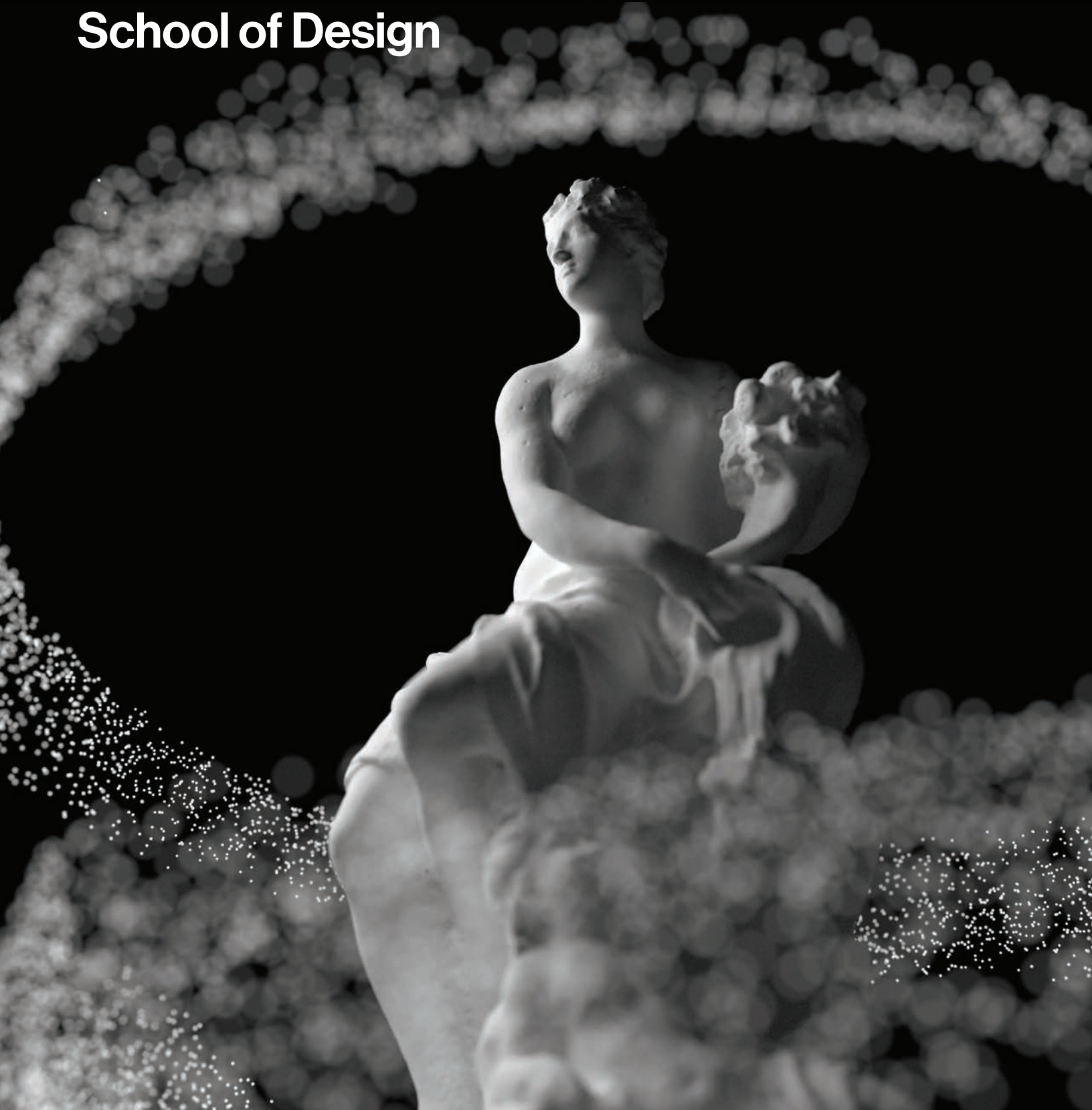


RIT

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 university 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 Access

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, Procter & Gamble, to name a few. Many of our students land internships, co-ops, or jobs with these companies.

