At RIT, you’re always on to something...
Extraordinary
Inspiring
Creative
Remarkable
Unprecedented
Imaginative
Visionary
Inventive
Inclusive
Life-Changing
Sophisticated
Meaningful
and...
amazing.
Imagine being on campus surrounded by like-minded individuals, learning, living, laughing, and collaborating together in a place where possibility is exceeded only by wonder.

At RIT, we focus on cultivating curious minds, encouraging creativity, and bolstering innovation in every single discipline. What inspires you? Where do you want to go? How do you want to explore the world? RIT is the perfect place for you to discover these answers while you acquire the knowledge and experience that will fast-track your success.

The pursuit of the extraordinary, the novel, and the unexpected …

It forces you to stay ahead of the curve; to constantly work, stretch, and reshape everything necessary to advance beyond the expected.
Get your start at the place known for spectacular finishes.

You can’t predict the future, but you can prepare for it. Here, you don’t leave with just a degree – you graduate with a direction. You’ll be experienced in interviewing, have professional work experience on your resume, and be part of a network of more than 125,000 alumni.

Ranked by The Princeton Review in the Top 10 for career services, RIT’s Office of Career Service and Cooperative Education provides a centralized one-stop shop for career services for RIT students and alumni.

Knowledge Rate
Total percentage of graduates for whom RIT has verifiable data.

Outcomes Rate
Total percentage of graduates who have entered the workforce, enrolled in full-time graduate study, or are pursuing alternative plans (military service, volunteering, etc.)

2 annual campus-wide career fairs
7 annual specialized majors career fairs
2.7K jobs posted on RIT’s Career Services website
6K on-campus interviews
3.4K employers

Class of 2018
2,495 Bachelor’s Degrees Awarded

2.8% Alternative Plans
19% Full-Time Graduate Study
72.2% Employed

94.1% Outcomes Rate
90.8% Knowledge Rate
Some of the people and the places that show the world what we can do.

Notable Alumni
You will find prominent RIT alumni making their mark in a variety of fields including government, science, technology, arts, media, business, engineering, and more. A sampling of our more than 125,000 alumni includes:

Eric Avar '90
Vice President of Design Innovation at Nike

Terry Clapham ’71
“Founding Father” of excimer laser vision correction; Co-Founder, VISX, Inc.

Gale Gand ’81
Cookbook author, chef, and host of TV Food Network’s “Sweet Dreams”

Jim Hasman ’01
Production Manager, Walt Disney Pictures

Alex Kipman ’01
Technical fellow, Microsoft; lead product innovator for Microsoft Kinect and HoloLens

Rick Kittles, Ph.D. ’89
Genetic biologist; co-founder of African Ancestry, Inc.

Brittney Lee ’06
Visual development artist on Disney’s “Frozen”

Katie Linendoll ’05
TV host, producer, and sports-tech expert at ESPN, ESPN.com, and ESPN The Magazine; Tech expert on A&E’s “We Mean Business”; contributor on the “Today Show” and CNN

Gary Mack ’93
Director of Visual Strategy and Presentation, National Basketball Association

John Resig ’06
Creator of the jQuery JavaScript Library; Dean of Computer Science for Khan Academy; software engineer and entrepreneur

Susan J. Riley ’81
CFO, Vestis Retail Group, owners of Bob’s Stores, Eastern Mountain Sports, and The Sports Chalet

Steven Van Slyke ’88
Co-inventor of organic light-emitting diode (OLED) displays used in smartphones, digital cameras, and HD and Ultra HDTVs; Chief Technology Officer, Kateeva

Employer Partners
A sampling of our employer partners that hire for co-op and full-time employment:

Amazon
American Greetings Corporation, LLC
Apple, Inc.
Bank of America Merrill Lynch
BMW Manufacturing Co.
CBS
Citigroup
Comin, Inc.
The Corning Museum of Glass
Forbes Media
FujiFilm North America

GE Aviation
Godiva Chocolatier
Google LLC
IBM
iRobot
Johnson & Johnson Services, Inc.
Liberty Mutual
Lockheed Martin Corporation
Microsoft Corporation
NASA
Regeneron Pharmaceuticals, Inc.

