



School for American Crafts



School of Art



School of Design



School of Film and Animation



School of Photographic Arts and Sciences

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COLLEGE OF ART AND DESIGN

rit.edu/artdesign

Message from the dean



Welcome to the creative heart of RIT! The College of Art and Design is a vibrant community of talented individuals working together to make a real impact on the world.

We encompass the entire spectrum of creativity from real to virtual, and specialize in making new ideas come to life.

As an artist myself, I know how important it is for creative people to have a supportive community and access to all the right resources. In the college, our dedicated faculty, state-of-the-art facilities, and small class sizes will help you develop the skills and expertise you'll need to thrive as a professional after graduation.

The college also is a truly unique art and design college. Because we are part of a comprehensive

university known for innovation and technology, this gives our students access to a wide range of courses as well opportunities to collaborate on exciting cross-disciplinary projects and research.

When you come to the college, you'll be joining a community that extends well beyond graduation. Our alumni stay connected to each other and to RIT; often returning to give lectures, present their work in exhibitions, and help current students identify exciting professional opportunities.

I invite you to explore all that we have to offer in the College of Art and Design. We would love to have you come to campus to meet the faculty, talk to our students, and learn how we can help you create your unique future.

Robin Cass
Interim Dean,
College of Art and Design

College of Art and Design

Undergraduate students: 1,600

Graduate students: 323

Faculty: 139

Degrees offered:

AOS, BFA, BS, MFA, MS, MST

Outcomes rate: 95%

Rankings and recognition:

- In 2012, *Business Insider* ranked RIT's School of Design 11th among "The World's 25 Best Design Schools"
- RIT was listed among top design schools in the world in *BusinessWeek's* initial Best Design Schools survey
- *Design Intelligence* magazine ranked RIT's Industrial Design undergraduate and graduate programs No. 3 and No. 2 respectively in its 2012 "America's Best Architecture & Design Schools"
- *U.S. News & World Report's* 2016 edition of "America's Best Graduate Schools" ranked RIT 33rd among universities offering graduate-level studies in fine arts (MFA), including #4 in graduate studies in Photography (MFA). The 2015 rankings ranked RIT #8 in graduate studies in Industrial Design (MFA) and #12 in graduate studies in Multimedia/Visual Communications (MFA).

We live in a world where each week seems to bring greater demand for fresh content, new perspectives, creative interpretations, accurate renderings, bold expressions, innovative designs, and technological thrills.

The five schools that make up RIT's College of Art and Design offer a portfolio of distinctive and exciting programs of study, many of which are internationally acclaimed. If your interests are artistic, creative, and professional, one glance through the pages of this book will give you an idea of the amazing possibilities that await you here. You won't find another college with such a comprehensive selection of majors in disciplines related to art, design, photography, film, and the sciences for the arts. For more than a century, RIT has been building a reputation for academic excellence that is recognized throughout the nation and the world. Join us as we explore the arts and sciences in the 21st century.

A professional career focus

A theme common to each major is the spotlight on the creative process—how ideas and concepts are sparked and become tangible, visible works of art, photographs, moving images, designs, products, publications, or electronic forms of communication.

The curriculum is designed to build knowledge and skill cumulatively, moving from foundation material to the specialized or advanced study that best suits your talent and career goals. Your studies are grounded in the realities of the world of the working artist or creative professional. You're prepared to succeed in your career. Several majors include cooperative edu-

cation (co-op) or internships—alternating periods of work and school. Few colleges offer you this kind of opportunity to learn about careers, gain work experience, make professional contacts, and earn a salary while you're still a student. As a result, approximately **95 percent of our graduates are working or in graduate school within six months of graduation.**

A dynamic environment for learning

When it comes to facilities and equipment, not many colleges can match RIT. We put you in a hands-on learning environment at the cutting edge of the technological developments in your career field.

You'll find 25 photographic darkrooms; more than 100 fully configured digital imaging workstations; 17 electronic prepress, printing, and publishing labs; dozens of smart classrooms, computer centers, and microcomputer labs; art, design, and photography studios and work spaces; computer animation, graphics, editing, and sound labs; woodworking, ceramics, glass-blowing, and blacksmithing workshops; and much more.

Experienced, dedicated professors

The academic excellence and professional experience of more than 130 full-time faculty members enriches your education in the college. Our professors are practicing photographers, animators, filmmakers, designers, artists, craftspeople, and imaging and management professionals who

have achieved distinction working in the fields in which they teach. They pursue professional scholarship, research, and artistic endeavors to stay at the forefront of their disciplines and set challenging academic standards for the students they teach. In addition, they are dedicated to their roles as advisers, talking with you about academic subjects or career-related issues.

A student-centered setting

Small classes, studios, and workshops ensure an interactive setting for the exchange of ideas with your professors and classmates. Above all, the academic environment is one of support, cooperation, and discovery, where you'll be allowed the time and space to fully develop the skills you need to be successful.

You'll also get the chance to lead a full student life on a major college campus. RIT has it all—more than 300 student clubs and organizations, 23 intercollegiate athletic teams, intramural sports and recreation, campus performances, and plenty of spontaneous social events.

As an internationally recognized leader in preparing deaf and hard-of-hearing students for successful careers in professional and technical fields, RIT provides unparalleled access and support services for the more than 1,200 deaf and hard-of-hearing students who live, study, and work with hearing students on the RIT campus.



David Carson '94 was part of the Pulitzer Prize-winning team covering the events in Ferguson, Mo., in August 2014. (Photo courtesy David Carson/*St. Louis Post-Dispatch*)

Award-winning work

The college's international reputation has been built on the accomplishments of students and faculty and on alumni who have made significant professional contributions in their career fields and regularly receive awards for their work. Faculty and alumni of the School for American Crafts have been honored with one-person exhibitions at prestigious galleries in the field and are represented in museum collections throughout the world. School of Photographic Arts and Sciences graduates have won 13 Pulitzer Prizes in photojournalism, and students, faculty and alumni from the School of Film and Animation have earned Academy Awards and film industry awards. The college's Image Permanence Institute has won a Technical Achievement Academy Award.



SCHOOL FOR **AMERICAN CRAFTS**

rit.edu/artdesign/schools/american-crafts

A close-up photograph of a glassblower working with molten glass. The glass is glowing orange-red from the heat of a furnace. The glassblower's hands are visible, holding a long metal rod. The background is dark and out of focus, showing other parts of the workshop.

The School for American Crafts is dedicated to developing one-of-a-kind art using both **traditional skills and modern technology**. The school supports majors throughout the college providing world class facilities and renowned faculty.



School for American Crafts

The School for American Crafts offers an AOS degree in furniture design that is a highly-focused, two-year course of study in which students learn how to use basic hand tools and begin to explore the technical and visual potential of wood. During the two-year experience, increasingly sophisticated techniques and design concepts are introduced. Students complete courses in two-dimensional design, three-dimensional design, free-hand drawing, technical drawing, furniture history, and crafts business practices. The breadth and depth of the facilities and studios in the school are unmatched by our peers. Students have access to world class facilities including a glass hot shop, woodworking studio, flameworking and glass studios, and buffing, casting and welding rooms.

SCHOOL OF ART

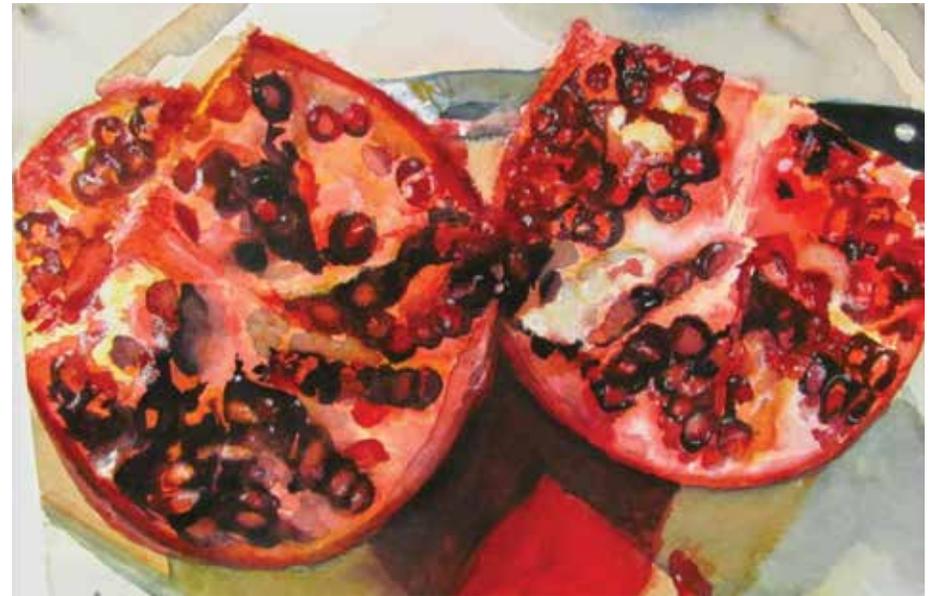
rit.edu/artdesign/schools/art

Passion for art and illustration, and the ability to translate a concept into a work of art that can be represented visually—be it literal or interpretive—is the foundation of the School of Art. You will develop a finely tuned skill set in drawing, illustration, expanded forms, sculpture, painting, 2D and 3D design, 3D modeling, and computer applications, which you can integrate into unique solutions to your artistic endeavors.





STUDIO ARTS—BFA MAJOR



Studio Arts

This major offers options in ceramics, expanded forms, furniture design, glass, metals and jewelry design, non-toxic print-making, painting, and sculpture. The close alignment of courses among these eight options fosters a sense of community through shared experiences and facilitated interaction. Students acquire the conceptual and technical skills required to succeed as creative professionals.

Students engage in comprehensive inquiry that expands and supports their subject matter, ideation through sketches and models, articulation of a rationale for the application of media and process, and finally the refinement of work through editing and critique. Students are also exposed to a wide scope of visual arts and study their cultural relevance through visiting artists, trips to museums, and atten-

dance at professional conferences. During the senior year, students exhibit their final body of work in a gallery.

Graduates may choose to continue their education at the graduate level or begin careers by setting up independent studios and exhibiting their work. They also find employment in the fields of art therapy, art criticism, art restoration, gallery and museum management, set and display design, and marketing and advertising; in auction houses for their knowledge of contemporary and historical art and material culture; or as educators. Faculty members are active artists who exhibit widely and are committed to diverse approaches to art-making. They serve as inspiring role-models for studio arts majors and offer them support and networking opportunities as they emerge as professionals.

