

RIT

College of Art and Design
**School of Photographic
Arts and Sciences**

Advertising Photography

Learn to create photos and moving media for a wide range of commercial use in the fast-changing digital landscape.

The **advertising photography option** prepares students for diverse and rewarding careers in the field of visual communications while nurturing their individual image-making practice. The option is part of the photographic and imaging arts BFA program, which allows students to pursue one of four options and has a rigorous curriculum designed with individual achievement in mind.

Advertising photography provides flexibility and specialization within the curriculum, giving students a broad overview of the field. In advanced courses, students explore a variety of commercial specializations from traditional still life and portraiture to interdisciplinary courses that model real-world team collaborations with graphic designers, new media artists, industrial designers, and computer scientists. This flexibility also enables students to take elective courses from other majors at RIT in order to enrich their personal visual expression. In an ever-growing global market, the photo school encourages and offers many study-abroad opportunities. The faculty roster consists of professors who continue their personal photo arts practice and have extensive commercial experience as professional photographers. Learning from them, students work collaboratively to conceive and execute camera-based work that is both cutting-edge and strategic. Along with conventional print-based imagery, students will also work in moving media, emerging and interactive technologies that have real-world application in the commercial industry.

Advertising electives available to students in all photography options may include:

- Advanced lighting
- Architecture photography
- Editorial
- Fashion photography
- Location photography
- Still life photography (food and beauty)
- Portraiture
- Production
- Retouch and image enhancement

You'll also study topics including:

- 2D and 4D (time-based) design
- Business and professional practices
- History and aesthetics of photography
- Image composition
- Image workflow
- Moving media and motion graphics
- Photo technology
- Portfolio development
- Studio lighting
- Web design and online presence

Student Work

(Left) Leland LaRochelle

(Right) Top row: Mike DiCola, Emily Patten, and Team (and Joe Marchetti, Lydie Dye, and Rylie Cerasani).

Middle row: Brendan Miller, Olivia Edvalson, Joel Beckwith. Bottom row: Noah Breakman, Emily Bukowski, Analise Olszewski.





Fine Art Photography

Develop the technical, conceptual, practical, and aesthetic abilities that further your goals as a contemporary image-maker.

The **fine art photography option** nurtures students' personal aesthetic vision through photographic expression. The option is part of the photographic and imaging arts BFA program, which allows students to pursue one of four options and has a rigorous curriculum designed with individual achievement in mind.

Fine art photography students are prepared for careers as visual artists, educators, editorial photographers, and freelance artists. Graduates are also employed in a number of professional fine art-related institutions such as museums, archives, studios, and commercial galleries. Studying the theoretical and practical skills needed to create thought-provoking and meaningful images develops technical, conceptual, and aesthetic abilities.

Within the interdisciplinary curriculum, students explore other related fields in the fine arts, including painting, drawing, sculpture, graphic design, video, film, animation, printmaking and printing, computer graphics, and web publishing. Foundation and specialized courses include digital imaging workflow, alternative processes, new media, history and aesthetics of photography, and

exhibition display. Students have the opportunity to enroll in independent studies, educational internships, or co-ops in galleries, workshops, or other art and imaging centers. They may also choose to spend a year abroad earning credit in an applicable field of their choosing.

Graduates find careers as exhibiting artists, photo educators, picture editors, art directors, photographers' representatives, photographic archivists or curators, museum and gallery staff, multimedia specialists, self-employed photographers, custom-image printers, and film/video artists or animators. Many students choose to pursue graduate school.

Fine art electives available to students in all photography options may include:

- 19th century photo processes
- Exhibition design and management
- Film-based photography
- Image workflow and printing

You'll also study topics including:

- 2D and 4D (time-based) design
- Business and professional practices
- History and aesthetics of photography
- Image composition
- Image workflow
- Moving media and motion graphics
- Photo technology
- Portfolio development
- Studio lighting