Rochester Regional Health
The Strong National Museum of Play
Tesla, Inc.
The Walt Disney Company
Wayfair
Wegmans Food Markets, Inc.
Bend the way you think about RIT

Art and Design

3D Design

Graphic design: 2D and 3D computer graphics for game, virtual reality, and entertainment; digital animation, clay animation, and stop-motion puppet animation.

Interactive Design

Interface design for a wide range of products, from consumer electronics to computer software. Focus on visual design, branding, and user experience.

Graphic Design

Design for print and digital media, including brochures, book jackets, websites, and advertisements.

Business and Management

Accounting

An introduction to accounting fundamentals, the management of financial information, and the analysis and interpretation of financial statements.

Finance

An introduction to financial management, including investments, financial analysis, and corporate finance.

Management

An introduction to business management, including planning, organizing, leading, and controlling.

Marketing

An introduction to marketing fundamentals, including market research, product development, and advertising.

Communication and Digital Media

Advertising and Public Relations

An introduction to advertising and public relations, including media planning, creative strategy, and evaluation.

Digital Marketing

An introduction to digital marketing, including search engine optimization, social media, and content marketing.

New Media Interaction Design

Advanced study of user interface design, interaction design, and human-computer interaction.

Computing and Information Sciences

Computer Science

Introduction to computer science fundamentals, including algorithms, data structures, and software development.

Information Sciences

Introduction to information sciences fundamentals, including information systems, databases, and information retrieval.

Computing Security

Introduction to computing security fundamentals, including computer security, network security, and information assurance.

Software Engineering

Introduction to software engineering fundamentals, including software development processes, software design, and software testing.

Mobile Computing

Introduction to mobile computing fundamentals, including mobile devices, mobile applications, and mobile networks.

Human-Centered Computing

Introduction to human-centered computing fundamentals, including human-computer interaction, usability, and user experience.

Business and Management

Entrepreneurship

An introduction to entrepreneurship fundamentals, including business planning, market analysis, and business strategy.

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Economic, Environmental, and Social Sciences

Environmental Studies and Sustainability

Geography

Environmental studies is about the interaction of people and their physical environment. Insights gained from the study of the natural world lead to new understandings of ourselves and our place in nature. Sustainability is the foundation for the study of the natural world and human cultures, and the challenges for the future. Geographer coordinate with environmental scientists, ecologists, and social scientists to prepare students for careers in public policy, environmental law, and the private sector.

Economics

Production involves recording, processing, displaying, or analyzing data. It can be used to understand what drives human behavior. Economic and political science combine to analyze big data, understand laws, and the consequences of these laws, and explore ways to make our laws fairer and more just.

Political Science

Study problems that can be mathematically analyzed and solved, including models for perfecting global positioning systems, analyzing cost-effectiveness in business, science, engineering, and more.

Applied Mathematics

Study science, technology, government, economics, and more to understand what drives human behavior.

Mathematics and Physical Sciences

Chemical Engineering

Study chemical engineering to design or improve synthetic fibers, paints, adhesives, drugs, cosmetics, electronic components, lubricants, and thousands of other products. Discover, develop, or improve processes to research and develop technologies in agricultural, forensic, and biotechnological fields.

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Modern Majors
Suited to
Emerging Needs

At RIT, we are always looking forward. As a leader in technology, the arts, and design, we’ve taken the lead in collaborating with our dynamic programs in business, health sciences, and the liberal arts to offer distinctive degrees that answer the call for a relevant education grounded in today’s needs while keeping tomorrow’s advancements in mind. In addition to traditional areas of study, we offer truly distinctive programs—many exclusive to RIT—that combine unique disciplines to create career paths that prepare you for tomorrow’s evolving workplace.