STUDIO ARTS—BFA MAJOR**Ceramics** Option

The curriculum fosters effective artistic expression by teaching both techniques and idea realization within the field of ceramics. The curriculum supports a range of fundamental topics such as sculpture, pottery, mold-making, glazing, firing, material science, and personal aesthetic development with individual critiques and group discussions. Students are equipped with the professional and practical skills necessary to operate a studio business, maintain equipment, manage galleries, teach courses, and interface with community projects.

**Expanded Forms** Option

Artists are constantly challenging the definition of art—pushing art into new realms of expression and the public into new ways of seeing. The expanded forms option extends beyond the traditional forms of expression. Object making goes hand-in-hand with performance, video, installation, computer art, and multimedia displays. Students are encouraged to explore the full spectrum of experimental and non-traditional artistic expression, and reinvestigate conventional media in unconventional ways.

**Furniture Design** Option

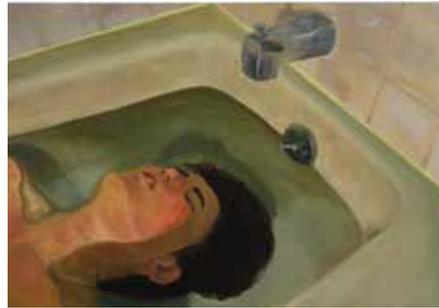
This option engages students in the development of design and creativity, while providing a technical background in contemporary woodworking. Focus is placed on pursuing individual design language while gaining the technical expertise to build fine furniture. The curriculum begins with a foundation in the tune-up and use of traditional hand tools, proceeding on to advanced topics in design and construction, including power tools and CNC operation. With a focus on design and craftsmanship, students investigate a range of creative expression and professional interests.

**Glass** Option

The glass option cultivates artists who are as versatile in superior making as they are in their thinking. Students use glass to tackle technical challenges and as a lens to understand contemporary art practices. Studio instruction in glassblowing, flame-working, hot and kiln casting, cold-working, kiln-forming, glass imaging processes, and three-dimensional digital technologies inform each student's creative potential. An emphasis on research, idea development, material exploration, execution, and presentation equip students with the skills needed to succeed as professionals.



Metals and Jewelry Design Option
The metals and jewelry design option focuses on design, aesthetics, and material and process mastery. Self-discovery is at the heart of student assignments, projects, and group discussions. This option develops students' creative potential through a broad introduction to materials and production techniques before moving on to advanced techniques in various metals. Graduates have established successful careers as jewelry designers, sales and marketing specialists, sculptors, silversmiths, product developers, and gallery managers.



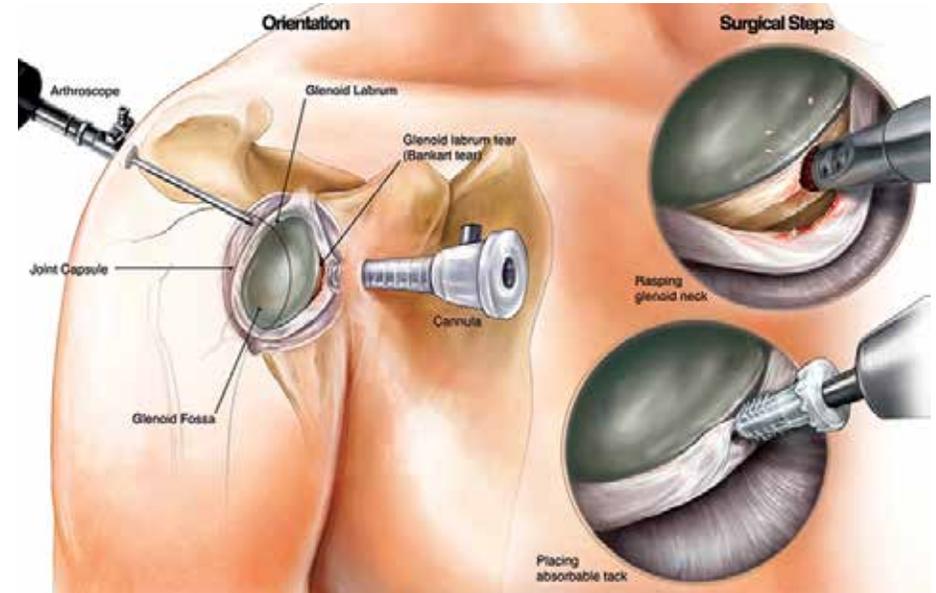
Painting Option
Students in the painting option engage in contemporary visual art practice through a personal exploration of painting techniques. The comprehensive curriculum covers traditional methodologies as well as contemporary visual art practices. Rigorous studio practice and critical discourse encourage the development of a strong personal language that allow for effective individual expression.



Non-toxic Printmaking Option
Non-toxic printmaking focuses on problem solving and advanced skill building with non-toxic options to all traditional processes. Organized to offer a flexible experience, the curriculum provides the opportunity for the exploration and integration of a wide variety of media, tools, and both traditional and technological techniques. Emphasis is placed on the exploration of theoretical concepts to facilitate skill development in the production of sophisticated images.



Sculpture Option
The sculpture option engages students in the exploration of three-dimensional art-making. Traditional sculptural processes are introduced, such as bronze casting, stone carving, steel fabrication, and mold-making, within a curriculum that focuses on both formal and conceptual development. Working with a broad variety of materials, ideas, and practices, students are prepared to engage in the dialogue of contemporary sculpture. Students develop the technical, visual, and intellectual skills required to develop a sophisticated body of work.



Illustration

Illustration is an art form that entertains, informs, and communicates a message to an audience. The illustration major is based on a strong drawing foundation and provides a comprehensive series of courses using traditional materials and digital media. The curriculum covers major illustration areas such as advertising, book publishing, editorial art and concept and entertainment art for games, films, and animations. You also have the opportunity to explore specialty areas such as three-dimensional illustration, caricature, political cartooning, fantasy art, and sequential art forms.

Because we want our students to make their mark in the field with unique talents and ideas, we avoid a cookie-cutter approach and instead emphasize development of self-expression and a personal style. Excellent facilities with individual

work spaces for third- and fourth-year students provide a professional working environment.

Illustration faculty members are active, working illustrators, and they will keep you abreast of ever-changing trends and industry issues. A variety of assignments, presentations, drawing field trips, guest speakers, museum and gallery visits, and faculty demonstrations round out your education. We make a yearly trip to view an exhibit by the prestigious Society of Illustrators in New York City, of which the program is a member.

An impressive list of employers hires our graduates, including Adidas, Apple, Cartoon Network, Google, Jim Henson Co., Marvel Comics, Nickelodeon, Ralph Lauren, Reebok, Workinman, and *Vanity Fair*.

Medical Illustration

Combining art and science, medical illustrators provide visual support for health sciences and medical instruction. From traditional carbon dust renderings to three-dimensional, animated digital imagery, medical illustration spans the fullest range of artistic media. Building on a foundation of drawing and design, you learn how to translate anatomical and surgical sketches into instructional illustrations, courtroom exhibits, computer graphics, ads, and more.

The major combines the studies of the visual arts and science, including gross anatomy. Through collaboration with area hospitals, you will be able to draw from surgical procedures directly. The library at the University of Rochester Medical Center provides exceptional medical information and research data. Digital technology inte-

grated into the studio environment enables you to create scientifically accurate, sophisticated images and well-designed, interactive, educational media presentations that include motion graphics, animation, and sound.

Our medical illustration major is one of the few in the world. As a medical illustrator, you can find career opportunities at medical research centers, textbook publishers, medical associations, pharmaceutical firms, and many other allied health companies.