With efforts like these, it's really no surprise that 93 percent of RIT's design students are either employed, pursuing graduate work, or fulfilling military and volunteer obligations within six months of graduation!*

*Data based on the 2022 College of Art and Design graduating class

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. The 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.**



Left: Paige Manley
Right, from top: Dominick Violante (top row), Team (Ashley Stafford, Paige Manley, Eli Groborchik, Paige Contorno, Brian Fleckenstein, and Shriya Wani), Kevan Beemsterboer, Team (Aidan Hatfield, Willow Kolisnek, Maple Orlic, Amy Conyers, Juliana Pucci, Annie Chen, Joseph Gaeta, and Brian Lee), & Jared Tod.

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.

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 games, visual effects, and post-production industries. They work at game hubs and powerhouses including THE THIRD FLOOR, Industrial Light and Magic (ILM), DreamWorks, Blizzard Entertainment, Walt Disney Entertainment, and EPIC Games.

3D Visualization

Develop skills that emphasize the creation and simulation of environments and objects for virtual spaces. Our students master hands-on visual effects techniques such as:

- Green screen and mixed-reality (XR)
- Architectural visualization
- Virtual cinematography
- Photorealistic lighting and compositing

Students work within environments that reflect the highest standards of digital entertainment production, gaining experience in immersive reality and large-scale virtual production workflows.

Game Arts

Create visual elements and assets for a wide range of game platforms. This option allows you to pursue creative interests in game arts, from designing props and tools and lighting to animated characters and backgrounds.

- Real-time simulations
- Visual interactive design
- Narrative and user choice

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 communication fill news feeds and social media, today's graphic design practitioners must generate design solutions that bridge the print and digital world. At RIT, you aren't just learning about branding, packaging design, wayfinding, social media, marketing, and user experience design. Rather, our students are challenged to explore holistic design systems that incorporate both traditional methods and emerging technologies.