When Linh “Rosalie” Phan began to explore management information systems, she found an exciting major that offered a wide range of career opportunities. “The more I studied and took classes, the more I realized I loved the combination the MS [management information systems] program offers between technology and business,” she said. It was the co-op program that initially drew Phan to RIT. “Each co-op has had its own experience and each has had its own aspects, but it has been helpful to see that the exact tools I am using in the classroom are the same ones I used on my co-ops,” she says.

Liz Bondi first explored RIT through a summer research program, where she fell in love with imaging science. “I’d been learning physics, calculus, computer science, engineering—all of these different types of fields. I found imaging science and it combined all these wonderful areas.” An application of imaging science she has focused her research on is the restoration of ancient documents, which led her to Vercelli, Italy, where she spent two weeks at the Museo del Tesoro del Duomo. There, she participated in restoring the “Vercelli Codex Evangelorum Vercellensis,” a fourth century text of the first four books of the New Testament in Latin.

In high school, Alexander Triassi’s Advanced Placement Biology class first propelled him to begin asking research-type questions. A personal meeting with Gary Skuse, then-head of the biotechnology and molecular bioscience major, and the research focus of the program, led Triassi to RIT. “This program is very good at preparing you for not just industry but a career in research,” he says. Triassi has been involved in the discovery of potentially novel antibiotic targets in pathogenic bacteria and the discovery of new bacterial species. He has also been an author on two scientific peer-reviewed journal articles and presented his research at the American Society for Microbiology National Meeting.

The “Science of Superheroes” exhibit, at 2015’s Imagine RIT: Creativity and Innovation Festival, drew crowds for dissected superheroes’ super talents. Nick Fisk, the mastermind behind the exhibit, has a theory: that super powers exist already in science. Case in point: Fisk compared Marvel Comic supervillain Mystique’s shape-shifting talent to an octopus’ “chromatophores,” or cells that contain pigment and reflect light. Fisk is earning two bachelor’s degrees in biotechnology and molecular bioscience and in bioinformatics—motivated to help people. “Solving seemingly impossible problems really sold me,” he says of his majors.
**Art and Design**

RIT’s art and design programs produce fearless professionals who know how to bring ideas to life. It’s here where students who are seeking direct entry into dynamic careers in art, design, and technology can turn their passion for creative expression into an exciting profession. By combining creativity with innovation, you will learn to use art to push the boundaries of your imagination and employ design to drive development in the quest for solutions.

**Uber Creative. Driven by Curiosity.**

An art school immersed in a tech university? It’s unusual. It’s surprising. And it’s uniquely RIT.

You’ll find immersive art and design programs that allow you to express your creativity while you apply your artistic and tech skills in real-world experiences. Access to specialized studios, open around the clock, are ideally suited for capturing inspiration whenever it happens. And the wide range of equipment at your disposal is among the most complete and current of any university in the world.

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Unleash your creativity. Realize your vision.
Business and technology, unlocked.

Instant access to information, collecting and analyzing big data, using social media to build brand loyalty, and collaborating within a global economy have pushed companies to be creative and innovative to succeed. We offer programs that blend business and management with science, engineering, math, the arts, and design to foster team work, creativity, and strategic thinking so you can bring an idea from concept to market.

Why Study Business at RIT?
We're creating the technologies that improve production, enhance product design, transform hiring practices, expand markets across borders, and promote products to customers across the world. You'll study business in a dynamic, innovative environment where you'll learn how to leverage these technologies to build business opportunities, blaze new trails through entrepreneurship, and, ultimately, impact the bottom line.

Employers value the knowledge and professional experience that our students bring with them. RIT's established experiential learning programs, which include co-ops, internships, research, and study abroad, give you relevant experience to put on your resume before you even graduate.