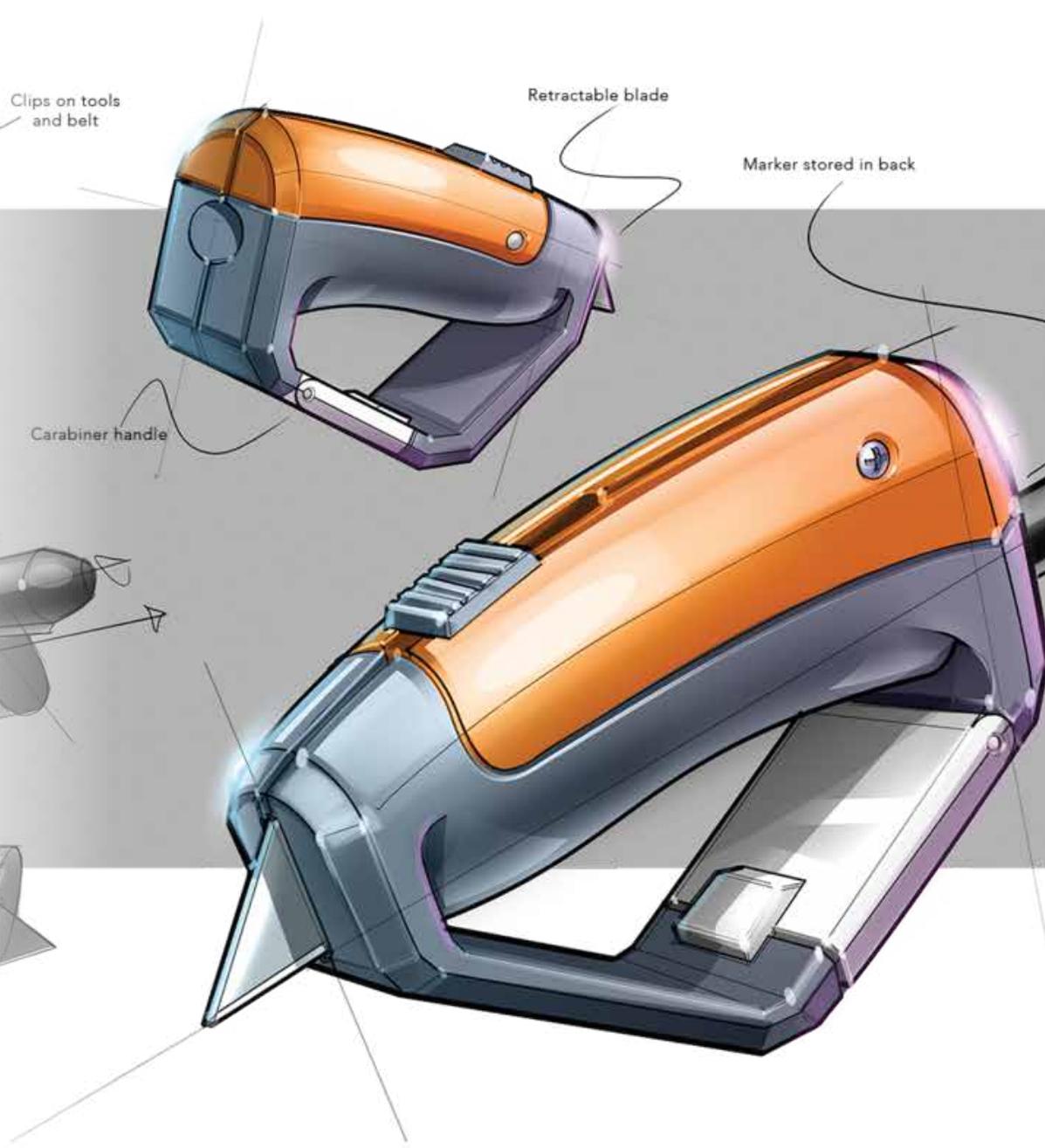


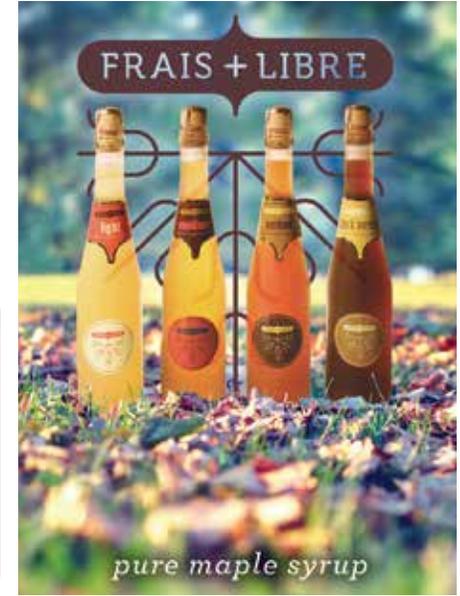


SCHOOL OF DESIGN

rit.edu/artdesign/schools/design

Recognized as one of the top design schools in the world, the School of Design encourages creativity and professionalism within the context of its unparalleled, high-quality education. Benefiting from a balance of technological and theoretical approaches, students explore the latest methodologies and resources, striving to generate new solutions to design problems.

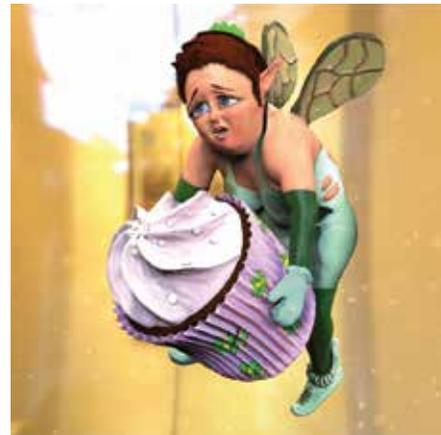




3D Digital Design

Computer and video games, medical and scientific simulations, data visualization, models for architects and engineers, motion or broadcast graphics, instructional media, and many other disciplines use 3D computer graphics. The field is growing, and our BFA in 3D digital design prepares you to succeed in an array of exciting careers.

The curriculum begins with a sequence of courses that develops design skills using commercial three-dimensional software. You'll combine these skills with traditional art and design courses, then move into more advanced digital work in sculpting, shading, rigging, effects, compositing, tangible media, projections, and production. You'll apply these skills to projects that take you from concept to completion and explore each phase in between.



Our outstanding faculty enhance your coursework with insights from their personal experience in the industry as they guide you in developing computer graphics skills.

Graphic Design

Graphic designers create to communicate. They are visual problem-solvers who use a wealth of concepts and media to engage the intended audience. They inform, direct, promote, entertain, motivate, engage, and educate. RIT's graphic design major prepares you to creatively convey visual messages to evoke specific responses in target audiences. You will learn to integrate design principles, methodologies, concepts, images, words, and ideas. And you will be exposed to information design, web and interaction design, branding and identity design, design systems, exhibit and wayfinding design, user experience design, and professional practices. Having acquired a balance of history, theory, conceptual exploration, applied problems, human interaction, and integration of technology, you will use your knowledge and skills to develop innovative

and effective design solutions for a broad spectrum of media and audiences.

Graphic design students benefit from alumni and guest speakers, and diverse internship, co-op, and freelance opportunities. Additionally, interdisciplinary and collaborative opportunities, within RIT and with outside organizations, result in innovative and meaningful hands-on design projects that encourage you to explore the social, ethical, and environmental impact of design. This major leads graduates to exciting positions within design firms, advertising agencies, corporations, and technology companies worldwide.



Industrial Design

Our students know that their designs may someday enrich the lives of thousands of users. Blending technical instruction with studio assignments, the industrial design major offers professional preparation for a career in this rewarding field.

You'll learn how to design and create products by combining materials, processes, model making, graphic visualization, problem solving, human factors, and computer-aided design. With our studio-intensive approach, you will work on actual products—some on assignment from the corporate world—and design not only products but packages and graphics, too. We emphasize the teamwork skills that are necessary for professional success. The major is enhanced by opportunities for independent study, study abroad, and cooperative education.



The industrial design studio is equipped with individual workspaces and a model shop for creating large-scale designs and prototypes. A 3D printing lab is the latest addition to the studio. Faculty feedback keeps you aware of important humanistic concerns. Ultimately, you will develop technical competence and aesthetic sensitivity to meet the challenge of providing consumers with satisfying and responsible products and product systems.

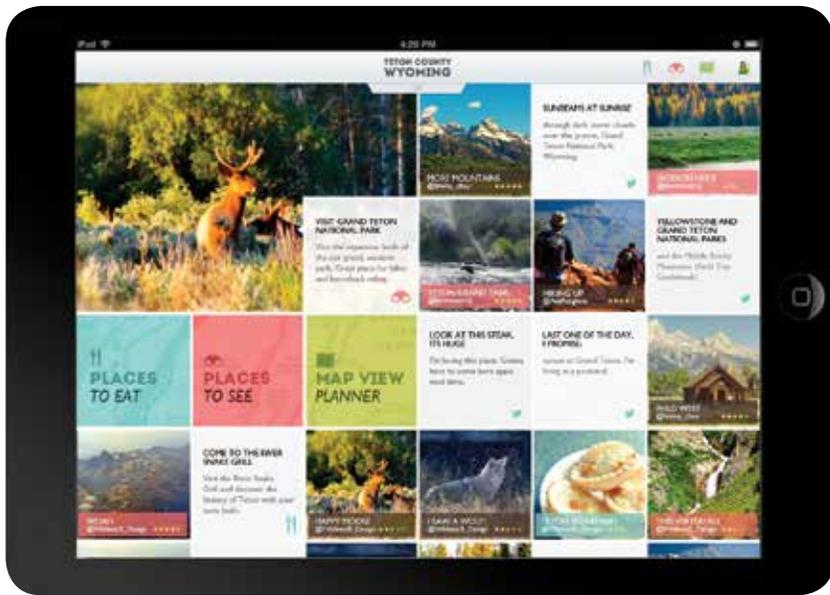
Interior Design

Interior designers—experts in space planning and interior architectural environments—enhance the way people live, work, heal, prosper, and play. Interior design is a user-centered discipline; it explores the relationship between people and their physical surroundings. RIT's undergraduate interior design major is accredited by the Council for Interior Design Accreditation. The major synthesizes design history, building structure and systems, space planning, and design process with a consciousness of global affairs to create unique, meaningful environments. Experienced, certified professionals promote relevant skills that allow students to address today's design issues.

Our International Interior Design Association (IIDA) Campus Center facilitates networking and interaction with industry professionals. Upon graduation, our stu-

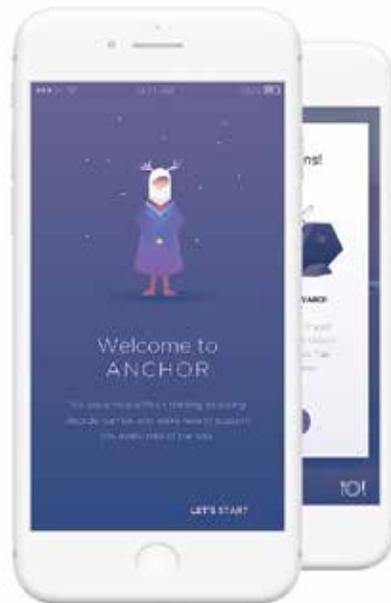
dents are ready to contribute to the profession with a deep-rooted understanding of society, culture, and environment. With an array of academic and professional opportunities, they are reshaping how we live in the world.





New Media Design

Today's media-rich environments have created exciting opportunities in interactive and user experience design for the mobile, web, entertainment, and technology industries. As new digital devices and technologies emerge, new media designers are poised to become the innovative creators and designers of the next generation of interactive digital experiences. Students learn to create and design interactive solutions in a unique cross-discipline program through a balance of visual design, interactivity, 3D modeling, motion, and programming. New media design positions students for a career in visual, interactive, and user experience design in digital advertising, mobile, web, and corporate design fields.



SCHOOL OF **FILM AND ANIMATION**

rit.edu/artdesign/schools/film-animation

As a source of information, entertainment, and inspiration, **the moving image is an expressive force uniquely important to modern life.** From TV commercials and music videos to documentary films and computer-animated features, film, video, and animation are collaborative art forms that allow you to visually express your ideas and bring them to the screen.