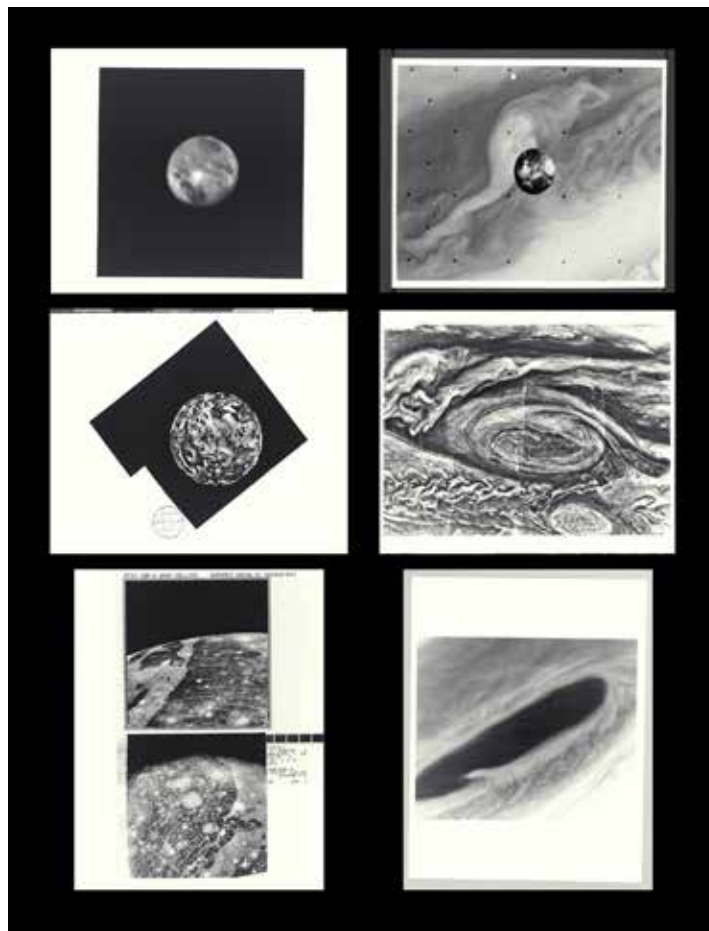
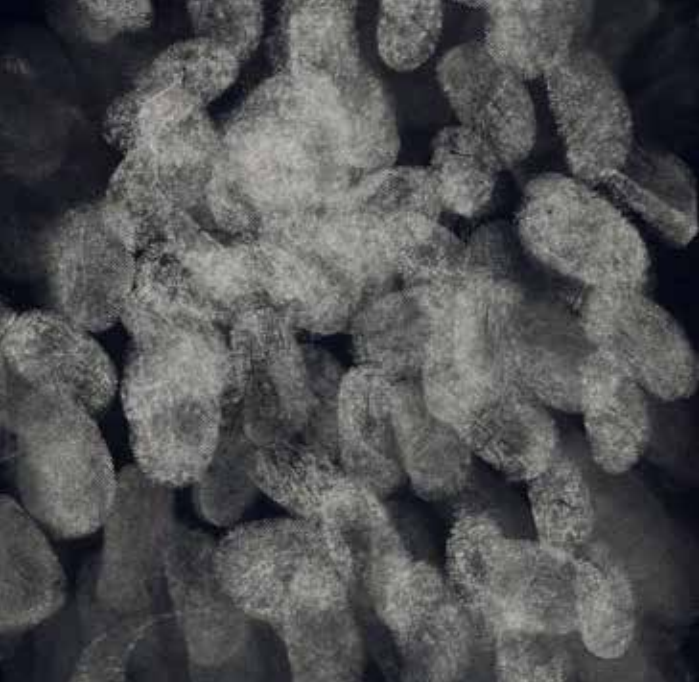


Student work

(Above) James Kane.

(Right) Top row: Justine Higgins, Claudia Paulson, Tia Weiss .

Bottom row: Christopher Beitz, Evan Maloney, Svea Elisha.



Photojournalism

Produce non-fiction visual reporting that tells the stories of people, social issues, and events for diverse media outlets including digital and print.

In RIT's **photojournalism option** students create and publish still photographic reporting as well as moving and interactive media that document our culture, evoking both the momentous and the everyday circumstances of contemporary life and society. The option is part of the photographic and imaging arts BFA program, which allows for flexibility and individual specialization where students can find their primary interest. Students take required courses in photojournalism fundamentals, picture editing, and multimedia, including sound, video gathering, and video editing. They then may choose to take special topic courses such as sports photography, nature photography, drone photography, studio portraiture, 360 video production, and various study-abroad classes. The full-time faculty have more than 110 years of combined experience working for major newspapers, websites, wire services, and magazines. They include a four-time Pulitzer Prize winner, a National Press Photographers Association Photographer of the Year, and the former photo editor and deputy director of the White House Photo Office.

