

## Design and Imaging Technology

[rit.edu/ntid/nccc](http://rit.edu/ntid/nccc)

Department of  
Visual Communications Studies  
[rit.edu/ntid/vcs](http://rit.edu/ntid/vcs)

### Program Overview for Employers

The **Design and Imaging Technology (DIT)** program for deaf and hard-of-hearing students at Rochester Institute of Technology prepares students for various careers, ranging from creative to highly technical. Students in the DIT program can choose a concentration in one of these areas: graphic arts, photo imaging, print publishing or Web design.

DIT graduates are well qualified and prepared to work in computer graphics firms, advertising agencies, art studios, printing plants, signage printing companies, prepress companies, in-house printing departments, book and magazine publishing houses, newspaper production facilities, government agencies, industrial training or media departments, photo studios, educational media centers, educational institutions and more.

#### Degrees Awarded

- Associate in Applied Science (AAS)
- Associate in Occupational Studies (AOS)

#### Cooperative Education (Co-op) Experience Required

Students are required to complete one co-op experience, usually in a 10-week block. This co-op assignment allows them to gain real-world experience working in the arts and imaging field. Upon satisfactory completion of their co-op, students complete a portfolio development course and a capstone course, where they work individually or part of a team on research or client-based projects for the RIT campus and external clients.

#### Student Skills and Capabilities – Preparation for a Career

Students learn how to organize content, develop and design concepts, prepare design concepts for output, and publish content for use in print media, electronic media and on the web. They learn to work individually and as part of a team on various responsibilities throughout the production workflow, ranging from design to final output responsibilities.

#### Equipment and Facilities

Students in the Design and Imaging Technology program develop and refine their skills and knowledge in a variety of department facilities, depending on the specific concentration and electives they choose.

- **Computer Labs**

DIT students benefit from six state-of-the-art computer labs dedicated to support courses in graphic design, web design, digital imaging, publishing prepress and print output. These labs also serve as open labs that students can use during evening and weekend hours to support skill development.

- **Digital Printing**

DIT students train on black and white, and color laser printers, including some using light production finishing equipment and workflow management software. Students also work on specialty graphics printers, wide-format, and sheet-fed photographic quality inkjet printers.

- **Studio**

DIT students work in two well-equipped studio rooms: a drawing/design studio and a digital photography/video studio.

# Design and Imaging Technology

## **Applications Software**

- Adobe Creative Suite, including Acrobat Pro, After Effects, Bridge, Dreamweaver, Fireworks, Illustrator, InDesign, Lightroom, Photoshop, and Premiere Pro
- Final Cut Pro
- Microsoft Office
- A variety of task-specific applications, utilities for animation, media, and pre-press productivity

## **Selected Hardware and Equipment**

- Epson and Canon large format inkjet printers
- Apple computer workstations
- Nikon and Canon digital cameras and camcorders
- Various types of small bindery equipment
- Xerox Docucolor XC550 color printer with FreeFlow front end and production finisher
- Xerox, Xante, HP laser printers

## **Selected Technical Courses Leading to an Associate Degree**

### **Graphic Design**

- Animation
- Art History
- Cartooning
- Digital Illustration
- Graphic Design and Typography II
- History of Graphic Design
- Identity Design
- Publication Design
- Visual Idea Development

### **Graphic Production**

- Color Theory and Management
- Digital Photography I and II
- Digital Printing Systems
- Image Preparation and Manipulation
- Page Layout II
- Publication Production
- Specialty Graphics Imaging
- Videography
- Web Design II

## **The following employers throughout the country have hired Design and Imaging Technology students and graduates:**

- Alaska's Focus Photography
- Albuquerque Sign Language Academy
- American Society for Deaf Children
- Annex Business Media
- ASL Films
- Boston Deaf Apostolate
- Center for Disability Rights, Inc.
- Disability EmpowHer Network
- Guru Graphics
- Imageprinters M&P Corp.
- LionWorks Printing and Graphics
- Lisa Erickson Designs
- Morpheyes Studio at NTID
- Out of the Margins
- Ryno Strategic Solutions
- Sign Print 360
- Sorenson Communications
- Sportswear Promotions Inc.
- The Wrap Professor
- Typestries Sign and Digital
- United Hardware Distributing
- Water for South Sudan
- Wonder Women Tech

## **Contact Us:**

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RIT/NTID co-op students, graduates and alumni provide employers with highly trained, highly motivated employees with excellent skills. We appreciate your interest in our co-op students and graduates and will work with you through the recruiting process to help you hire the right employee. **Access further information and services on our website at [rit.edu/ntid/nccc](http://rit.edu/ntid/nccc).**