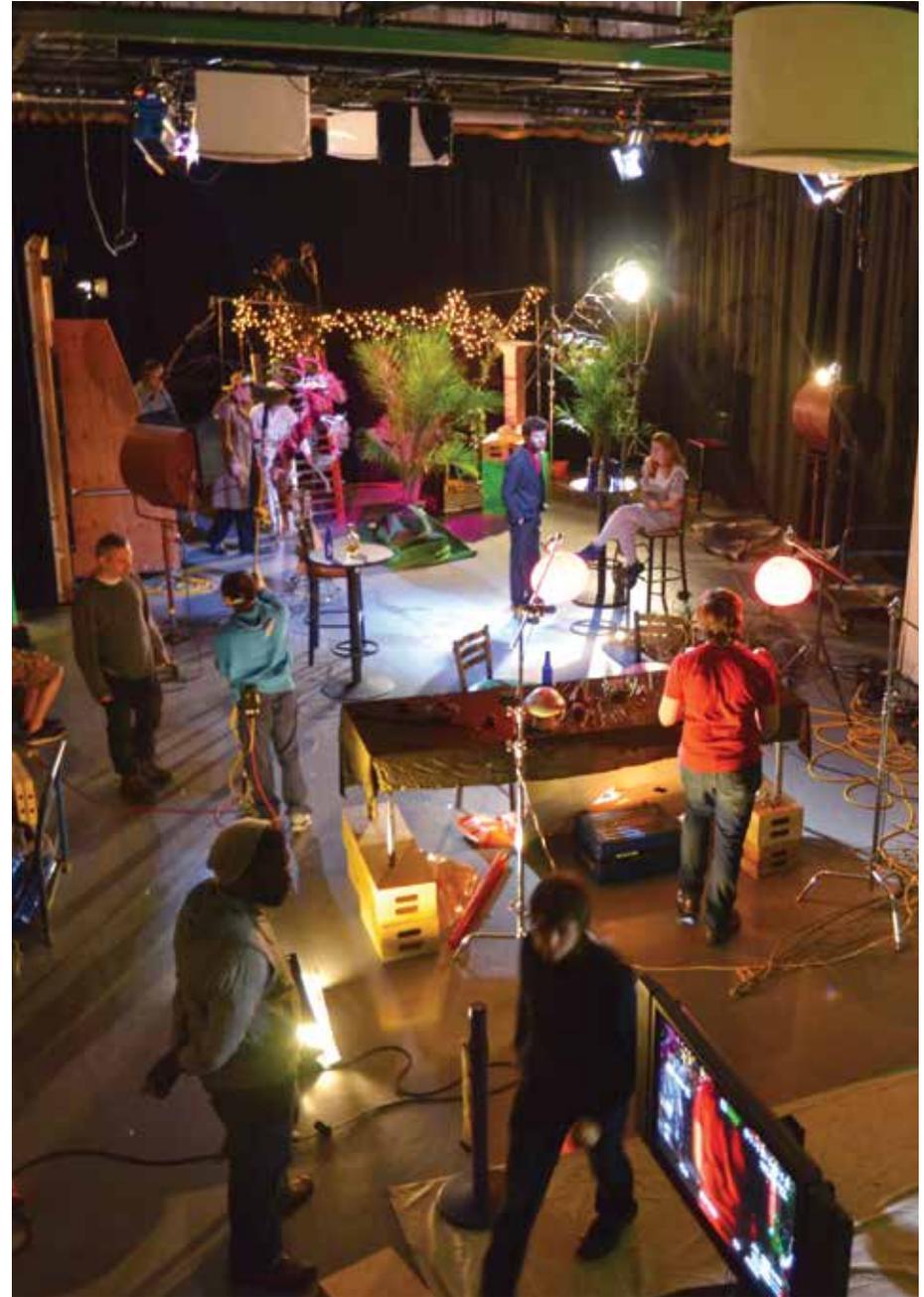
Film and Animation

Recognizing the increasing interrelationships among film, digital video, animation, and computer technology, the film and animation major allows you to gain hands-on experience in all areas while specializing in the discipline of your choice. The major offers options in animation and production. RIT offers more production experience than any other college in the country and, as a result, draws students from all over the world.

You'll begin working in 16mm film during your first semester and will continue with actual production every semester until graduation. The curriculum provides practical experience that spans the entire creative spectrum—from concept to closing credits. You'll produce several films, videos or animated shorts, working through all phases of production: scripting, production

planning, budgeting, shooting, sound design, color correction and special effects.

Upon graduation you'll understand the aesthetic principles of the art form and have developed a range of technical skills. Work produced by students and alumni has been consistently honored with awards at international and national festivals.



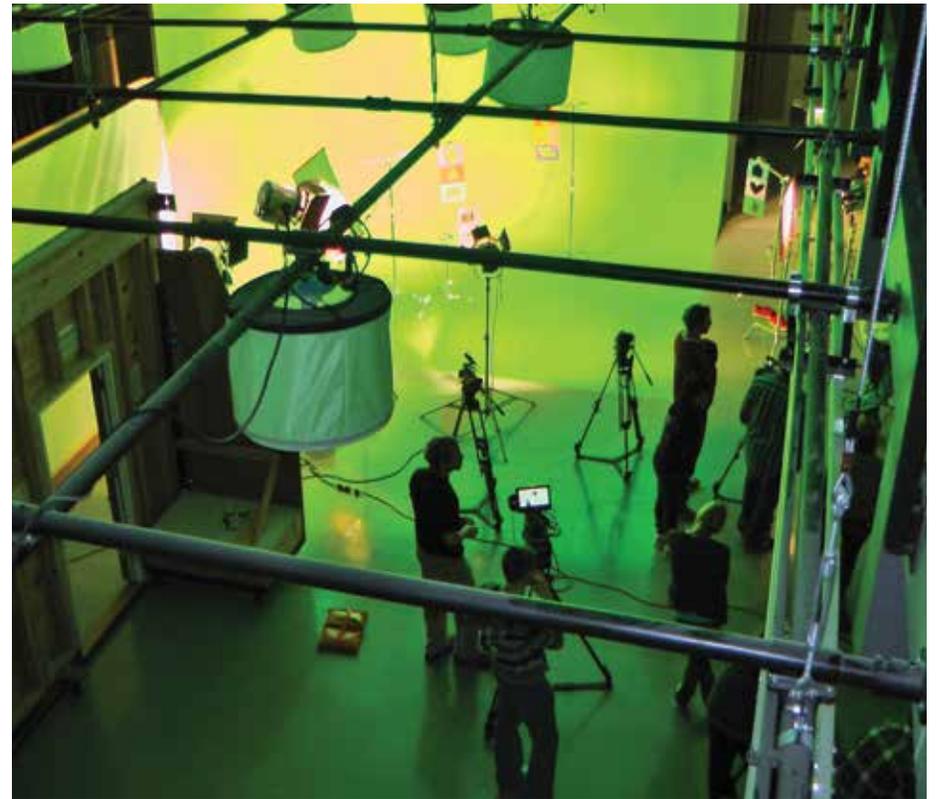


Motion Picture Science

The motion picture science major is one of the first of its kind in the nation, providing a science and engineering education in the fundamental imaging technologies used for the motion picture industry. Upon graduation, motion picture science students are prepared to work across a wide spectrum of the motion picture industry, from research engineering roles at technology providers like Sony, Technicolor, Dolby, and others to technical post-production positions such as digital color correction, sound design, visual effects, and more. Currently, over 96 percent of our motion picture science graduates work in the film or imaging science industries. There are also extensive internship and co-op opportunities. Students have participated in a wide range of internships at

organizations such as Technicolor, the Academy of Motion Picture Arts and Sciences, and numerous post-production companies across the country.

By combining a core curriculum in practical filmmaking from the College of Art and Design and imaging science courses from the College of Science, this major trains students in the art and science of feature film, television, and animation production. Topics include imaging physics, motion picture engineering, film and digital image capture, film scanning, digital image manipulation, color science, visual effects, and digital and traditional projection. Further, our facilities provide students hands-on experience with the same equipment being used in major motion picture production today.



SCHOOL OF

PHOTOGRAPHIC ARTS AND SCIENCES

rit.edu/artdesign/schools/photographic-arts-sciences

Photography is a modern, ever-changing field of study. Offering a wide and unsurpassed compilation of options in the BFA and BS majors, the school is among the finest in the world. With faculty who are award-winning, international exhibitors of their work, and unparalleled facilities, you will engage in image creation in an environment known internationally for its excellence.



PHOTOGRAPHIC AND IMAGING ARTS—BFA MAJOR



Photographic and Imaging Arts

The BFA in photographic and imaging arts features an immersive and hands-on perspective geared toward creativity and innovation. Enrollment in photography classes begins on day one of the first year. Theoretical and experimental components lead to the development of broad-based skills required of professionals in today's ever-changing image culture, art world, and industries. With access to more than 150 unique photography, video, multimedia, web-based, and publication courses, students are challenged using real-world problems to produce successful real-world results. Students choose one of four options within the major: advertising photography, fine art photography, photojournalism, or visual media.



Advertising Photography Option

The advertising photography option prepares students for diverse and rewarding careers in the field of visual communications. You will learn to create photographs and moving media for a wide range of commercial uses including national and trade commercial publications and web platforms, editorial photography as seen in magazines and other publications, and real-life business and multimedia applications.

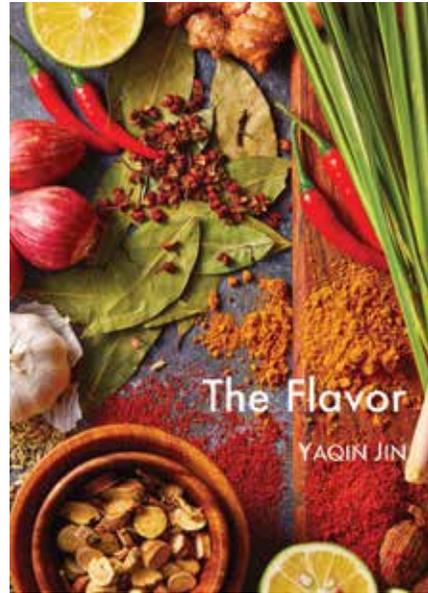
Advanced courses allow you to explore specializations from traditional still life and portraiture to interdisciplinary courses that model real-world team collaborations with graphic designers, new media artists, industrial designers, and computer scientists. This flexible option allows you to take elective courses from other departments across RIT, such as graphic design, visual culture, business, or fine art.

Fine Art Photography Option

The primary goal of the fine art photography option is to nurture the artist's personal aesthetic vision through photographic expression. Studying the theoretical and practical skills needed to create thought-provoking and meaningful images will help you develop your technical, conceptual, and aesthetic abilities, and further your goals as a contemporary image-maker.

The interdisciplinary curriculum enables students to explore related fields in the fine arts, graphic design, video, film, animation, printmaking and printing, computer graphics, and web publishing. The curriculum and internships prepare students for careers after graduation, including art direction, studio management, fine art publishing, gallery and museum positions, and as educators (via graduate school).