Business and Management
Accounting
Economics
Finance
Hospitality and Tourism Management
International Business Management
Management Information Systems
Marketing
New Media Marketing
Supply Chain Management

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Standing out in the information age

Put your communication skills to work as a producer, production assistant, or on-air talent with RIT SportsZone. Our Emmy-winning multi-media production ensemble includes four productions—SportsZone LIVE, SportsZone Pregame, SportsZone All Access, and SportsZone In-House—all geared toward highlighting RIT athletics.

Information is the backbone of the digital age. As it continues to rapidly reshape the way we live, communicate, and do business, tremendous opportunity arises for savvy, digitally literate professionals. Industry seeks out graduates of RIT’s communications and digital media programs because they have the skills, practical experience, and creativity to develop engaging strategies to advance their goals.

The global reach, interactivity, and convergence of digital communications and other media create new opportunities and challenges for the fields of communication, advertising, journalism, and digital media. Increasing brand awareness in a global market, building and managing reputation across social media, deciphering fact from fiction and reporting accurate information, and communicating to a generation that is media-perceptive and design-savvy—these are the hurdles creative professionals need to soar over.

Connect and Communicate

Manager writers and designers for RIT’s student magazine. Become a producer or on-air reporter for RIT’s SportsZone, an Emmy-winning sports show highlighting RIT athletics. Engage in annual public speaking contests, research symposiums, and more. A range of hands-on experience helps you create a polished portfolio that highlights your capabilities in communication, design, digital media, and more.
When you do extraordinary things, the world takes notice.

Computing and Information Sciences

Bioinformatics and Computational Biology
Computational Mathematics
Computer Science
Computing and Information Technologies
Computing Security
Game Design and Development
Human-Centered Computing
Management Information Systems
New Media Interactive Development
Software Engineering
Web and Mobile Computing

With an established history of innovation, multidisciplinary collaborations, experiential learning, and the uncanny ability to predict where the computing field is going next, computing at RIT is cultivating those who will advance technology in amazing ways.


As a computing and information sciences student, you’ll benefit from a hands-on approach to the design and integration of technology. You will learn to facilitate the many types of interactions that people have with computers every day and to develop custom solutions to the challenges that modern organizations face.

Do It All

Versatility is a valuable characteristic that you will take with you upon graduation. Not only will you have the know-how to implement complex systems, but you will also be well-versed in management, communications, and facilitation, giving you the exact sort of aptitudinal dexterity that the marketplace finds attractive and expects from an RIT graduate.
To keep up with the rapid pace of today’s technological advancement, the world counts on creative solutions from developers, implementers, and innovators. RIT is well-known for producing just the sort of capable engineers to meet that need. Thanks to an emphasis on career-focused curricula enhanced by cooperative education experience, graduates of our engineering and engineering technology programs are at the forefront of next-gen product and process development.

Solve Today’s Pressing Challenges

Engineers are creative problem solvers. They analyze, create, refine, and transform. Some of the biggest problems facing the world today—our nation’s deteriorating physical infrastructure, the need for alternative sources of energy, to reduce the ever-increasing stress on our environment, to provide a high quality of life for an aging population, and to develop technologies that are sustainable yet minimize their environmental footprint—are being tackled by engineers. Engineering at RIT is exciting, novel, and advanced. You’ll study in labs that rival those in industry as you design the next hot product, refine a robotic and manufacturing process, implement AI to improve efficiencies, or create the next technological innovation.

Aquatic life inspires next wave of prosthetics

By taking inspiration from nature, engineering students replicated the muscle movements of a river trout to create a fully submersible robotic fish. Flexible muscles integrated with robotic technologies could be part of better functioning prosthetics for people with disabilities.

rit.edu/amazing

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Shrinking our collective footprint

As a champion of the environment, RIT’s programs in environmental studies and sustainability stress the need to balance the developmental needs of the present without compromising those of the future. A strong foundation in the sciences, safety, and the environment, along with team-building, communication, and management, means that you will be able to drive organizations toward the environmentally sustainable place our future depends on.

