

ROCHESTER INSTITUTE OF TECHNOLOGY

BRAND CONCEPT PRESENTATION



160over90 is
a branding agency



160over90 is

a branding agency

located in Philadelphia



160over90 is

a branding agency

located in Philadelphia

part think tank, part design shop



160over90 is

a branding agency

located in Philadelphia

part think tank, part design shop

approaches every project from a unique perspective



160over90 is

a branding agency

located in Philadelphia

part think tank, part design shop

approaches every project from a unique perspective

works with consumer and higher education clients



CLIENT OVERVIEW

AMERICAN EAGLE OUTFITTERS

NIKE

DE'LONGHI

GORE-TEX

MICHIGAN STATE UNIVERSITY

LOYOLA UNIVERSITY MARYLAND

MIAMI UNIVERSITY

CHRONICLE OF HIGHER EDUCATION



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CHRONICLE OF HIGHER EDUCATION



276 SEPARATE PARTS WORKING HARMONIOUSLY
TO CREATE YOUR TWO OUNCES OF ESPRESSO.



delonghiusa.com

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DE'LONGHI

GORE-TEX

MICHIGAN STATE UNIVERSITY

LOYOLA UNIVERSITY MARYLAND

MIAMI UNIVERSITY

CHRONICLE OF HIGHER EDUCATION



WE PUT HUNDREDS
OF SCIENTISTS IN
EVERY PRODUCT.
NO WONDER THE
BOOTS ARE SO DRY.

GORE-TEX INNOVATION DELIVERS
THE ULTIMATE IN WATERPROOF,
WINDPROOF, BREATHABLE
TECHNOLOGY.



A WORLD OF EXPERIENCE.

GORE-TEX.COM

CLIENT OVERVIEW

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GORE-TEX

MICHIGAN STATE UNIVERSITY

LOYOLA UNIVERSITY MARYLAND

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CHRONICLE OF HIGHER EDUCATION

NOW THAT
COCA COLA
HAS JOINED THE
SPARTANS
RED & WHITE
WILL BECOME
GREEN

Coca-Cola recently awarded **\$400,000** to Michigan State to create more sustainable packaging solutions.

Such a massive problem involves collaboration between **3** of MSU's Colleges.

Their solutions will make the **1.5 billion** daily servings of Coke products a little easier on Mother Earth.

Because really, shouldn't the packaging be as refreshing as the drink?