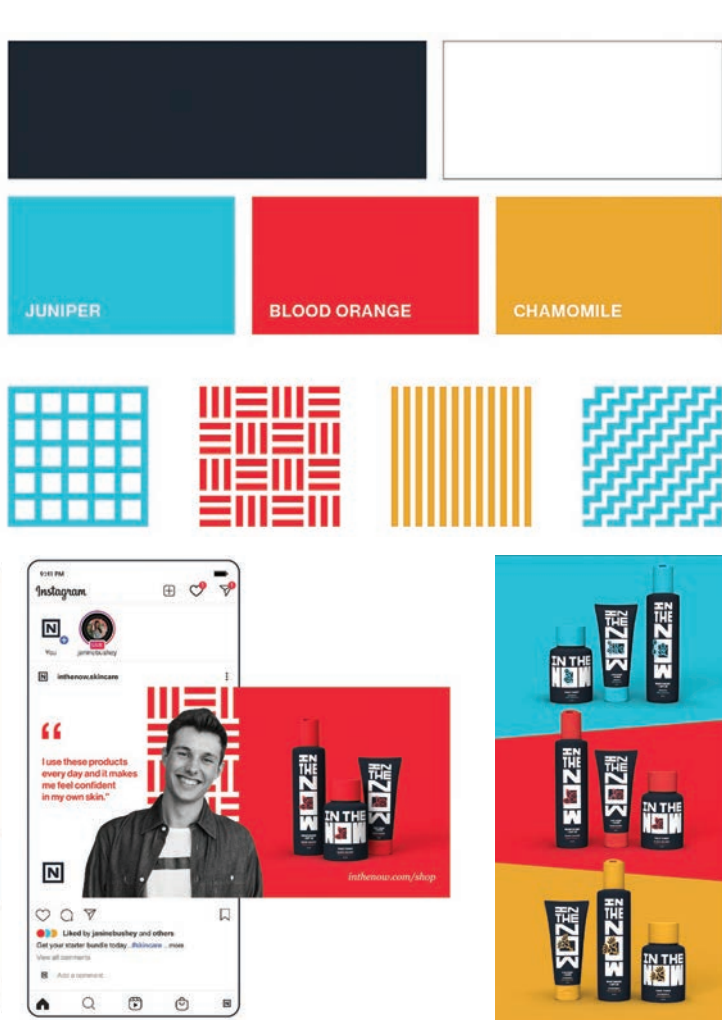
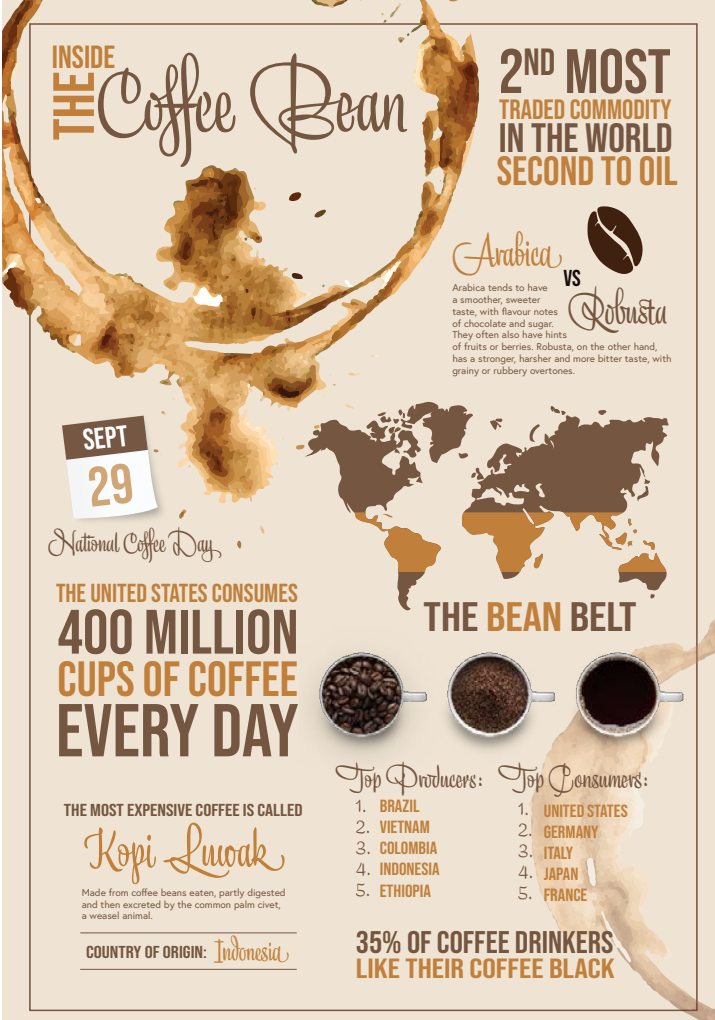
But our design capabilities don't stop there. Our students are defined by their capability to make contextually appropriate, strategic design decisions across both virtual and print platforms. And this is all while working within professional, ethical and socially-conscious frameworks. The overall results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

RIT's graphic design program 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 apply graphic design principles to real-world projects in classroom collaborative learning experiences. Collaborations include projects led by Kraft, Unilever, Milwaukee Tool, iRobot, Wegmans, and Seventh Generation. In addition, students benefit by working with regional and national design firms on projects. The dynamic potential of our students has led to limitless opportunities for diverse career paths in tech, entertainment, marketing, manufacturing, news, and more.

Left: Bari Hayden
Right, clockwise from top left: Janine Bushey, Evan Marshall, and Zoe Miller

Breathe life into businesses and brands; enable engagement between agencies and audiences, and create visual content that compels, entertains, and informs.



WHY VISIBILITY MATTERS

THE IMPACT OF THE RISE OF LGBTQ+ REPRESENTATION IN THE MEDIA

By Jennifer O'Brien PhD

Last week, GLAAD released their annual "Where We Are on TV" report for the 2017-2018 television season, which pulls together statistics about the number of LGBT characters that are represented across broadcast, cable, and streaming television networks. According to the results, it seems that the visibility of LGBTQ characters on television is at an all-time high.