Sustainability Drives Innovation

Wherever and whenever possible, we infuse innovation and creativity into our pursuit of new technologies and behaviors. You’ll see evidence of that in the classroom and all over campus.

You will learn the historical context, knowledge of global and regional environmental issues, and an awareness of potential solutions. The resulting high-level of environmental literacy acts as a tremendous asset in many fields within the sciences, engineering, law, journalism, and public affairs. The stakes for present and future generations are high, this is a field for people committed to making a difference and effecting positive, necessary change.

At RIT, we walk the walk. Our commitment to the environment is personal, because we know our future, and that of our students, depends upon it. Visit rit.edu/sustainability to learn about all of the sustainable measures we take to ensure our university imposes as small a footprint as possible on the earth.
Transforming the delivery of health care

Health, Life, and Medical Sciences

Bioinformatics and Computational Biology
Biology
Biomedical Sciences
Biotechnology and Molecular Bioscience
Diagnostic Medical Sonography (Ultrasound)
Dietetics and Nutrition
Exercise Science
Medical Illustration
Nutritional Sciences
Physician Assistant
Pre-Professional (pre-med, pre-dental, pre-vet)

29% RIT students who go on to study in graduate programs in the medical, health, or scientific research fields.

Today’s medical and health care professionals need to be proficient in their chosen field, committed to helping others, and driven to take on the unique challenges facing modern health care delivery. They must also be willing to challenge accepted truths, which will lead to scientific discoveries we can’t yet imagine.

Make a Difference

By immersing yourself in comprehensive instruction, hands-on undergraduate research opportunities, and practical clinical and internship placements, you’ll be prepared to make a positive impact in a range of health and medical fields. From patient care, the analysis of health care data, and the improvement of our health care systems to medical research, genetic engineering, vaccine development, environmental biology, and more. You’ll also be prepared to apply to medical schools and leading graduate programs in statistics, public health, mathematics, the biological sciences, and more. The opportunities are endless.

Direct Entry Opportunities

RIT students interested in medicine, pharmacy, and dentistry are able to gain provisional early acceptance to Lake Erie College of Osteopathic Medicine (LECOM), and in some cases, begin their studies at LECOM prior to completing their bachelor’s degrees.
Expand your knowledge, shape the future.

Humanities and Social Sciences

At RIT, our liberal arts programs cultivate a rich dynamic in which innovation infuses our course work in the humanities and social sciences to raise your awareness of the connections between technology and our political, cultural, economic, and social world. You'll be prepared to take on the challenges of today's highly-technical workplace, regardless of the field you pursue.

Technology-Infused Liberal Arts Programs

Independent thinkers tend to blaze their own trail. Here, we emphasize global education, student-centered research, and social justice. These themes prepare our students for the challenges they will face as informed professionals living in an evolving global society. You'll learn to think critically, communicate clearly, and be ideally positioned for a lifetime of learning. Whether you choose to approach your studies from a psychological, economic, philosophical, or literary perspective, your study in the liberal arts will reveal the reasons why we, as a global community, think, behave, and live the way we do. RIT gives you the opportunity to examine culture from multiple viewpoints—including undergraduate research, cooperative education, study abroad, and more—as you address the social, political, and economic issues that challenge our society.
Career-oriented, laboratory-intensive, and future-focused

Goldwater Scholars
The Barry M. Goldwater Scholarship is the premier undergraduate award honoring outstanding student research in the fields of mathematics, the natural sciences, and engineering. Since 2005, 28 RIT students have been awarded this prestigious distinction.

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Mathematics and Physical Sciences
Applied Mathematics
Applied Statistics and Actuarial Science
Biochemistry
Chemistry
Computational Mathematics
Imaging Science
Physics

At once foundational, contemporary, and forward-thinking, the mathematics and physical sciences at RIT blend a passion for research, the practical application of theory, and the active pursuit of new breakthroughs to create a potent mix.