Students can get involved in clubs that complement their coursework, leading to further hands-on experience and networking opportunities. Many work as photographers and photo editors at *Reporter* magazine, RIT's student-run monthly publication, and RIT SportsZone, the multimedia

sports production group. This option also sponsors the award-winning RIT student chapter of the National Press Photographers Association and provides the opportunity for students to travel to meet with potential employers.

Nine photojournalism alumni have won a combined 13 Pulitzer Prizes. Graduates go on to work for some of today's best digital publications, newspapers, and magazines. A significant number also become self-employed freelance photographers or are hired as picture editors, website producers, content curators, and television or multimedia editors.

Photojournalism electives available to students in all photography options may include:

- ▶ Ethics and law
- ▶ Non-fiction storytelling
- ▶ Sports photography
- ▶ Picture editing
- ▶ Videography and moving media
- ▶ Web page design and online presence

You'll also study topics including:

- ▶ 2D and 4D (time-based) design
- ▶ Business and professional practices
- ▶ History and aesthetics of photography
- ▶ Image composition
- ▶ Image workflow
- ▶ Moving media and motion graphics
- ▶ Photo technology
- ▶ Portfolio development
- ▶ Studio lighting

Student work

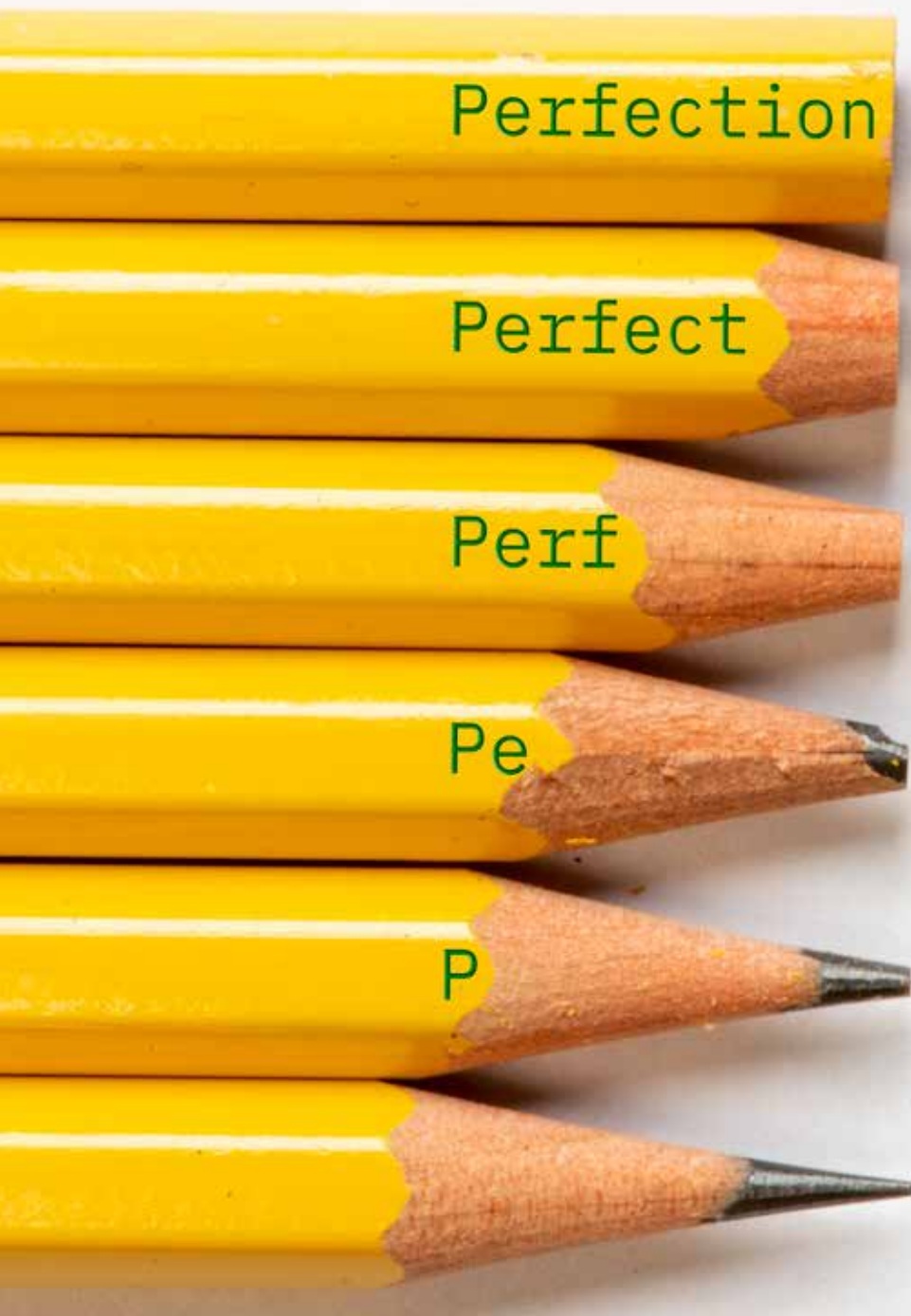
Left column: Tom Brenner.