An additional finding is that there is more diversity within the LGBTQ groups that are represented than in years past, particularly with the rise of characters who identify as asexual and gender non-binary. In the midst of these findings, the report highlights an area of major concern: the finding that LGBTQ people of color are greatly underrepresented on television — with only 23% of all characters identified as non-white.

Last week also saw the historic elections of both Andrea Jenkins, who ran for Minneapolis City Council, and Danica Roem, who ran for a seat in the Virginia State legislature. Both are the first U.S. elected officials to openly identify as transgender, with Jenkins' victory marking her the first transgender woman of color to be elected into public office.

So what does it mean that there is greater diversity in terms of representation of gender and sexuality of people in the media? Why is this important? The answer is complicated, and there are many important reasons why visibility matters. One factor to consider is that when more LGBTQ people are included in the media this means that they are actually seen by society as opposed to being rendered unseen or invisible. When people are able to see something represented, they are better able to understand and grasp who those people are, and this creates an important shift in the social consciousness to include people from a wide range of different backgrounds.

Another crucial piece to consider is that when people see representations of themselves in the media, this can foster a great sense of affirmation of their identity. Feeling affirmed with one's own sense of self can boost positive feelings of self-worth, which is quite different than feeling as if you are wrong or bad for being who you are. The message that can come from a society in which LGBTQ people are invisible, especially through the lens of the media, is that "you don't exist and you don't matter."

There is another side to visibility, which is that when any minority group is represented in such a large format, the way in which they are portrayed carries a "burden of representation," and run the risk of reinforcing stereotypes about a specific group, especially if only minimal variations of that group are portrayed.

A TOTAL OF 58 OR 6.4% OF REGULAR CHARACTERS ON TELEVISION AND 28 RECURRING CHARACTERS ARE IDENTIFIED AS LESBIAN, GAY, BISEXUAL, TRANSGENDER, OR QUEER.

For instance, if most LGBTQ characters that are represented in the media are played by white actors, this drastically misrepresents the true racial makeup of the community and can leave LGBTQ people of color to be rendered invisible by society.

And so as visibility of diverse characters and people in the media emerges, it's important to remember that there is only a limited range of stories being told. However, it is a good place to start.



nepi*

an intranasal epinephrine applicator, designed for real people.