A Formula for Progress
How do you quantify potential? It’s what you do. The level at which you operate. Your dedication to discovery. Students in math and physical sciences are adept at applying theory to practice and are driven by the desire to see the results. Whether it’s in a lab or on a laptop, you’ll arrive at solutions that will expand your sense of what is possible.

Adding It All Up
Benefit from immersive, hands-on undergraduate research opportunities and state-of-the-art research and lab facilities. Gain experience in your field through cooperative education opportunities. Our programs are a pipeline to graduate study or an immediate gateway to a career. Rise to the challenge in an environment that is as competitive as it is collaborative.
Capture what you see, create what you don’t.

Photography, Film, and Animation

Film and Animation
Exploration of animation production
Imaging Science
Motion Picture Science
Photographic and Imaging Arts
Featuring coursework in photography, fine art photography, photojournalism, and visual media
Photographic Sciences

There are as many ways to tell a story as there are stories to tell. RIT’s programs in photography, film, and animation explore the ideal combination of traditional and emerging methods and technologies designed to help you bring your vision to life. Fire up your imagination and let the ideas flow. The creative possibilities are endless.

Choose Your Story
It’s astounding how many ways an image can be used. It allows us to inform, explore, and shape our reality. And if you aren’t interested in this reality, you can always create your own. You can study the science of photography or the photography of science. You can shoot a tale or animate an adventure. Bring a narrative to life incrementally using stop motion animation or capture a special moment in time for posterity.

Equipment and Expertise
Benefit from collaboration with students of other disciplines as you use the latest state-of-the-art equipment. Shoot in modern labs, studio space, and on stages. Learn from faculty with the professional, technical, and creative know-how to help you realize your ideas, achieve your goals, and embark on a captivating career.

rit.edu/amazing
Individualized Study

Mission-driven and curious. High achievers with even higher aspirations. Students with these kinds of attributes are drawn to a collection of interests that don’t fit neatly into one major. RIT’s School of Individualized Study lets you explore our portfolio of programs so you can combine interests, and ultimately create a program of study tailored to your ambitions.

With a rich academic portfolio that includes more than 100 undergraduate programs, more than 160 minors and immersions, and numerous program options and concentrations, you can blend a range of course work to create a program of study that will help you accomplish your professional aspirations. And you’ll do all of this with a team of advisors who continuously provides guidance and support.

University Exploration

Computing, biology, communication, psychology, photography, engineering, physics, public policy, hospitality, exercise science, the arts. There are so many choices, and so many paths your future can take. Through advising, coaching, career assessment, and course sampling, you can make an informed, educated decision when choosing an RIT major.

Choosing a program of study is a big decision. It becomes more challenging when you have diverse interests that span more than one subject area. University Exploration is our broadest and most flexible undeclared option. It allows you up to a year to explore all of RIT’s majors as you work with advisors and career coaches to focus your academic and career interests. As a University Exploration student, you’ll be assigned an experienced advisor who will help you through the process of identifying a program of study that best meets your career aspirations. In addition to helping you select courses, your advisor provides encouragement, advice, and guidance throughout the entire process.
Opportunities for Deaf and Hard-of-Hearing Students

Bachelor’s Degree Programs
Enroll in one of RIT’s 90+ bachelor’s degree programs.

Pre-Baccalaureate Studies
Available for students accepted by NTID who are close to, but not fully ready for, direct entry into a baccalaureate-level program.

Associate + Bachelor’s Degree Programs
Earn an associate degree through NTID as you prepare to enroll in a bachelor’s degree program in one of RIT’s eight colleges.

Career-Focused Associate Degree Programs
Get the skills and education you need to be career ready.

Career Exploration Programs
Experience intensive career exploration while you develop a better understanding of yourself through career and personal counseling and the sampling of various majors.

Inclusive, empowered, and driven to succeed

1,100
The number of deaf or hard-of-hearing students who take advantage of the benefits of an RIT/NTID education.