Middle column: Eakin Howard, Mustafa Hussain, Eakin Howard.

Right column: Dominique Hessert, Coburn Swem.







Visual Media

Integrate the graphic communications professions of photography, media design, and business.

The **visual media option** is ideal for students who wish to experience various aspects of the graphics industry and blend skills in photography, design, and business. The option is part of the photographic and imaging arts BFA program, which allows students to pursue one of four options and has a rigorous curriculum designed with individual achievement in mind.

Visual media students receive preparation for a career as a visual media specialist or other positions that have a demand for photographically skilled professionals who can work effectively with graphic designers, print media specialists, and multimedia and social media professionals. The curriculum emphasizes photographic proficiency, in both photographic and digital imaging techniques, and has two specialized focuses on media design and business management/marketing. Students also may utilize electives to broaden their interests and are strongly encouraged to spend time completing internships to strengthen their education and gain hands-on experience.

Upon graduation, students are diversely skilled visual media professionals who are ready to

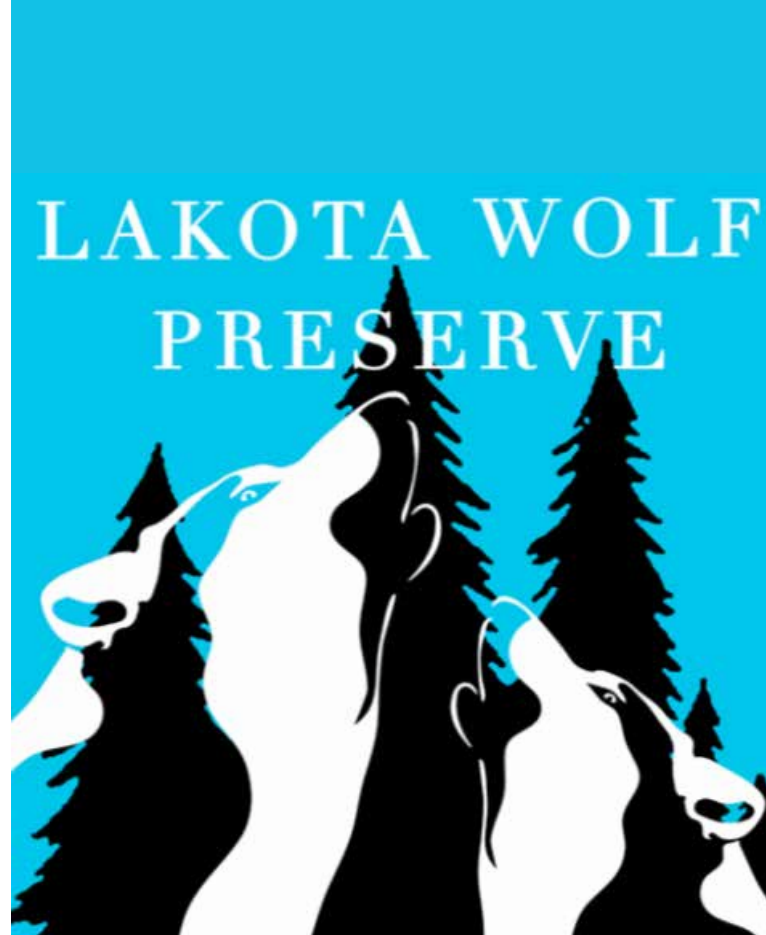
enter an exciting career in photography, media design, business management, marketing (including art directing and project management), social media, or advertising. Visual media alumni have gone on to work as graphic designers, multimedia designers, picture editors, social media and app developers, web designers, and advertising project managers. Recent employers include companies such as Crate and Barrel, Geico, MLB.com, and Zipcar, and organizations such as Habitat for Humanity, CURE International, and the Museum of Modern Art.