Industrial Design

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

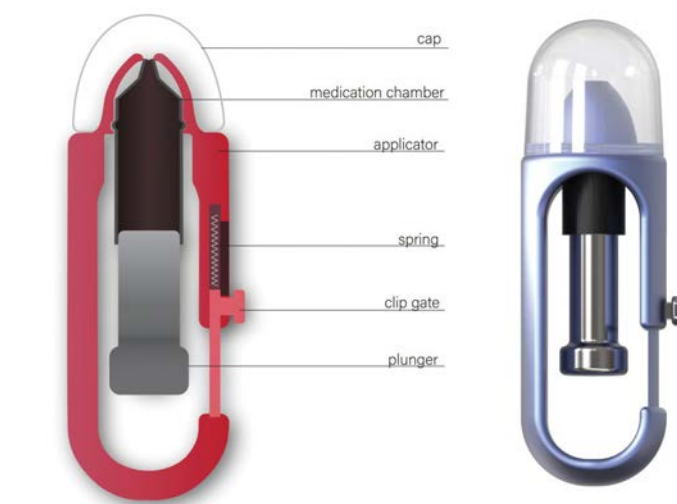
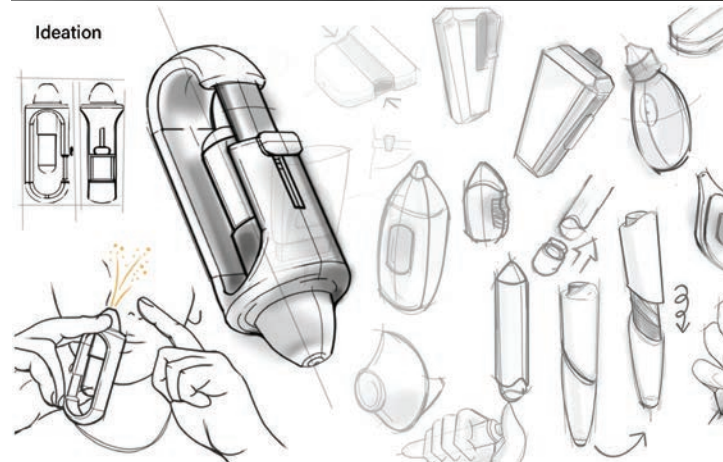
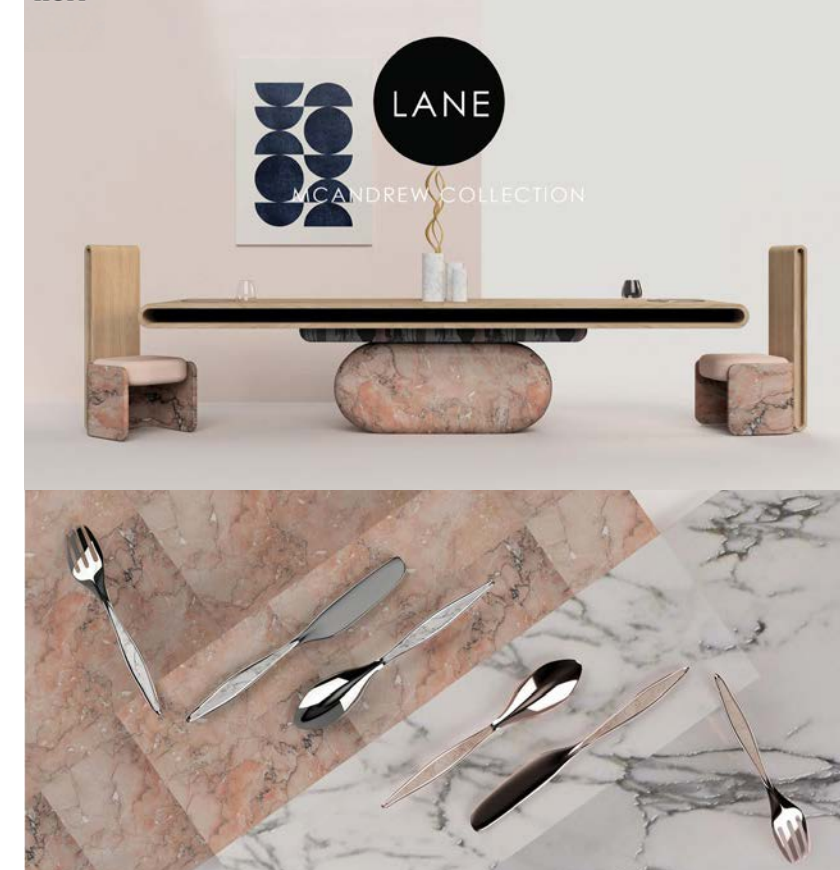
From toys to kitchen appliances to medical devices, add value and provide design solutions for everyday products.

In an environment designed for ideas to flourish, RIT industrial design students have access to equipment that supports all stages from ideation and concept through production. Our Digital Fabrication Lab, extensive shop equipment, 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. And with project-based assignments that straddle housewares and toys to soft goods and athletic equipment, you'll learn to explore intuitive design, integrate form and function, and improve existing services and products 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 Lazzoni, Autodesk, Modkat, Staach, Sesame Workshop, and more, create environments and studio challenges that mirror real-world industry environments. Student projects have been 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, and Nike.

Left: Lauren DiWilliams
Right, from top: Liam Huff and Lauren McAndrew, Richard Yu., & Rachel Tetra





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. In this program, you'll learn to elevate and transform environments while preparing for a profession at the intersection of many design disciplines.

Interior designers—experts in creating human-centered environments—have a deep understanding of the relationship between people and their physical surroundings.

