

Design and Imaging Technology

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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 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.

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, 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 Production 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:

AKT
Alaska's Focus Photography
Annex Business Media
ASL Films
Aspen Camp
Bob's Space Racers
Designs by Bean
Eagle Ridge Institute
Emerson

FedEx Office
Frank Mitman Photographer
Graphic Bait
Guru Graphics
Humane Society
Imageprinters M&P Corp.
Kokopelli Photography
Lifetouch Portrait Studios
LionWorks Printing and Graphics

Millard Photo Studio
National Association of the Deaf
RIT/NTID Center on Access Technology
Ryno Strategic Solutions
Sign Print 360
The Learning Center for the Deaf
The Wrap Professor
Typestries Sign and Digital
VaynerMedia

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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/nce.**