Visual Media electives available to students in all photography options may include:

- > Aerial photography
- > Book publishing
- > Computer programming
- > Editorial
- > Project management
- > Retouch and image enhancement
- > Website design

You'll also study topics including:

- > 2D and 4D (time-based) design
- > Business and professional practices
- > Graphic design
- > History and aesthetics of photography
- > Image composition
- > Image workflow
- > Management and marketing
- > Moving media and motion graphics
- > Photo technology
- > Portfolio development
- > Studio lighting
- > Typography and page design



Student work
(Left) Daniel Lemaster
(Right) Left column: Alexandra Malespin, Tim Torres.
Middle column: Allie Hansen, Daniel Lemaster.
Right column: Adrianna Palmer, Elin Smith, Adrianna Palmer.

Photographic Sciences

Advance science through photography and imaging to collect scientific data in this unique major.

The photographic sciences program offers an immersive and flexible curriculum that prepares students for photographic and imaging careers spanning the broad fields of science, technology, and medicine. In this bachelor of science program, students integrate complementary studies that may include imaging science, information technology, computer science, optics, and biology to solve imaging problems and advance photographic technology.

Students receive strong foundational experiences in applied technical photography and explore contemporary imaging technologies, professional practices, and problem-solving. Cooperative education is required and enables students to gain valuable career experience in their field of primary interest. During the first two years, students are immersed in technical applications of scientific photography courses while also taking courses in laboratory sciences, such as physics or biology, chosen to complement their career goals.

Classroom experiences are focused on preparing students for a wide range of employment opportunities in science or industry. Recent employers include imaging companies, universities and research centers, camera companies, forensic laboratories, and government agencies. NASA, Apple, Mayo Clinic, Carl Zeiss Microscopy, Harvard University, the National Geospatial Intelligence Agency, and Canon have all hired RIT photographic sciences graduates.

You'll study topics including:

- Applied scientific photography
- Biology or physics
- Computer programming (Python)
- Digital image processing
- Mathematics
- Motion and moving media
- Photo technology
- Photographic optics
- Technical lighting
- Vision, perception, and imaging

You may also choose from these electives:

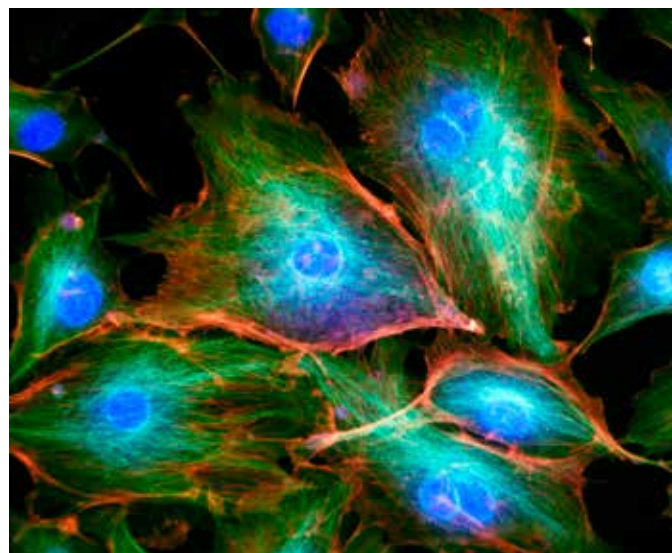
- Forensic photography
- High-speed photography
- Image analysis
- Image quality
- Light microscopy
- Ophthalmic (eye health) photography
- Scanning electron microscopy
- Surgical photography