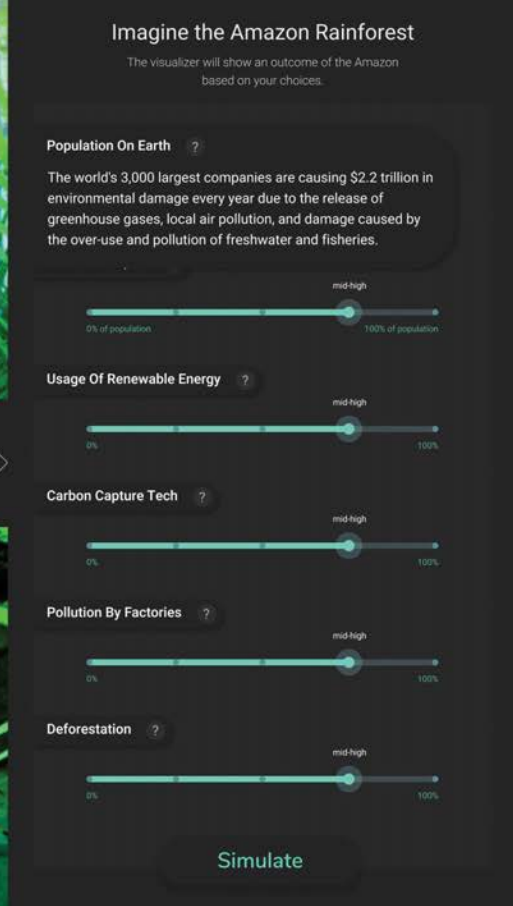
Pushing beyond the boundaries of residential, retail, and hospitality, RIT's interior design program incorporates healthcare design, multi-story building design, exhibition design and diverse global collaborations. Further, our students synthesize design theory, understanding of building structure and systems, space planning, furniture, lighting, and acoustic systems to collaborate with architects, engineers, and other construction specialties.

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 sponsor networking opportunities, portfolio events, professional development, and internship opportunities for students.

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

*Left, from top: Mak Friery, Lavender Qu, Emily Krebbeks, & Team (Christopher Beckley, Trinh Nguyen, and Aleksandra Sprague)
Right, from top: Autumn Howard and Ashley Diltz*





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, new media designers utilize technology to deliver captivating, immersive, and interactive moments across digital platforms.

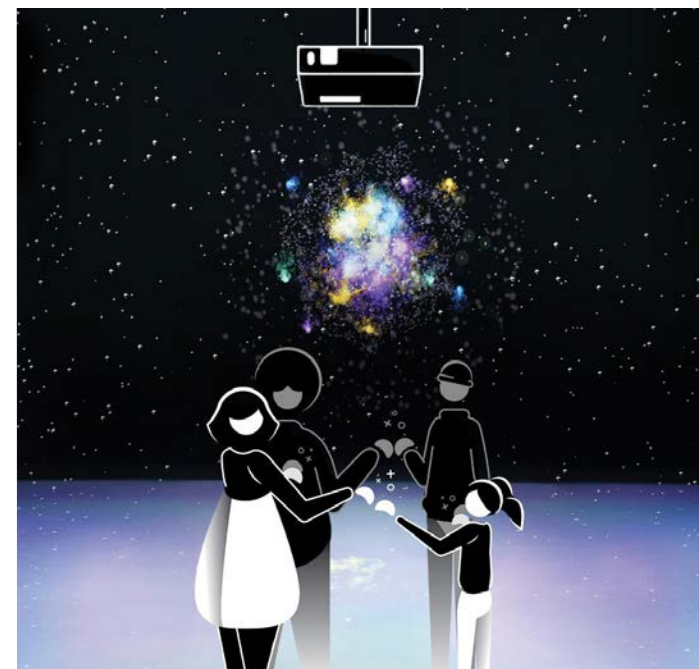
The program emphasizes visual design principles and immersive, interactive technology. As a result, our students can navigate multiple design roles and lead all stages of the design process. You'll become capable of managing and scaling projects, working alongside programmers, and adding value by translating 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 Constellation Brands, Forbes, Bed Bath & Beyond, Rochester Regional Health, and more. 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 alike 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.