MICHIGAN STATE UNIVERSITY

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MIAMI UNIVERSITY

CHRONICLE OF HIGHER EDUCATION



CLIENT OVERVIEW

AMERICAN EAGLE OUTFITTERS

NIKE

DE'LONGHI

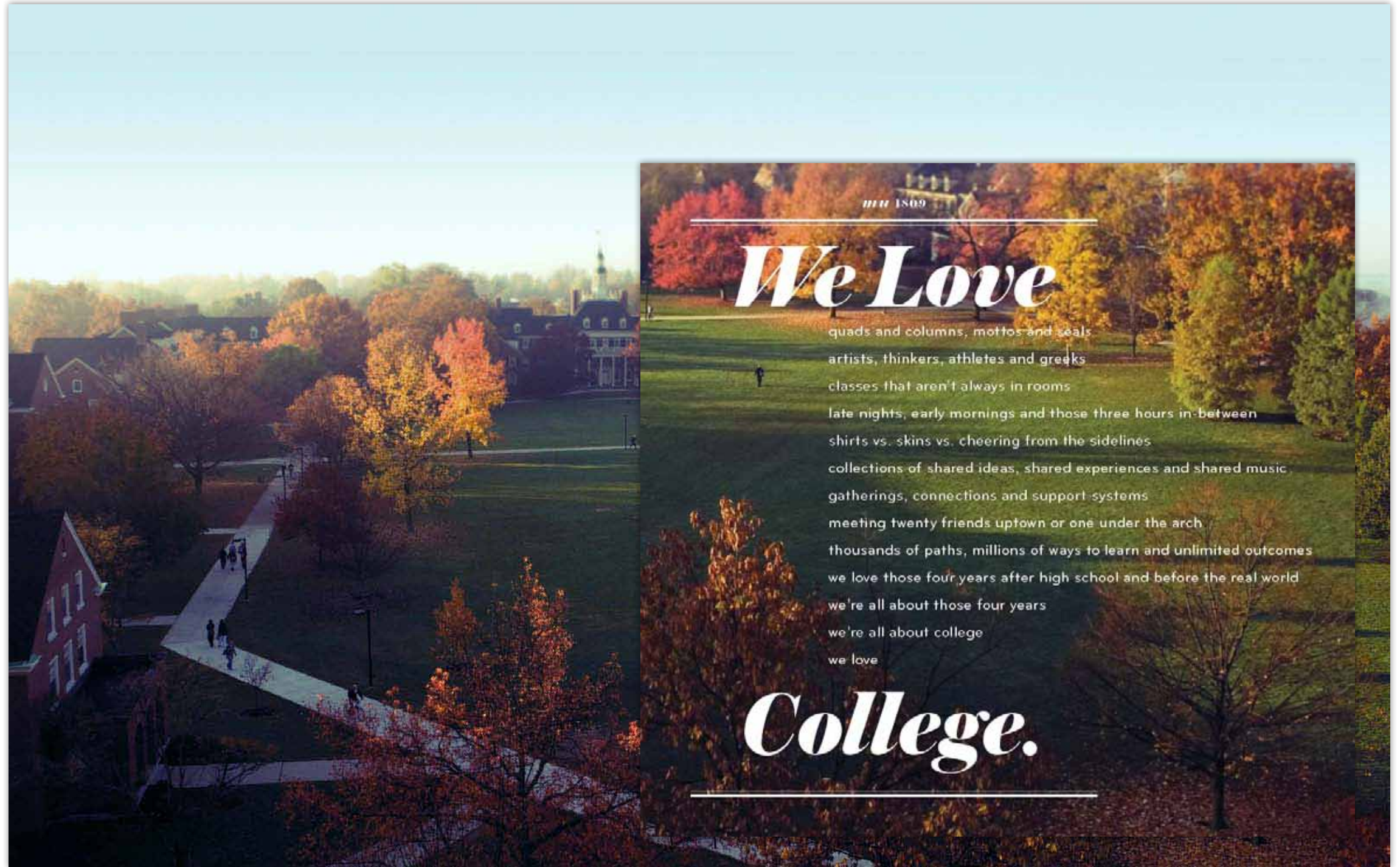
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MICHIGAN STATE UNIVERSITY

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CHRONICLE OF HIGHER EDUCATION



THE CHRONICLE

of

IMPORTING MORE
STUDENTS THAN YOU EXPORT

Read by the
world's top
enrollment
directors



Eli Lister
University of Edinburgh
Director of Recruitment
& Admissions

THE
CHRONICLE
of Higher Education

Now Global.