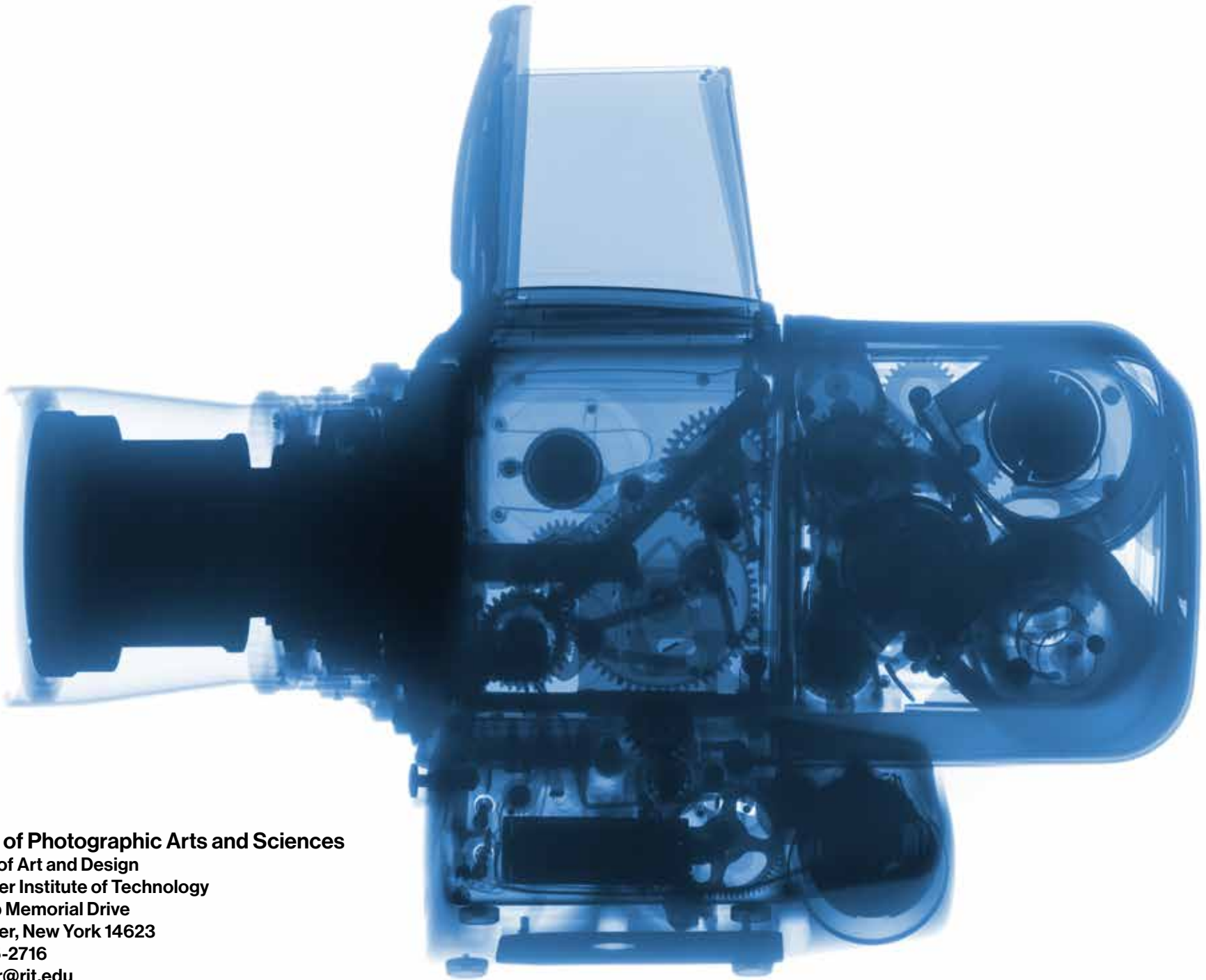
Student work

(Left) Christian Lusardi and Scott Semler

(Right) Left column: Leah Meltser, Katherine Snyder, Jason Dinelli. Middle column: Lea MacKnight, Kristina Kaszei. Right column: Virginia Seabright, Ethan Whitecotton, Teresa Zgoda.







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Cover work courtesy of Associate Professor Ted Kinsman