PHOTOGRAPHIC AND IMAGING ARTS—BFA MAJOR



PHOTOGRAPHIC SCIENCES—BS MAJOR



Photojournalism Option

The photojournalism option prepares you for a career in visual storytelling. You will develop critical thinking and storytelling skills with a practical emphasis on applying these skills in a constantly evolving job market. Starting with photojournalism and documentary photography, you'll learn to apply skills to tools and technologies for print, broadcast and digital media outlets, and photographic agencies. Jobs in visual storytelling include still photographer, videographer, multimedia and video editing and production, picture editing and research, visual archivist, digital asset management, corporate imaging, and social media editing.

Visual Media Option

The visual media option allows you to integrate the graphic communications professions of photography, media design, and business. This option prepares you for a career as a visual media specialist, training you to work effectively with graphic designers, print media specialists, and multimedia professionals.

The visual media curriculum emphasizes photographic proficiency in both photographic and digital imaging techniques, and has two specialized focuses on media design and business (management and/or marketing). Upon graduation, you can be a diversely skilled visual media professional, going on to an exciting career in photography, media design, business management, marketing (including art directing and project management), or advertising.

Photographic Sciences

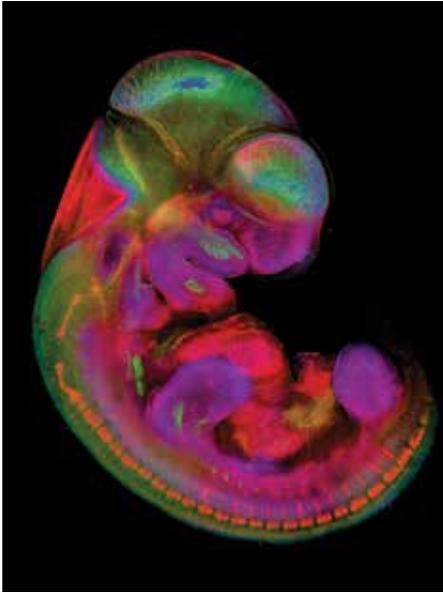
The photographic sciences major provides a strong imaging foundation in all aspects of technical imaging and photography, from capturing images to understanding the science of how images are made and used. Students learn technical and scientific photography and pursue adjunct sciences such as physics, biology, or mathematics that support their career and educational goals. Students are also able to integrate complementary studies such as imaging science, information technology, or the biological sciences.

The degree requires all students to complete a cooperative education experience to gain valuable career training. Photographic sciences



students realize a job success rate of over 95 percent following graduation. Recent employers have included companies, universities, research centers, and government agencies such as NASA, Apple, GoPro, the Mayo Clinic, Carl Zeiss Microscopy, Harvard University, the National Geospatial Intelligence Agency, and Canon.

Students may choose to complete the photographic sciences major without specialization or select the biomedical photographic communications option or the imaging and photographic technology option.



Biomedical Photographic Communications Option

Biomedical photographers are at the forefront of advances in medicine and science. This option prepares graduates for photographic careers in the forensic sciences, biological research centers, hospitals, ophthalmic (eye) clinics, and veterinary research schools, as well as other life science environments such as pharmaceutical companies. RIT offers the only program in the nation in biomedical photographic communications. Courses in this option explore the use of computers in electronic imaging, desktop publishing, graphics, instructional multimedia and video, light microscopy, and ophthalmic photography.



Imaging and Photographic Technology Option

The imaging and photographic technology option prepares students for imaging careers in corporate, industrial, or scientific environments, or in government agencies. The third and fourth years allow students to build on a strong foundation of photographic technology, creating areas of specialization that include color measurement, high-speed imaging, optics and camera testing, and image analysis. Complementary courses include programming for imaging, physics, and applications of color in imaging. These courses provide hands-on experience using state-of-the-art tools and techniques. Students may choose from a variety of electives. Many students take advantage of the imaging systems minor to complement their program of study.



To prepare you for success in a global society RIT offers a range of exciting opportunities that expand your horizons in every sense.

Study Abroad

There's no better way to gain an understanding of another culture than to experience it firsthand. To prepare you for success in our global society, RIT offers a range of exciting study abroad opportunities. You can immerse yourself in another culture through our Study Abroad programs offered in cooperation with Queens University (England), University of Osnabruck (Germany), or Kanazawa Institute of Technology (Japan). In programs affiliated with other institutions, RIT students also have the opportunity to study in China, Italy, Spain, France, Ireland, Australia, Kenya, New Zealand, Germany, Greece, and other international locations.

You may also choose to study at one of RIT's global campuses in China, Croatia, Dubai, or Kosovo.

The RIT Honors Program

The Honors Program in the College of Art and Design is a challenging, individualized experience for students who have demonstrated outstanding academic performance. Honors students have access to special courses, seminars, projects, and advising. Honors students plan complementary learning experiences that include visits to art studios, film festivals, galleries, professional conferences, and to professional firms working in design, photography, or print media.



RIT students from the School of Photographic Arts and Sciences took a study abroad photography course documenting the culture, food, and people of Ireland.

Minors and Immersions

Minors

Students pursuing a bachelor's degree have the option of completing a minor, a set of five or more related courses that can complement your major, help you to develop another area of professional expertise, or enable you to pursue an area of personal interest. Completion of one of RIT's more than 90 minors is formally designated on your baccalaureate transcript, which serves to highlight your accomplishment to employers and graduate schools.

Immersion

As a part of their bachelor's degree requirements, students must complete an immersion—a concentration of three courses in a particular area. These upper-level courses are used to meet RIT's general education requirements and provide you with course work in a specialized area that can enhance and complement your major or allow you to explore a personal interest.

Cooperative and Experiential Education

Today's top employers are looking for ambitious graduates who have professional work experience in addition to a quality academic background. RIT's cooperative education program provides you with the opportunity to apply what you've learned in the classroom to real-world situations, where you will solve real-world problems. Co-op is an option for students in the college. Many choose co-op or internships to gain valuable experience and earn a salary to help offset college expenses.



Ben Picard, a recent graphic design graduate, studied abroad in Dessau, Germany as part of the School of Design Exchange Program.

Graduate Study

The College of Art and Design offers nationally ranked graduate programs that prepare our creative leaders for today and the future. At the MFA level there are degrees in ceramics, furniture design, film and animation, fine arts studio, glass, industrial design, metals and jewelry design, photography and related media, and visual communication design. The college offers an MS degree in integrative design, media arts and technology, and an MST in art education (visual art—all grades). Additional



Ethelia Lung, a 2018 alumna of RIT's new media design program, landed a co-op at Google which led to a full-time job at the company after graduation.

master's degrees include a master of architecture degree in the Golisano Institute for Sustainability and a master of fine arts degree in medical illustration in the College of Health Sciences and Technology.

Minors and immersions

Minors and immersions can give you a secondary area of expertise or the chance to explore other areas of interest to you. They may complement your major, broaden your career options, or expand your personal interests. For the most current list of minors and immersions please visit rit.edu/minors and rit.edu/immersions.

- Accounting ●
 - Advertising and Public Relations ●▲
 - African Studies ▲
 - American Art ●▲
 - American Politics ●▲
 - American Sign Language and Deaf Cultural Studies ●▲
 - Anthropology and Sociology ●
 - Applied Statistics ●▲
 - Archaeological Science ●
 - Archaeology ▲
 - Art History ●▲
 - Astronomy ●▲
 - Bioinformatics Analysis ●
 - Biology ▲
 - Biology: Cellular and Molecular ●
 - Biology: Ecology and Evolution ●
 - Black Studies ●
 - Business Administration ●
 - Chemical Engineering Systems Analysis ●
 - Chemistry ●▲
 - Communication ●▲
 - Computer Engineering ●
 - Computer Science ●
 - Computing Security ●
 - Construction Management ●
 - Creative Writing ●▲
 - Criminal Justice ●▲
 - Cultural Anthropology ▲
 - Database Design and Development ●
 - Digital Business ●
 - Digital Literatures and Comparative Media ●▲
 - Diversity in the U.S. ▲
 - Economics ●▲
 - Electrical Engineering ●
 - Engineering Management ●
 - English ●▲
 - Entrepreneurship ●
 - Environmental Modeling ●
 - Environmental Science ●
 - Environmental Studies ●▲
 - Ethics ●▲
 - Exercise Science ●
 - Film Studies ●▲
 - Finance ●
 - Flexible Packaging ●
 - Free and Open Source Software and Free Culture ●
 - Game Design ●
 - Game Design and Development ●
 - Geographic Information Systems ●▲
 - Global Justice ▲
 - Global Literatures and Cultures ●
 - Globalization ●
 - Globalization Theory ▲
 - Health Communication ●
 - Health and Culture ●▲
 - Health IT ●
 - History ●▲
 - Hospitality Management ●
 - Human Language Technology and Computational Linguistics ▲
 - Imaging Science ●
 - Imaging Systems ●
 - Industrial Engineering ●
 - Innovation ●
 - International Business ●
 - International Relations ●▲
 - Journalism ●▲
 - Language Science ●▲
 - Latino/Latina/Latin American Studies ●▲
 - Legal Studies ●▲
 - Linguistic Anthropology ▲
 - Management ●
 - Management Information Systems ●
 - Marketing ●
 - Mathematics ●▲
 - Mechanical Engineering ●
 - Media Arts and Technology ●
 - Microelectronic Engineering ●
 - Military Studies and Leadership ●
 - Mobile Design and Development ●
 - Mobile Development ●
 - Modern Language (Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Russian, Spanish) ●
 - Modern Languages and Cultures (Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Russian, Spanish) ▲
 - Museum Studies ●▲
 - Music ▲
 - Music Performance ●
 - Music and Technology ●
 - Native American and Indigenous Studies ▲
 - Networking and Systems Administration ●
 - Nutritional Sciences ●
 - Optical Science ●
 - Packaging Science ●
 - Philosophy ●▲
 - Photography ●
 - Physics ●▲
 - Political Science ●
 - Psychology ●▲
 - Public Policy ●▲
 - Religious Studies ▲
 - Renaissance Studies ▲
 - Science of Film, Photography, and Imaging ▲
 - Science, Technology, and Society ●
 - Science and Technology Studies ▲
 - Social Inequalities ▲
 - Software Engineering ●
 - Structural Design ●
 - Supply Chain Management ●
 - Sustainable Product Development ●
 - Theater Arts ●▲
 - Urban Studies ▲
 - Visual Culture ●▲
 - Water Resources ●
 - Web Design and Development ●
 - Web Development ●
 - Women's and Gender Studies ●▲
 - Writing and Rhetoric ▲
- Minor
▲ Immersion

Our faculty are engaged. They are committed. And they are your most important resources. RIT is a place where you will enjoy interaction with faculty—not only in class or during office hours, but in the hallway after class, in the labs conducting research, in the Wallace Library, and over coffee at Java Wally’s. With more than 130 faculty, RIT’s College of Art and Design offers unparalleled opportunities for its students. You’ll get to know your professors and often build relationships that last a lifetime. A few faculty are highlighted below.



