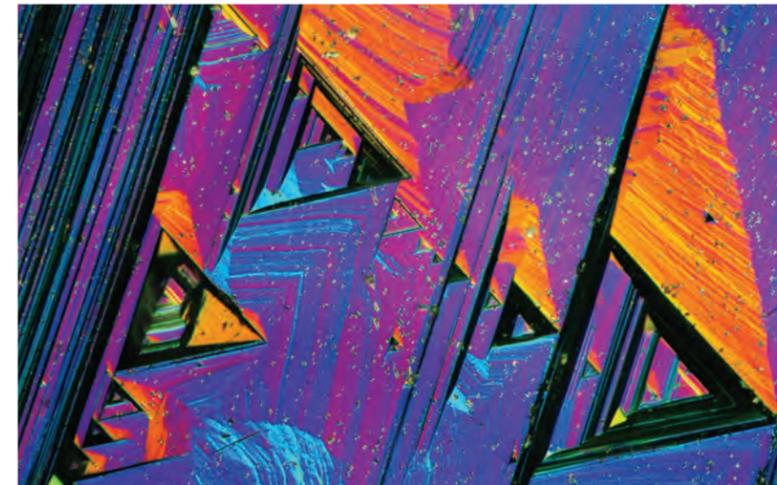
Photography, science, and imaging technology converge to prepare students for futures in areas such as smartphone camera innovations, automotive and aerospace imaging, biomedical and ophthalmic imaging, and image quality assessment.

Students start by mastering the art and craft of photography (elements like lighting, retouching, and working in a studio environment) while also diving into science courses in physics, math, optics, and biology. It's a program built for those who are passionate about photography and fascinated by science.

As students move through the program, they'll explore advanced topics, including:

- Ophthalmic imaging (used in eye care and research)
- Forensic photography (used in law enforcement)
- Microscopy (imaging the invisible)
- High-speed photography (capturing motion too fast for the human eye)
- Color science (used in everything from product design to film)
- Camera and sensor development (used in industries from healthcare to aerospace)

The problem-solving and visual communication skills students develop are in high demand across the medicine, science, and tech industries — and beyond. Our students graduate well prepared to enter a range of fields. Photographic sciences alumni work everywhere from NASA and Harvard Medical School to Apple, Canon, and the National Geospatial-Intelligence Agency. They are responsible for designing sophisticated imaging systems, developing new technologies used by millions every day, and helping people experience the world in ways they never imagined.



Left, clockwise from top left: Madeline Dowe, Annie Schmitt, Kristina Kaszei, Adam Schmidt, Daniel Umansky
Right, from top: Prakhar Bansal & Adam Schmidt, Kevin Barton, Daniel Bacon



Equipment Cage



Imaging Services Lab (ISL)



North Light Studio



Darkroom Complex

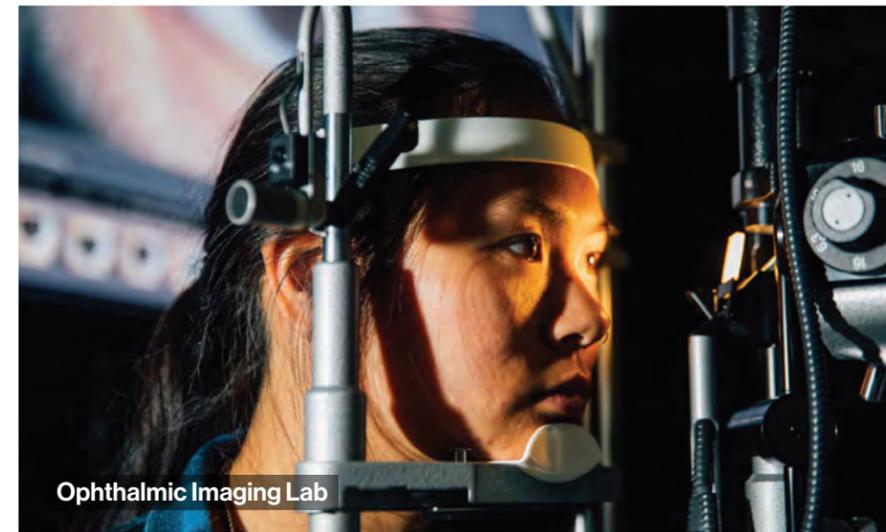
All You Need, All in One Place

Nearly 30 studios. Twenty dark rooms. 4D media rooms and post-production labs. Look no further: RIT's facilities are top-notch. And that's not even mentioning our on-site printing center with at-cost, professional-quality printing or our own photo gallery with exhibitions housed within the school. Your access to specialized imaging equipment is also unrivaled, including microscopy and high speed photo labs, ophthalmic spaces, and color measurement tech. Thanks to a multi-million-dollar

renovation, you're equipped for any photographic or imaging endeavor.

Further, RIT is outfitted with an equipment cage that houses almost 2,000 kits, making up close to 25,000 items of photographic gear available for student use. Longstanding relationships with camera manufacturers ensure that our students are using the best and most up-to-date equipment. The school's partners include companies such as Canon, Fujifilm, Hasselblad, Nikon, Olympus, Phase One, Profoto, and Sony.

60,000+ square feet of studio, imaging, and lab space await you



Ophthalmic Imaging Lab



William Harris Gallery

Photographs provided by Elizabeth Lamark, Sam Kang, Sue Weisler & Travis LaCoss



K-Lab



Digital Photo Lab



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