Program Overview for Employers

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

Degrees Awarded

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

Potential Job Candidates
Approximately 120 students currently are enrolled.

Cooperative Education (Co-op) Experience Required

Students are required to complete one 350-hour co-op experience usually in a 10-week block. This full-time co-op assignment allows them to gain real-world experience working in the arts and imaging field. Upon satisfactory completion of the co-op, students complete a required portfolio development course and a production workflow course in which they work as part of a team to complete work assignments for various clients on the RIT campus and within the Rochester community.

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 speciality 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.

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.

Selected Hardware and Software Used to Develop Technical Skills

Students use primarily Apple computers with some Windows PCs for dedicated workflow requirements. Depending on the concentration and elective courses they select, they have access to the following hardware and software.
Design and Imaging Technology

Applications Software
Current version of Adobe Creative Suite including Acrobat Pro, After Effects, Bridge, Dreamweaver, Fireworks, Flash, Illustrator, InDesign, Lightroom, Photoshop, and Premiere Pro
Final Cut Pro
Microsoft Office
A variety of task-specific applications and 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

Core
Co-op Work Experience
Employment Seminar
Graphic Design & Typography I
Page Layout I
Portfolio Workshop
Principles of Design and Color
Production Workshop
Raster and Vector Graphics
Web Design I

Graphic Design
Animation
Art History
Cartooning
Digital Illustration
Drawing I
Drawing II
Graphic Design & Typography II
History of Graphic Design
Identity Design
Publication Design
Visual Idea Development

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

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

ASL Films
Aspen Camp
Boy Scouts of America
Boat People SOS
Calvary Full Gospel Church
Catholic Charities
Community Food Bank of AZ
Community WestView Hospital
Crazy Dog T-shirts
Deaf C.A.N.
Deborah Peacock Photography
Duke Printing
Elevin Studios
FedEx Office
Go Go Web Art
Graphic Connections Group
Houston Schools Printing Service
Humane Society
InkWear LLC
Juneau Arts and Humanities Council
Lifton Portrait Studios
LionWorks
Marie Katzenbach School for the Deaf
National Association of the Deaf
Phu Concepts, Inc.
Potomac Media LLC
PrintWorks
Sir Speedy Printing and Marketing Services
Timeless Frames
University of California San Diego
World Trade Council
WWNY TV
Veridian Credit Union

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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. For your convenience, access further information and services on our website at www.rit.edu/ntid/coops/jobs/. 5/15