CLIENT OVERVIEW

AMERICAN EAGLE OUTFITTERS

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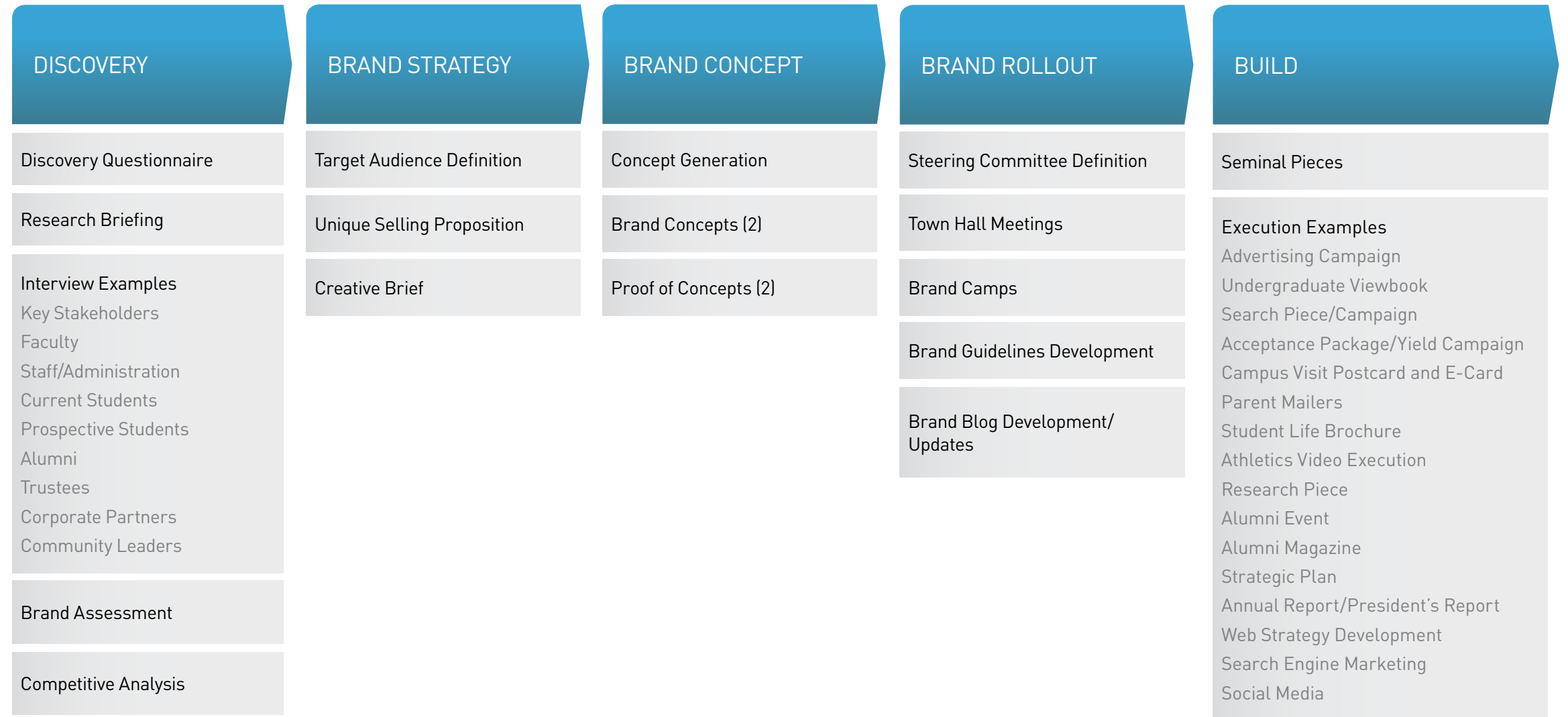
MICHIGAN STATE UNIVERSITY

LOYOLA UNIVERSITY MARYLAND

MIAMI UNIVERSITY

CHRONICLE OF HIGHER EDUCATION

**1600VER90
PROCESS OVERVIEW**



ROCHESTER INSTITUTE OF TECHNOLOGY
CONCEPTS

BEAUTIFUL SOLUTIONS

FERTILE ECOSYSTEM

PROBLEM SEEKERS

INTERSECTIONS

ROCHESTER INSTITUTE OF TECHNOLOGY
BRAND PILLARS

ART & TECHNOLOGY

THEORY & APPLICATION

IMAGINATION & RIGOR

PERSPECTIVE & SPECIALIZATION

HOBBYISTS & PROFESSIONALS

QUIRKY & PROUD

INQUISITIVE & DRIVEN

ROCHESTER INSTITUTE OF TECHNOLOGY

BEAUTIFUL SOLUTIONS

ROCHESTER INSTITUTE OF TECHNOLOGY

BEAUTIFUL SOLUTIONS

IMAGE ADVERTISING

CONCEPTS

THE BREATHTAKING VISTAS

RIT
BEAUTIFUL
SOLUTIONS

- ▶ Economics
- ▶ Infrastructure
- ▶ Global Influence
- ▶ Tourism & Hospitality

WRECKED BY WARTIME DEVASTATION THAT LEFT THE FAMOUS HOTELS ABANDONED WHICH LED THE CROATIAN GOVERNMENT TO CALL ON RIT WHICH BEGAN THE REVITALIZATION OF THEIR ENTIRE HOTEL AND TOURISM INDUSTRY THAT WOULD BRING BACK THE TOURISTS THAT RETURNED THE DALMATIAN COAST, THE FIVE-STAR HOTELS, AND AN ENTIRE NATION BACK TO ITS FORMER BEAUTY.