Mari Jaye Blanchard, assistant professor in the School of Film and Animation, is a 2D animator with a background in painting. Her short films have screened in festivals

all over the world including Annecy, France; Melbourne, Australia; Amsterdam, Netherlands; and throughout the U.S. Blanchard independently created online and television content for Comedy Central, MTV, and Sesame Workshop. She is a New York Foundation for the Arts (NYFA) Gregory Millard Fellow, a Fellow of the New York Urban Artist Initiative, and is currently a member of NYFA’s Artists’ Advisory Committee.



Ricardo Figueroa, undergraduate program director of motion picture science, joined RIT after working at Eastman Kodak Company for 10 years. During his time

as part of the Entertainment Imaging Division in Kodak, Figueroa worked with many industry professionals including Oscar-winning cinematographers, digital intermediates, and post-production engi-

neers on imaging issues in pre-production, production, and post-production workflows.



Mary Golden, undergraduate program director of interior design, contributed to the introduction for the book *Ecokids: Raising Children Who Care for the Earth*, and her

professional work is featured in the book *Space Matters*. Her research focuses on public interest design initiatives through web-based collaborative learning with global partners to create sustainable interior architectural environments. Her latest academic work was published in Interior Design Educators Council’s 2016 Innovation in Teaching and Learning Collection and 2016 Perspectives Video Shorts: Voices of Interior Design.



Donivan Howard, lecturer in the School of Art, is an art director and a character designer and visual development artist in the entertainment field. His honors include being

named one of the 200 Best Illustrators worldwide by Lürzer’s Archive. Howard

worked as an illustrator and layout artist on such Disney films as “Treasure Planet,” “The Emperor’s New Groove,” and “Fantasia 2000.” His credits also include The Proud Family from Hyperion, Microsoft games, and serving as one of the character designers for the recreation of the polar bears for Coca-Cola’s ad campaign.



David Long is director of the RIT Center for Media, Arts, Games, Interaction & Creativity (MAGIC) and MAGIC Spell Studios. MAGIC is a university-wide research and

development laboratory and a commercial production studio that assists in efforts to bring digital media creations up to marketplace standards and commercialization. Long also serves as an associate professor for the motion picture science program. Prior to RIT, Long worked as a development engineer and imaging scientist with Eastman Kodak’s Entertainment Imaging Division.

His work has earned him numerous patents and a 2008 Scientific & Technical Academy Award for contributions made to the design of Vision2 films.



Josh Owen is undergraduate program director of industrial design. A renowned independent designer, Owen’s professional projects have won

many awards and are included in the permanent design collections of numerous museums, among them the Centre Georges Pompidou in Paris, France, the Musee des beaux-arts de Montreal in Canada, and the Taiwan Design Museum in Taipei, Taiwan. His professional and academic work has been featured in such international publications as *Abitare*, *Dwell*, *Graphis*, *Fast Company*, *Forbes*, *Frame*, *Icon*, *Interni*, *Intramuros*, *Metropolis*, *Ottagano*, *Surface*, *Wired*, and *The New York Times*.



Peter Pincus, assistant professor in the School of Art, is a ceramic artist. His work has been exhibited in such venues as Salon Art + Design, SOFA Chicago, Lewis Wexler

Gallery, Duane Reed Gallery, Sherry Leedy Contemporary, Independent Art Projects at Mass MoCA, and ChamberNYC. His

work is featured in the public collections of The Everson Museum, The Museum of Fine Arts, Houston, ASU Art Museum Ceramics Research Center, San Angelo Museum of Fine Arts, Schien-Joseph International Museum, and Daum Museum of Contemporary Art.



Jenn Poggi, an assistant professor in the School of Photographic Arts and Sciences, joined RIT after working as a picture editor and deputy director of the White House Photo

Office under President Barack Obama.

Poggi began her career as a photo assistant with the Associated Press and later joined *U.S. News & World Report* where she worked as a picture editor handling national and political news before serving as the magazine's deputy director of photography.

She was awarded a John S. and James L. Knight Fellowship at Ohio University's School of Visual Communication where she taught picture editing. Poggi is a member of the Executive Leadership Program at the Impact Center and also serves on the faculty of The Kalish Visual Editing Workshop.



Christye Sisson, undergraduate program director of photographic sciences, is an expert in ophthalmic imaging and biomedical photography. Sisson holds a visiting faculty

appointment at the Flaum Eye Institute at the University of Rochester Medical Center and is a Certified Retinal Angiographer. She is the principal investigator for RIT on an \$827,000 grant funded by the Defense Advanced Research Projects Agency (DARPA), which is developing technology for forensic analysts that automatically detects manipulated imagery and determines the method of alteration. RIT's role includes providing ground truth imagery.



Adam Smith, undergraduate program director of new media design and graduate director of the visual communication design program, is an expert on interactive

design and development, user experience design, and the integration of 3D for visual designers. As an Adobe Academic Leader, his contributions have been featured by *Graphics Live* and Adobe.com.



Josh Thorson is an assistant professor in the School of Photographic Arts and Sciences. His teaching is related to 4D design, moving

media, history, theory, and practice at the BFA and MFA level. His video work has been exhibited at the Museum of Modern Art, Recontres Internationales Paris/Berlin, and Rotterdam International Film Fest, among other festivals, museums, and galleries. He also designs projections for theater.



Clifford Wun, associate professor in the School of Art, is a 2017 recipient of RIT's Eisenhart Award for Outstanding Teaching. He has taught at a number

of colleges and universities, including the Maryland Institute College of Art and Corcoran School of the Arts and Design. Wun has worked as an illustrator, art director, set designer, and fabricator. He has shown his work in painting, photography, and printmaking nationally, internationally, and in several private collections.



Impressive studio spaces, modern classrooms, and countless resources are available to you to create, refine your artistic endeavors, and expand your knowledge of art, design, digital media, art history, and more. Our specialized studios and wide range of equipment are among the most complete and current of any university's in the world.



MAGIC Spell Studios

MAGIC Spell Studios, a 52,000-square-foot facility, began as a commercial studio based in RIT's Student Innovation Hall that developed and published digital media. The new facility features a 7,000-square-foot state-of-the-art soundstage, professional sound mixing and color correction theaters, and numerous labs and production facilities. The main theater is the first of its kind in western New York, featuring 4K laser projection and Dolby Atmos audio.

A close-knit community of faculty and student game designers, programmers, filmmakers, and animators will collaborate with industry partners to build entertainment and interactive experiences from the proof-of-concept stage into commercially viable products. Outside film producers will also have the opportunity to use the soundstage and to hire student filmmakers to work on independent films and productions. Motion picture science majors in the School of Film and Animation will be able to advance their research pursuits and work on state-of-the-art industry equipment. In addition to these academic and research missions, MAGIC Spell Studios will support and incubate entrepreneurial activities in western New York, encouraging students and faculty to start studios and grow the games and digital media landscape in the region.





Image Permanence Institute

The Image Permanence Institute (IPI) is a research center in the College of Art and Design dedicated to supporting and enhancing the preservation of cultural heritage collections in libraries, archives and museums around the world. IPI achieves this mission by maintaining an active preservation research program that informs and advances professional education activities, publications and the development and deployment of practical products and services. Areas of expertise include the preservation of photographic collections and sustainable management of preservation environmental conditions in cultural institutions. Some of IPI's projects provide opportunities for student internships.



Cary Graphic Arts Collection

Located in RIT's Wallace Center, the Cary Graphic Arts Collection is one of the coun-

try's premier libraries on graphic communication history and practices, boasting an original collection of 2,300 volumes. The Cary Collection also manages the Graphic Design Archive, comprising some 36 archives documenting the work of important 20th-century Modernist graphic designers, and has been aggressively acquiring examples of avant-garde book typography.



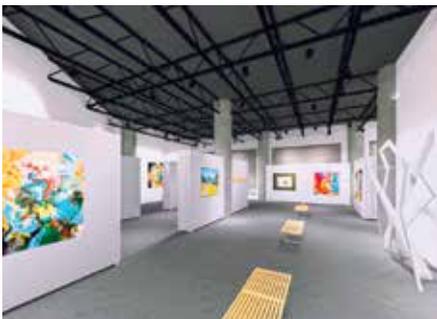
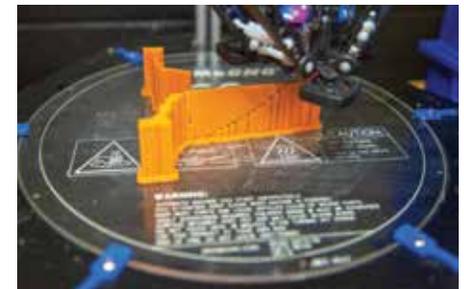
Cages

Students in the School of Photographic Arts and Sciences and the School of Film and Animation have access to comprehensive equipment cages, free of charge. The range of technical equipment is continually maintained and reviewed to stay consistent with industry standards, ensuring that students are prepared with the knowledge and practical experience as they transition to careers in their respective fields.



Imaging Systems Lab

The Imaging Systems Lab (ISL) is a full-service, professional production center for photographic images. From color film processing to wide-format Lambda printing— ISL is the college's primary facility for the processing, production, and display mounting of images for the university community.



Galleries and exhibition spaces

In addition to the numerous display opportunities provided by individual schools, the College of Art and Design's Bevier Gallery and William Harris Gallery maintain active exhibition and event schedules, featuring the work of students, faculty, alumni, and visiting artists. Off campus, RIT City Art Space hosts a variety of exhibitions, projects, and events in

the historic Sibley building in downtown Rochester, in proximity to Rochester Contemporary Art Center and the Eastman School of Music. All of the college's galleries are open to the public and staffed by student employees, providing opportunities for hands-on arts management experience in addition to students' regular course of study.

FabLab

With more than 1,300 computer work stations in 24 computer labs, the College of Art and Design allows students to envision and create in a range of digital spaces. In addition to 3D printing labs available to students by program, the college provides all students access to the FabLab, a model fabrication resource featuring 3D printing, CNC, and laser engraving capabilities.



