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.

A unique employee. A superior solution.
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 XCS50 color printer with FreeFlow front end and production finisher
- Xerox, Xante, HP laser printers

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**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

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**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
- Typestrs 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/uce.