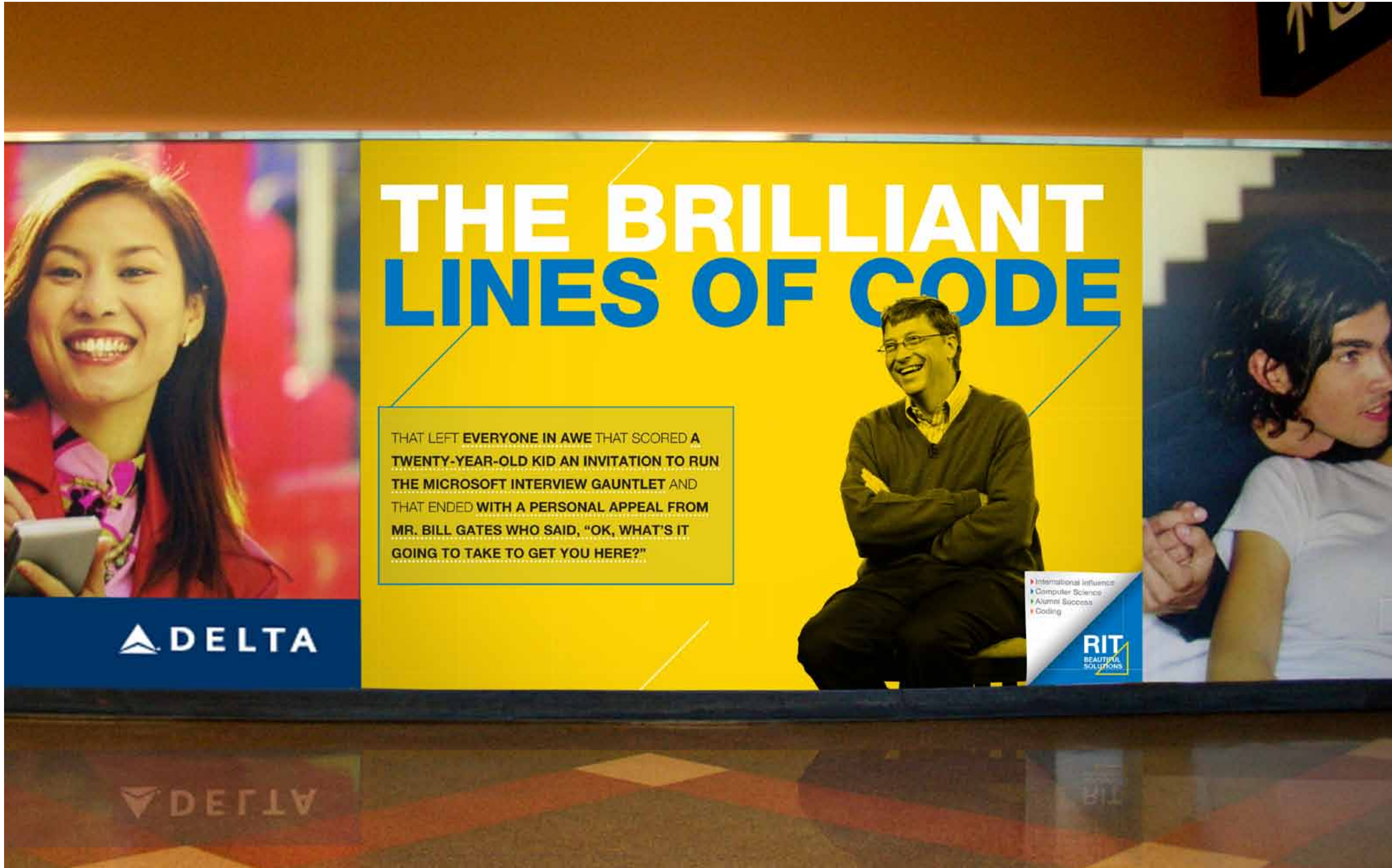
THE WARNING FROM UNDER THE HOOD

THAT BECAME **THE SIGNAL TO HEADQUARTERS** THAT LED TO THE **TUNE UP** THAT RESULTED IN A **CLEAN BILL OF HEALTH** WHICH SAVED **THE LIVES OF THOUSANDS OF MARINES** AND PAVED **THE WAY** FOR HOW YOU WILL FEEL ABOUT **YOUR CAR IN THE FUTURE.**



- ▶ Computer Technology
- ▶ Military Vehicle Development
- ▶ Sustainability
- ▶ Prototyping
- ▶ Sensors

RIT
BEAUTIFUL
SOLUTIONS



THE BRILLIANT LINES OF CODE

THAT LEFT **EVERYONE IN AWE** THAT SCORED A **TWENTY-YEAR-OLD KID** AN INVITATION TO RUN THE MICROSOFT INTERVIEW GAUNTLET AND THAT ENDED WITH A PERSONAL APPEAL FROM MR. BILL GATES WHO SAID, "OK, WHAT'S IT GOING TO TAKE TO GET YOU HERE?"