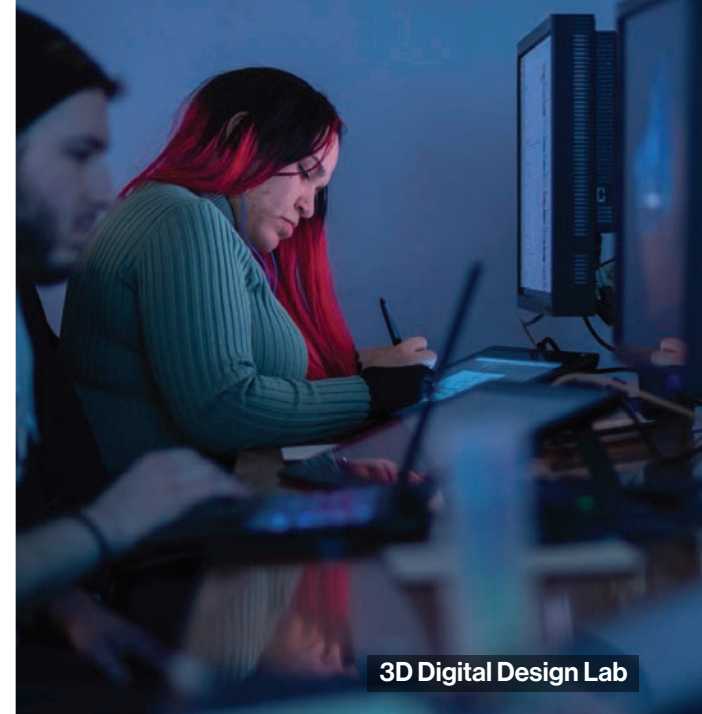
Left, from top: Team Elysium (Cassy Smithies, Kaitlin Plane, Dylan Davis, Jordyn Antinore, Mackenzie Karwas, Theresa Piersall, Zainab Hasan, Wyatt Lynch, & Rohan Pawarr), Team Drom (Grant Adams, Julia Epprecht, Matthew Lombardo, John Martel, Maria White, Cathryne Szczepanik, & Benjamin Thorn)

Right, clockwise from left: Team DesignCore (Anne Elliot, Jane Brennan, Stephanie Liu, Angus Tang, Caleb Ng, & Taylor Ward), Team Net-Zero: (Hasque May, Gracie Canfield, Vanasa Liu, Christian Martin, Calvin To, Sam Burke, Lindsay Constantino, & Wenwen Cheng), and Team Connection (Rebecca Moran, Alexa Forberg, Jackie Lando, Anika Niva, Zach Hardwood, Alances Vargas, Orion Jakobovic, & Matthew Castronova)





Soft Goods Studio



3D Digital Design Lab



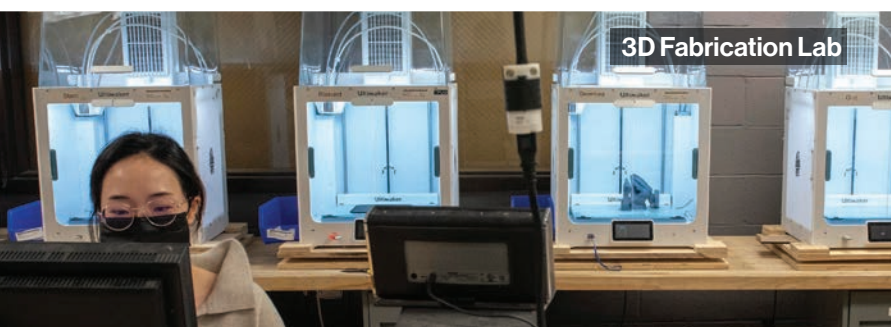
MAGIC Spell Studios



Materials Library



Interior Design Studio



3D Fabrication Lab

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 currently 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.



Industrial Design Studio



Design Shop



Cary Graphic Arts Collection



University Gallery



Drawing Studio



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Cover work by Will McClosky
The RIT Nondiscrimination notice can be found here: rit.edu/nondiscrimination