The Vignelli Center for Design Studies

The Vignelli Center for Design Studies is a destination for design students, faculty, professional designers, and scholars. The world-class facility houses the archive of renowned designers Massimo and Lella Vignelli, whose graphic and product designs are icons of international design. The center also offers robust programming for RIT faculty, staff, students and the Rochester community including a free speaker series which attracts prominent designers in their respective fields.

A Living and Learning Community. Among the nation's top universities, RIT is an exciting living and learning environment where students find an engaging and challenging academic setting, a strong commitment to undergraduate education, and a vibrant campus life. Students from all 50 states and more than 100 countries find the RIT campus full of life.

You will find your social circle includes friends from all majors and from many different cultures. Clubs and activities, sports, field trips, concerts, and cultural events all shape the social scene at RIT. There are a number of opportunities you can take advantage of to foster lifelong friendships while building your academic portfolio.

Community service

RIT is active in service as a university, and the College of Art and Design promotes and encourages service to the community at large. Students have performed community service for Habitat for Humanity, taken part in the annual Mud Tug to raise money for charity, and organized fundraisers for a number of service organizations. The time spent involved in clubs and organizations can help build relationships that last well after graduation.

Student life

The diverse interests of RIT's student body are reflected in the variety of activities and programs that take place on campus. More than 300 student clubs and organizations provide more than 1,300 events on campus each year. You have an incredible array of options to engage in campus life.

The campus is alive with sports and recreation activities. RIT's men's and women's



intercollegiate athletic teams have a history of excellence, and more than half of our undergraduate students participate in an intramural or club sport team each year. Currently there are 300 student clubs and organizations and 30 Greek organizations on campus. You can join career-related clubs such as the American Institute of Graphic Arts, Ceramics Guild, Glass Guild, Industrial Designers' Society of America, and the Jewelry and Metals Association. Hobby and special-interest clubs include the Amateur Radio Club, Ballroom Dance Club, Electronic Gaming Society, Formula SAE Racing Team, Habitat for Humanity, or the Juggling Club, to name a just a few.

To see a comprehensive list of student organizations, visit campuslife.rit.edu.





Photo by Justin Scalera

WHAT YOU'LL STUDY

All Students

Will take the following courses:

A selection of studio and professional electives from within the College of Art and Design
Electives across the university
First Year Writing Seminar
General Education—
Liberal Arts and Sciences
History of Western Art
Wellness Education
Year One: College Experience

School for American Crafts

AOS Furniture Design

2D Design
3D Design
Art History Electives
Crafts Business Practice
Crafts CADD Drawing
Crafts Drawing Practice
Crafts Promotional Materials
Drawing
Furniture Design Junior
Furniture Design Sophomore

School of Art

BFA Illustration

2D Composition and Color
2D Design
3D Design
Application; 3D The Figure
Art History Electives
Digital Illustration
Drawing
Illustration
Illustration Portfolio
Illustration Core
Illustration Fundamentals

BFA Medical Illustration

2D Design
3D Design
4D Design
3D Animation Organic Forms

3D Modeling Organic Forms
Scientific Visualization
Contemporary Medial
Anatomic Illustration
Computer Applications in Medical Illustration
Anatomy & Physiology
Drawing
History Elective
Human Biology & Lab
Human Gross Anatomy Illustrating
Human Anatomy
Illustration Fundamentals
Surgical Illustration
Portfolio & Business

BFA Studio Arts

Same for all Studio Arts Options

2D Design
3D Design
4D Design
Art History Electives
Capstone
Drawing
Studio Arts Collaborative Topics

Ceramics Option

CADD Drawing
Ceramics
Crafts Promotional Materials

Glass Option

CADD Drawing
Crafts Promotional Materials
Glass
Kinetic Glass Practice
Mold & Kiln Glass Practice
Molten Glass Practice

Expanded Forms Option

Intro Sculpture
Intro Painting
Intro Non-Toxic Print
Intro Expanded Forms
Figure Drawing
Expanded Forms
Ideation & Series
Fine Art Drawing
Fine Arts Sculpture

Fine Arts Studio Painting
Fine Arts Studio Non-Toxic
Printmaking
Business Practices

Furniture Design Option

CADD Drawing
Crafts Promotional Materials
Furniture Design

Metals and Jewelry Design Option

CADD Drawing
Crafts Promotional Materials
Metals & Jewelry Design

Non-Toxic Printmaking Option

Business Practices
Figure Drawing
Fine Art Drawing
Fine Arts Sculpture
Fine Arts Studio Expanded Forms
Fine Arts Studio Non-Toxic
Printmaking
Fine Arts Studio Painting
Ideation & Series
Intro Expanded Forms
Intro Non-Toxic Print
Intro Painting
Intro Sculpture

Painting Option

Business Practices
Figure Drawing
Fine Art Drawing
Fine Arts Sculpture
Fine Arts Studio Expanded Forms
Fine Arts Studio
Non-Toxic Printmaking
Fine Arts Studio Painting
Ideation & Series
Intro Expanded Forms
Intro Non-Toxic Print
Intro Painting
Intro Sculpture

Sculpture Option

Business Practices
Figure Drawing
Fine Art Drawing

Fine Arts Sculpture
Fine Arts Studio Expanded Forms
Fine Arts Studio Non-Toxic
Printmaking
Fine Arts Studio Painting
Ideation & Series
Intro Expanded Forms
Intro Non-Toxic Print
Intro Painting
Intro Sculpture

School of Design

BFA 3D Digital Design

2D Design
3D Design
3DDD Major Electives
4D Design
Anatomical Figure Drawing
Art History Elective
History of Digital Graphics
Imaging for 3D
Intro to Modeling and Motion
Intro to Visual Design
Layers and Effects
Lighting, Materials, & Rendering
Modeling and Motion Strategies
Professional Practice
Project Planning and Production
Scripting
Senior Thesis & Documentation

BFA Graphic Design

2D Design
3D Design
Art History Elective
Branding and Identity Design
Design Imagery
Design Production
Design Systems & Methodology
Drawing
Elements of Graphic Design
Experiential Graphic Design
History of Graphic Design
Typography & Imagery
Information Design
Interactive Media Design
Professional Practices
Senior Capstone Project

Senior Graphic Design
Senior Portfolio Development
Time-Based Design
Typography

BFA Industrial Design

2D Design
3D Design
Art History Elective
Design Drawing
Drawing
History of Industrial Design
Human Factors
ID Career Planning
ID Digital Drawing
ID Form
Integrated CAD
Junior ID Studio
Materials & Processes Graphic Tactics
Senior ID Capstone Professional
Practice
Senior ID Studio
Sophomore ID Studio

BFA Interior Design

Building Systems
Career Planning
Contract Documents
Color & Lighting
Digital Graphics
Design Issues
Drawing
Exhibition & Merchandising Design
Health Care Design
History of Architecture Interior and
Furniture
Hospitality Design
Intro to Interior Design
Materials & Specifications Office
Design
Multi-Story/Purpose Design
Business Practices &
Office Design
Special Projects

BFA New Media Design

2D Design
4D Design
Algorithmic Problem Solving
Art History Electives

New Media Design Animation
New Media Design Motion Graphics
Drawing
New Media Design & Interactive
New Media Design 3D
New Media Interactive Design &
New Media Design Digital Survey
New Media Design Elements
New Media Design Experimental
New Media Design Graphical User
Interface
New Media Design Elements
New Media Design Career Skills
New Media Design Team Project
Website Design & Implementation

School of Film and Animation

BFA in Film and Animation Animation Option

2D Animation
2D Animation: Performance
2D Digital Animation
3D Animation
3D Lighting and Rendering
Advanced 3D Modeling
Advanced Stop Motion
After Effects for Animators
Alternative Frame by Frame
Animation
Animation Production
Animation Scriptwriting and
Storyboard
Animation Survey
Basic Sound Recording
Business and Careers in Animation
Concept & Character Design (2D)
Drawing for Animation (2D)
Film Syntax
Film Viewings
Fundamentals of Computers and
Imaging Technology
History and Aesthetics
Intro to 3D Modeling
Performance Resources
Principles of Animation
Production
Senior Thesis Seminar
Stop Motion Puppet Fundamentals

Production Option

Animation
Basic Sound Recording
Basic Sound Recording
Production Workshop
Business and Careers in Film
Senior Thesis Seminar Senior
Thesis
Craft Choice
Directing
Dramatic Structure
Documentary Workshop
Film Syntax
Film Viewings
Fiction Workshop
Fundamentals of Screenwriting
Fundamentals of Computers and
Imaging Technology
History and Aesthetics
Production
Production Processes
Radical Cinema Workshop
Senior Forum

BS in Motion Picture Science

3D Object and Character
Animation Survey
Creation
Digital Cinema
Film Projection and Film Viewings
Fundamentals of Color Science
Fundamentals for Digital Media
Geometric Optics
Image Processing and
Computer Vision
Digital Post-Production Technology
Image Capture and Production
Technology
Imaging and Video Systems
Intro to Computing and Control
Linear and Fourier Methods
for Imaging
Probability and Statistics for Imaging
Physics
Production
Production Processes
Project-Based Calculus
Radiometry
Senior Project
Vision & Psychophysics

School of Photographic Arts and Sciences

BFA Photographic and Imaging Arts

2D Design
4D Design
Elements: Fine Art
Elements: Advertising Elements:
Photojournalism Elements:
Visual Media History &
Aesthetics of
Drawing
Photographic Arts
Photographic Technology
Photography

Advertising Photography Option

Advertising and Design
Photography
Advertising Photography
Architectural Photography
Behavior Advertising & Promotion
Editorial Photography
Experiences
Food Photography
People Illustration Photography
Fashion Photography
Industry Practices
Interactive Music Video
Light Control and Manipulation
Location Photography
Personal Financial Management
Photographing People
Projects in Still Life Photography
Photographing People
Projects In Still Life Photography
Photography
Principles of Marketing
Production Photography
Professional Photographers
Seminar in Marketing
The Collaborative Composite Image
Technology and Image Making
Topics in Advertising
World of Business
Organizational Behavior
XL: Summer Advertising Core

Fine Art Photography Option

Art & the Internet
B&W
Contemporary Issues
Color Photography Seminar
Retouch and Restore
Fine Art Core
Fine Art Photo Portfolio
Fine Print Workflow
Advanced Retouching
Composite Image
Moving Media
Zone System and Fine Print
Constructed Image
Professional Development
for Artists
Professional Photo Electives