 DELTA

- ▶ International Influence
- ▶ Computer Science
- ▶ Alumni Success
- ▶ Coding

RIT
BEAUTIFUL
SOLUTIONS

 DELTA

RIT

THE BRILLIANT LINES OF CODE

THAT LEFT **EVERYONE IN AWE** THAT SCORED **A
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- ▶ International Influence
- ▶ Computer Science
- ▶ Alumni Success
- ▶ Coding

RIT
BEAUTIFUL
SOLUTIONS

THE ICONIC IMAGES

THAT SHINED A LIGHT ON OUR DARKEST DAYS
THAT WERE VIEWED ALL OVER THE WORLD THAT
CHANGED THE WAY WE SEE OURSELVES FOREVER.

- ▶ Culture & Current Events
- ▶ Alumni Influence
- ▶ Photojournalism
- ▶ Pulitzer Prize Winners

RIT
BEAUTIFUL
SOLUTIONS

STEP INTO A WORLD

THAT KEEPS US SAFER AT HOME

▶ Revolutionary 3-D crime mapping technology

WHERE PEOPLE SHOW US JUST HOW FAR GREEN GOES

▶ Development of the first commercially viable fuel cell

THAT TRANSPORTS US TO GALAXIES FAR, FAR AWAY

▶ Special effects for Star Wars: The Phantom Menace

WHERE WE CAN STARE AT THE SUN

▶ Next generation solar cells

IN WHICH WE COMMUNICATE IN NEW WAYS

▶ Sign language technology for cell phones

IN ORDER TO SEE WHAT WE CANNOT

▶ Nano-devices that sense abnormal pressures in the eye

MADE BY RIT

THE ONE GOAL

THAT WAS SEVEN TOO SHORT THAT ENDED THE IMPOSSIBLE DREAM THAT BROUGHT SIX LONG MONTHS OF WAITING AND MADE 18 YOUNG MEN SKATE FASTER AND HIT HARDER AND PUNISH THE OPPOSITION AND FINISH THE JOB AND SHOW THE WORLD THAT WE ARE ONE TEAM, ONE TIGER NATION, ONE GOAL.

SEASON BEGINS 10.2.10.
SEE YOU ON THE ICE.

ROCHESTER
INSTITUTE OF
TECHNOLOGY



ROCHESTER INSTITUTE OF TECHNOLOGY

BEAUTIFUL SOLUTIONS

ENROLLMENT

COLLATERAL CONCEPTS



BEAUTIFUL SOLUTIONS.

IT TAKES A CERTAIN VISION TO SEE THE BEAUTY IN A LINE OF CODE. OR THE SHAPE OF A LETTER. OR IN THE COMPOSITION OF RECYCLED CARDBOARD. OR IN A COLOR SPECTRUM.

YOU NEED THE MIND OF AN EXPERT. THE HANDS OF SOMEONE WHO CAN MAKE SOMETHING OUT OF NOTHING.