Unmatched Opportunities for Deaf and Hard-of-Hearing Students
Opportunities for deaf and hard-of-hearing students at RIT are unmatched by any university in the world. As the home to the National Technical Institute for the Deaf (NTID), RIT offers a wide array of future-focused academic programs and incredible access and support services for deaf and hard-of-hearing students.

Extraordinary Support and Access Services
The Department of Access Services provides interpreting, note-taking, and real-time captioning services to the RIT community. Access services enable more than 650 deaf and hard-of-hearing RIT students to register and fully participate in roughly 25,000 credit hours annually in more than 200 highly competitive academic programs. Deaf, hard-of-hearing, and hearing students alike use access services to communicate with each other in a variety of extracurricular activities associated with student clubs and organizations, entertainment and sports events, and RIT programs and services.
Experience Matters

$45M
Earned by students on co-op last year

91%
RIT undergraduate programs have an optional or required co-op component

92%
Employers said they would hire their co-op student for a full-time position

6
Top recent co-op locations: Rochester, Boston, San Francisco, Silicon Valley, Connecticut, and North Carolina

150/30
Students completed about 150 work assignments in 30 countries last year

A kind of magic occurs when you get a chance to apply your knowledge and skills outside of the classroom, in full view of the professionals who will soon become your colleagues. Those “I can do this” moments thrill, validate, and inspire. Experiential learning, whether it’s an internship, a study-abroad experience, or undergraduate research, has long been a hallmark of the RIT experience for these exact reasons.

What is Co-op?
Cooperative education, or co-op, is a unique kind of education. In one of the largest and oldest co-op programs in the world, RIT students apply what they learn in the classroom to a meaningful work experience related to their field of study. Co-op employment is significant, full-time, paid work experience that prepares students to be skilled professionals while developing real-world competencies that complete a well-rounded education.

More Opportunities to Grow
In addition to co-op, you can engage in internships, undergraduate research, study abroad, service learning, and more, all designed for you to gain leadership skills, global awareness, professionalism, and marketable skills that set your resume apart when it comes time to apply for professional positions or graduate study.
At RIT, your learning extends outside the classroom, to spaces specifically designed for you to develop, create, innovate, tinker, test, explore, analyze, and untangle. With the latest equipment, software, studios, labs, and conveniences, you'll have the tools you need to take your idea from concept to creation. Here are just a few hotbeds where creativity and innovation come alive.

**MAGIC Spell Studios**
RIT’s continued growth in digital media, game design and development, and film and animation is showcased in the new MAGIC Spell Studios, a 52,000-square-foot learning laboratory. The first of its kind in the Northeast, this collaborative sandbox houses a massive sound stage, 180-seat movie theater, audio mixing and color correction studios, game design and media development labs, and unique spaces for 2D and 3D animation and augmented and virtual reality.

**Simone Center for Innovation and Entrepreneurship**
A leading student incubator, the Simone Center enhances innovation and entrepreneurship across RIT by giving students access to events, competitions, mentors, business coaches, grants and funding, courses conferences, workshops, and a suite of resources—all to help advance and realize students’ own business ideas and projects. The center also promotes innovation and entrepreneurship education and activity throughout the RIT community.

**Global Cybersecurity Institute**
As a leader at the forefront of cybersecurity for more than a decade, RIT will launch the Global Cybersecurity Institute in July 2020. By bringing together RIT’s world-renowned leaders in computing and cybersecurity, the Global Cybersecurity Institute will serve as a hub for understanding and addressing real-world challenges in cybersecurity, and for preparing the next generation of cybersecurity experts.

