

GAA 2008 Leadership Summit

September 9-11, 2008 - Parsippany, New Jersey



**Rochester Institute of
Technology**

School of Print Media



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- CIAS at RIT



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- State-of-the-art labs



Color Measurement Systems Lab



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Goss Web Press Laboratory



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HP Indigo Digital Press



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- Print Materials Analysis Lab



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- Industry Education



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Cary Library



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- New Media Publishing Program
 - Understanding how to create value through the application of graphic communications across different industries



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- Required Courses

- Imaging for New Media
- Typography & Page Design
- Web Page Production
- Print Prod. Workflow
- Database Management Systems
- Digital Asset Management
- Digital Foundations
- Programming for New Media
- Info. Architecture for Publishing Systems
- Media Business Basics
- New Media Team Project



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- Concentrations
 - Advertising & Media Strategy
 - Content Management
 - Print Production (including gravure printing process)
 - 3D Computer Graphics
 - Contemporary Publishing
 - Digital Imaging & Premedia
 - Print Quality



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- Graduate Programs
 - MS in Print Media
 - Two year on-campus program
 - MS online Print Media program
 - Accelerated MBA for Print Media Students (4+1)
 - One-year online professional certificate in "Digital Print and Publishing"



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- Placement
 - Victoria Secret - digital asset management
 - Web to print manager – Linemark Digital
 - Production managers at Time, Inc. and Dow Jones
 - Color management for NY Times
 - Federal government – security, currency
 - Software firms – e.g., Adobe
 - Xerox and Kodak – applications specialist



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- Gravure Program at RIT



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- Gravure Research Library



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- Gravure Day



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- For more information:

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- School of Print Media
<http://cias.rit.edu/printmedia>
- Printing Applications Laboratory
<http://www.printlab.rit.edu>
- Printing Industry Center
<http://print.rit.edu>
- Industry Education Programs
<http://www.seminars.cias.rit.edu>



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Thank You