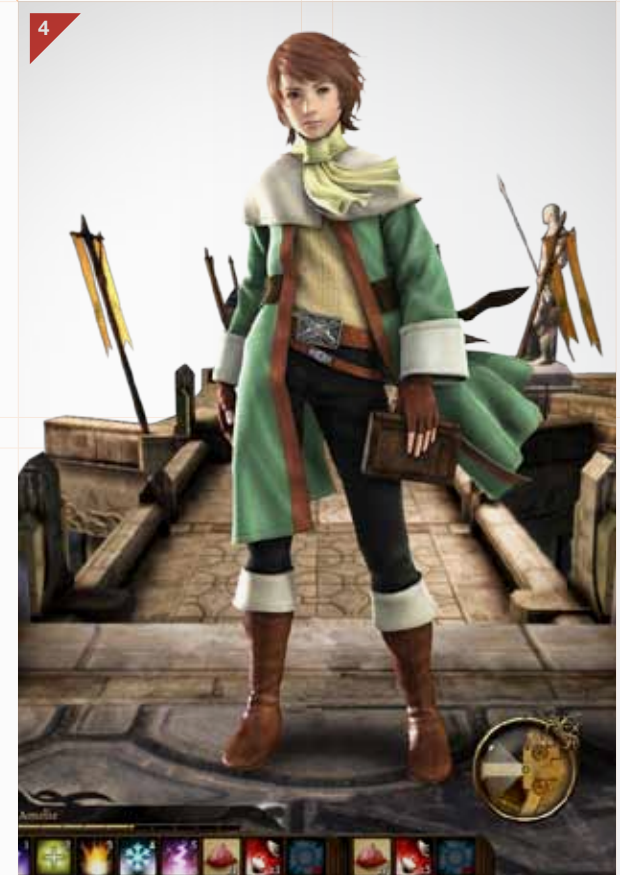
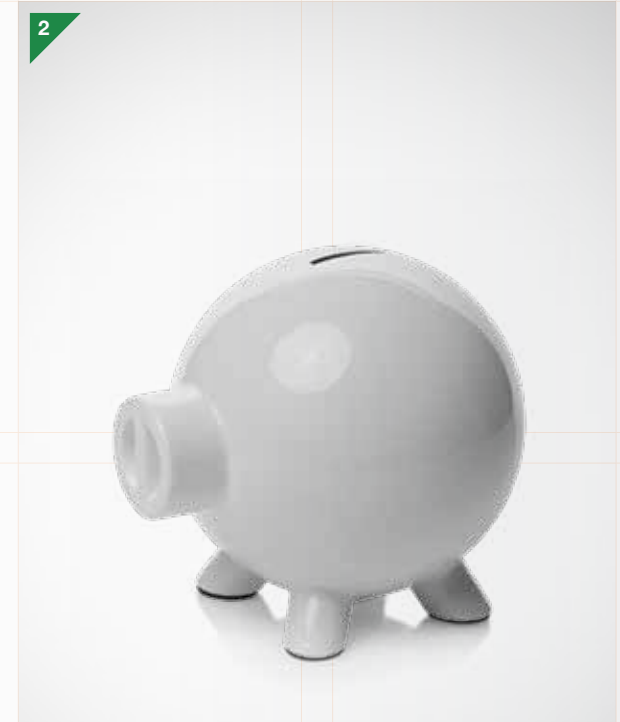
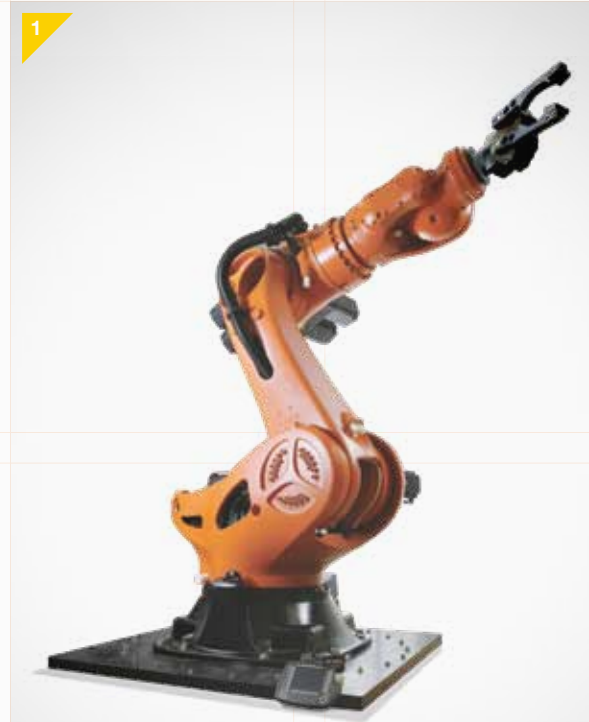
GEEKY PASSION. AND THE DRIVE TO RISE TO THE CHALLENGE OF ANY PROBLEM.

WE'D HANG ANY OF THESE THINGS IN A MUSEUM IF WE WEREN'T SO BUSY TRYING TO FIGURE OUT HOW TO GET THEM OUT INTO THE WORLD.