**The Construct**
This 2,000-square-foot makerspace is open to all students to design, build, and realize new technologies. From printing 3D parts for robots to manipulating laser cutters to creating decorative lampshades to building working prototypes for inventions and class projects, this communal space allows students access to high- and low-tech equipment, including CNC milling machines, router tables, drills, saws, soldering irons, electronic circuitry, and woodworking and metal working supplies.
Determining fact from fiction in media images
A group of world-class researchers led by Christye Sisson (professor and director, photographic sciences program) is studying imagery in today’s digital culture by developing an algorithm-based platform that can detect image manipulation. Their goal is to automate the detection of image manipulations, provide detailed information about how these manipulations were performed, and determine the overall integrity of visual media.

Discovering the unrealized potential of UV light
Jing Zhang (assistant professor, electrical engineering) and her research group are researching a fairly unrealized range of the UV light spectrum that has the potential to be as efficient as near-UV and blue used in current LED lights to create optoelectronic devices that are more efficient. Increasing the efficiencies could have important applications in nanomanufacturing, 3D printing, water/air purification, energy management systems, and a variety of sensing applications.

Exploring the origins of the universe
Michael Zemcov (assistant professor, physics) is a co-investigator of NASA’s Spectro-Photometer for the History of the Universe, Epoch of Reionization, and Ices Explorer (SPHEREx) mission. SPHEREx will map galaxies across much of the universe, gain new insights into the origin and history of galaxy formation, and answer questions about the amount and evolution of key biogenic molecules such as water and carbon monoxide throughout all phases of star and planetary formation.

Research helps river otters survive in the wild
Research conducted by Caroline DeLong (associate professor, psychology) has determined that North American river otters can visually discriminate between two-dimensional objects and detect differences in shapes and colors. This significant finding means otters can detect both predators and prey, leading to knowledge that impacts preservation efforts. The research will also impact the care river otters receive at zoos, as otters thrive in habitats that are both enriching and visually engaging.

Metaproject commercializes student product designs
Metaproject, the brainchild of Josh Owen (professor and chair, industrial design department), creates a bridge between RIT’s Vignelli Center for Design Studies and the industrial design program. It teaches fundamental design lessons and creates a platform for students to collaborate with design-centric industry partners of the highest caliber. Numerous student designs have become bestsellers for the project’s industrial partners including Blockitecture (toy building blocks for Areaware) and Sticky Memo Ball (a 12-sided stickynote ball for The Container Store).

Faculty
It’s not their passion for teaching that sets RIT faculty apart. It’s their commitment to motivate, inspire, and engage. Our faculty are not only hands-on educators, they are leaders in research and experts in their fields of study. They share their collective knowledge, encourage research collaboration with their students, and drive innovation and the exploration of new knowledge. They know they’re on to something, and they want you to be in on the breakthroughs.

Here is just a sampling of our outstanding faculty and their contributions to teaching and discovery.

1. Determining fact from fiction in media images
2. Discovering the unrealized potential of UV light
3. Exploring the origins of the universe
4. Research helps river otters survive in the wild
5. Metaproject commercializes student product designs
Admissions

Admission to RIT is competitive, but our admission process is a personal one. We are interested in learning about your interests, abilities, and goals in order to provide the best information and guidance we can as you select the major that is right for you.

Admission Factors
Factors considered in our admission decisions include, but are not limited to, past academic performance (particularly in required academic subjects), admission test scores, competitiveness of high school, and academic major selected. Recommendations from those familiar with your academic performance and interviews with an admissions counselor are often influential.

Visit rit.edu/admissions for more information on deadlines; financial aid and scholarships; admissions requirements; portfolio requirements for programs in art, design, film, and photography; and more.

Visit RIT
See for yourself what makes RIT special. Schedule a campus tour, attend an information session, meet with faculty in an academic department, or participate in a personal interview with an admissions counselor.

Deadlines

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rit.edu/admissions
rit.edu/visitRIT
What you’ve seen only scratches the surface. Head online to rit.edu/visitRIT to take a deeper dive into our academic programs, our vivid campus life, our outstanding community, and our brilliant faculty.

Take a look at everything that RIT has to offer.

Explore, learn, engage, and plan a visit to absorb it all in person.

So, what’s next?