Photojournalism Option

Foundations of Photojournalism
Photojournalism
Ethics & the Law
Non-Fiction Multimedia
Photojournalism Electives
Portfolio and Professional
Development
Senior Project Photojournalism

Visual Media Option

Commercialization
Elements of Graphic Design
Internet Marketing
Managerial Skills
Digital Entrepreneurship
Foundations
Organizational Behavior
Principles of Marketing
Print Production
Product & Services
Type and Page Design
Typography
Time Based Design
Visual Media Capstone
Visual Media Career
Workflow Database Publishing

BS Photographic and Imaging Technologies

Advanced Principles of
Photographic Technology
Business Elective
Capstone
Careers and Professional Practices
Cooperative Education
Digital Image Processing
Fundamentals of
Imaging Core
Layout and Design
Media Production & Technology
Photographic Arts Photography
Photographic Sciences
Photographic Technology
Programming for Photo Sciences
Scientific Photography
Vision, Perception and Imaging

Biomedical Photographic Communications Option

Algebra
Business Elective Publications and
BPC Bulletin
Digital Media
General Biology & Labs
Magnified Imaging Systems
Media Production and Technology
Ophthalmic Photography
Statistics

Imaging and Photographic Technology Option

Calculus A
College Physics
Digital Image Processing
Color Management Technology
e-Sensitometry
High Speed Imaging
Pre-Calculus
Programming for Photographic
Sciences



Your portfolio says a lot about you: the level of your enthusiasm, the types of work that you are interested in, and how you interpret your ideas through art. All BFA majors within the schools of art, design, and film and animation require a portfolio.



Why is a portfolio required?

Artistic disciplines require a measure of skill and dedication. Because accepted students become part of an elite learning community, they must first demonstrate a proven level of artistic talent. Your portfolio will help us evaluate your artistic skills and preferences, as well as your familiarity with various types of artistic media.

What is the college looking for?

10-20 pieces of your best artwork: These selections should demonstrate an understanding of pictorial composition, creativity/originality of ideas, drawing and design ability, a sense for the use of materials, attention to detail, and craftsmanship. The work can be from a variety of media and subject matter. We're looking for good traditional drawing skills as well as artwork

relevant to your artistic interests.

3 to 6 pieces drawn from observation: Include a minimum of three to six drawings made by direct observation (not copied from photographs, comics, or "fantasy").

Creativity and craftsmanship: The craftsmanship in a work of art is as important as the ideas presented. You can demonstrate creativity through innovative ideas and content, interesting composition, and proficient use of materials.

Acceptable media formats: Images (up to 5 MB each), video (up to 60 MB each), audio (up to 30 MB each), and PDFs (up to 10 MB each). You may also link to media from YouTube, Vimeo, and SoundCloud.

Special portfolio requirements

Medical Illustration, BFA: Include at least six drawings of natural forms such as sea-

shells, plants, human figures, or animals, rendered in a single medium. Studies of anatomical parts such as hands and feet are also acceptable.

School of Film and Animation

Submit examples of expressive, original work that showcase individual style as a storyteller, filmmaker, or artist. This may include, but is not limited to, works in drawing, digital art, painting, photography, creative writing, film or animation. Longer videos and musical pieces should be edited down to 2 minutes for review purposes.

For animation applicants, examples of human figure drawings or sketches, images created from direct observation and video files of page flipping sketchbooks are recommended. Please do not include any form of fan art.

Submit your portfolio

Upload your portfolio through SlideRoom (<https://rit.slideroom.com>), an online portfolio management system that enables you to upload selections of your work for review by our faculty and admissions staff. You will need to register for an account before you can begin using SlideRoom. You may also mail your portfolio to the Office of Undergraduate Admissions.

Office of Undergraduate Admissions

60 Lomb Memorial Drive
Rochester, NY 14623

COLLEGES AND DEGREE-GRANTING UNITS:

College of Art and Design

- School for American Crafts
- School of Art
- School of Design
- School of Film and Animation
- School of Photographic Arts and Sciences

Saunders College of Business

B. Thomas Golisano College of Computing and Information Sciences

Kate Gleason College of Engineering

College of Engineering Technology
School of Media Sciences

College of Health Sciences and Technology
Wegmans School of Health and Nutrition

College of Liberal Arts

National Technical Institute for the Deaf

College of Science

- Chester F. Carlson Center for Imaging Science
- Thomas H. Gosnell School of Life Sciences
- School of Mathematical Sciences
- School of Chemistry and Materials Science
- School of Physics and Astronomy

Golisano Institute for Sustainability

School of Individualized Study

FOUNDED IN 1829, Rochester Institute of Technology is a privately endowed, coeducational university with nine colleges and two degree-granting units emphasizing career-focused education and experiential learning.

THE CAMPUS occupies 1,300 acres in suburban Rochester, the third-largest city in New York state. RIT also has international campuses in China, Croatia, Dubai, and Kosovo.

DEGREES: RIT offers the following degrees: doctoral (Ph.D.) programs in astrophysical sciences and technology, color science, computing and information sciences, engineering, imaging science, mathematical modeling, microsystems engineering, and sustainability; master's degree programs: master of architecture (M.Arch.), master of business administration (MBA), master of engineering (ME), master of fine arts (MFA), master of science (MS), and master of science for teachers

(MST); bachelor's degree programs: bachelor of fine arts (BFA) and bachelor of science (BS); and associate degree programs: AS, AOS, AAS.

THE RIT STUDENT BODY consists of approximately 15,700 undergraduate and 3,250 graduate students. Enrolled students represent all 50 states and more than 100 countries. More than 3,400 students from diverse racial and ethnic backgrounds are enrolled on the main campus along with nearly 2,700 international students. An additional 2,188 students are enrolled at RIT's international campuses.

RIT is an internationally recognized leader in preparing deaf and hard-of-hearing students for successful careers in professional and technical fields. The university provides unparalleled access and support services for the more than 1,100 deaf and hard-of-hearing students who live, study, and work with hearing students on the RIT campus.

RIT ALUMNI number nearly 125,000 worldwide.

COOPERATIVE EDUCATION provides paid career-related work experience in many degree programs. RIT has the fourth-oldest and one of the largest cooperative education programs in the world, annually placing more than 4,400 students in nearly 6,300 co-op assignments with nearly 2,300 employers across the United States and overseas.

The **RIT LIBRARIES** consist of Wallace Library, the RIT Archive Collections, and the Cary Graphic Arts Collection. Wallace Library provides a vast array of resource materials, both print and online, and is open 24/5 during the academic year. Librarians associated with each college are ready to assist with research and class assignments. The RIT Archive Collections serves as the official repository for RIT's historically valuable records and artifacts. The Cary Collection is one of the country's premier libraries on graphic communication history and practices, and has a policy of liberal access for all students. For more information: <http://library.rit.edu/>.

HOUSING: Many of RIT's full-time students live in RIT residence halls, apartments, or townhouses on campus. On-campus fraternities, sororities, and special-interest houses are also available. Freshmen are guaranteed housing.

STUDENT ACTIVITIES: Major social events and activities are sponsored by the College Activities Board, Residence Halls Association, sororities, fraternities, and special-interest clubs of many kinds. There are more than 300 clubs and student organizations on campus.

ATHLETICS: Men's Teams—baseball, basketball, crew, cross country, ice hockey (Division I), lacrosse, soccer, swimming, tennis, track, and wrestling

Women's Teams—basketball, crew, cross country, ice hockey (Division I), lacrosse, soccer, softball, swimming, tennis, track, and volleyball

RIT offers a wide variety of activities for students at all levels of ability. More than 50 percent of our undergraduate students participate in intramural sports ranging from flag football to golf to indoor soccer. Facilities include the Gene Polisseni Center, which houses RIT's hockey arena and accommodates 4,300; the Gordon Field House, featuring two swimming pools, a fitness center, indoor track, and an event venue with seating for 8,500; the Hale-Andrews Student Life Center, with five multipurpose courts, eight racquetball courts, and a dance/aerobics studio; the Ritter Ice Arena; and outdoor facilities including an all-weather track, tennis courts, and several athletic fields.

EXPENSES: Full-time students enrolling for the first time and living in an RIT residence hall have the following 2018-19 academic year expenses. We estimate that the typical student also spends an average of \$2,054 per year for books, transportation, and personal expenses.

Charges	2018-2019 Academic Year (two semesters)	NTID*
Tuition	\$43,546	\$16,518
Room (double)	7,598	7,598
Board (standard plan)	5,448	5,448
Fees	584	584
Total	\$57,176	\$30,148

* Deaf and hard-of-hearing students who are U.S. citizens enrolled in any undergraduate program and students enrolled in the ASL-English interpretation major will pay these charges instead of the regular academic year charges.

VISITS TO CAMPUS are encouraged and may be arranged in advance by calling 585-475-6631. Deaf and hard-of-hearing students may arrange campus visits by calling 585-475-6700, toll free in the U.S. and Canada at 866-644-6843, or by videophone at 585-743-1366.

HOME PAGE: www.rit.edu

EMAIL: admissions@rit.edu

UNIVERSITY COLORS: Orange and brown

UNIVERSITY MASCOT: Bengal tiger "Ritchie"

UNIVERSITY ATHLETIC TEAMS: Tigers

RIT does not discriminate. RIT promotes and values diversity within its workforce and provides equal opportunity to all qualified individuals regardless of race, color, creed, age, marital status, sex, gender, religion, sexual orientation, gender identity, gender expression, national origin, veteran status, or disability.

The Advisory Committee on Campus Safety will provide, upon request, all campus crime statistics as reported to the United States Department of Education. RIT crime statistics can be found at the Department of Education website, <http://ope.ed.gov/security>, and by contacting RIT's Public Safety Department at 585-475-6620 (v/tty).

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No. 13 September 2018

RIT (USPS-676-870) is published 16 times annually by Rochester Institute of Technology, One Lomb Memorial Drive, Rochester, N.Y. 14623-5603, once in March, once in April, once in May, four times in June, three times in July, four times in August, once in September, and once in November. Periodicals postage paid at Rochester, N.Y. 14623-5603 and additional mailing offices. Postmaster: Send address changes to RIT, Rochester Institute of Technology, One Lomb Memorial Drive, Rochester, N.Y. 14623-5603.

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8.1M-P2233-9/18-COH-JSA

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