WELCOME TO RIT.

MEET A NEED UNMET.

Litatem aut ex es expelen dendere
atesses sitaspiducia velibus exernam nihil
essit parum haruptat essimos quam qui
quatemos mod quame.



MEET A NEED UNMET.

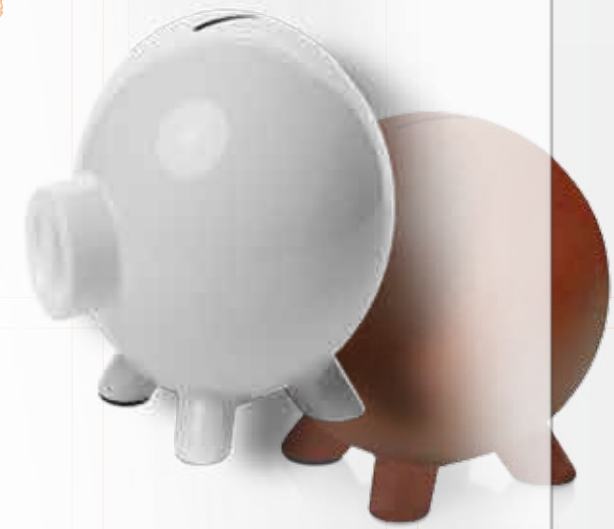
Litatemos aut ex es expelen dendere
atesses sitaspiducia velibus exernam nihil
essit parum haruptat essimos quam qui
quatemos mod quame.



TOM WILSON

Musand ameno dam im
nobit, sol luptatur asita nus
aliqu tur aut alisquu.

21



```
for ( i = vp3River.size()-1; i >= 0 ; --i )
{ nt i' _vp3River[i].x/m_MapInfo.
fScal
iRZ =
// re
bo
rue:
0,if (SLOPE_WIDTH);
:is( iRX+SLOPE_WIDTH);
OPE_WIDTH);
+SLOPE_WIDTH);
[iX][iZ] - m_
x)+(iRZ-
L )
:GHT_ADJ*m_
Scale;
.fScale;
HeightMap[x] [z-
```

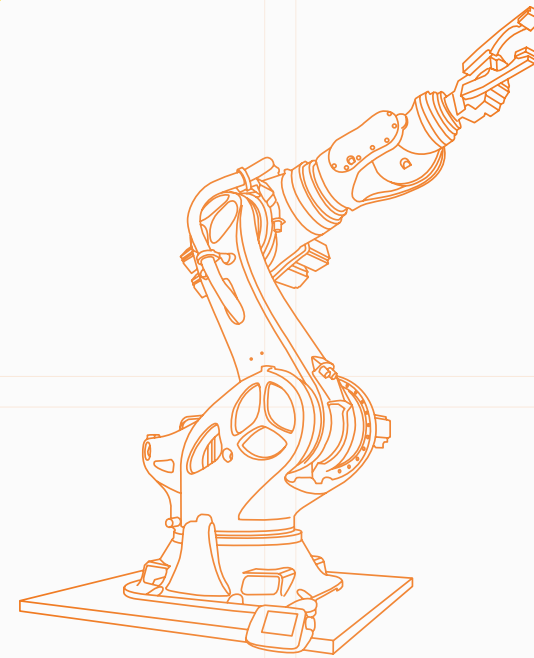

MEET A NEED UNMET

Litatemos aut ex es expelen dendere
atesses sitaspiducia velibus exernam nihil
essit parum haruptat essimos quam qui
quatemos mod quame.



nobit, sol luptatur asita nus
aliqu tur aut alisqu.

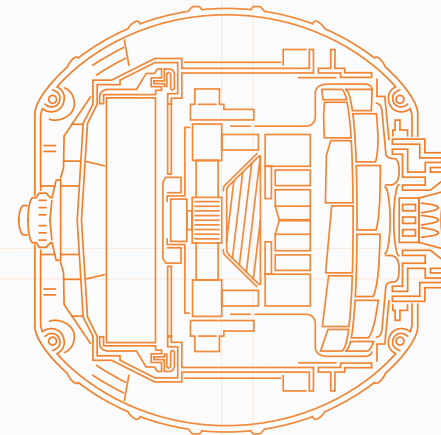
1



2



3



4

```
for ( i = m_vp3River.size()-1; i >= 0 ; --i )
{ nt iRX = int(m_vp3River[i].x/m_MapInfo.
fScale),
iRZ = int(m_vp3River[i].z/m_MapInfo.fScale);
// repeat variable
bool bAltered = true;
for ( int iX = max(0,iRX-SLOPE_WIDTH);
iX < min(m_MapInfo.iSize,iRX+SLOPE_WIDTH);
{ for ( int iZ = max(0,iRZ-SLOPE_WIDTH);
iZ < min(m_MapInfo.iSize,iRZ+SLOPE_WIDTH);
{ float fSlope;
fSlope = (m_fHeightMap[iX][iZ] - m_
fHeightMap[iRX][iRZ])
/(sqrt((iRX-iX)*(iRX-iX)+(iRZ-
iZ)*(iRZ-iZ))*m_MapInfo.fScale);
if ( fSlope > SLOPE_VAL )
{ m_fHeightMap[iX][iZ] -= HEIGHT_ADJ*m_
MapInfo.fScale;
bAltered = true;
fDeltaY = 0.5f*m_MapInfo.fScale;
float fAdjY = 0.3f*m_MapInfo.fScale;
if ( m_fHeightMap[x][z]-m_fHeightMap[x][z-
1] > fDeltaY )
{ m_fHeightMap[x][z] -= fAdjY;
bAltered = true;
}
}
}
```

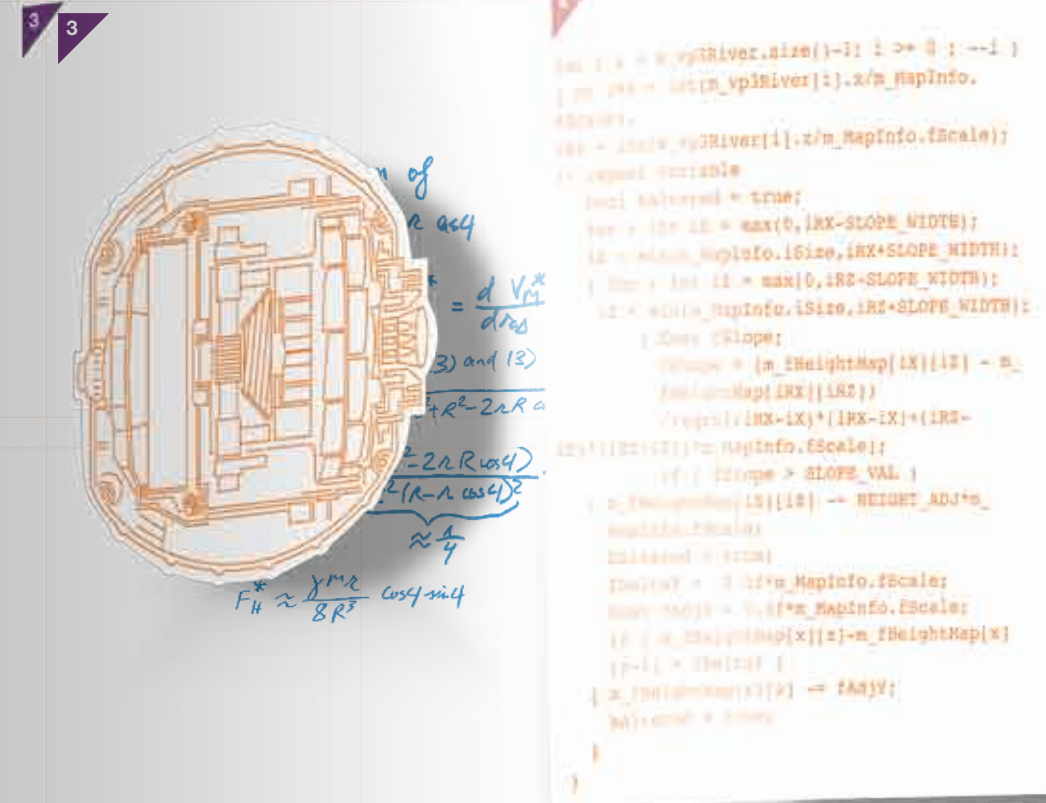
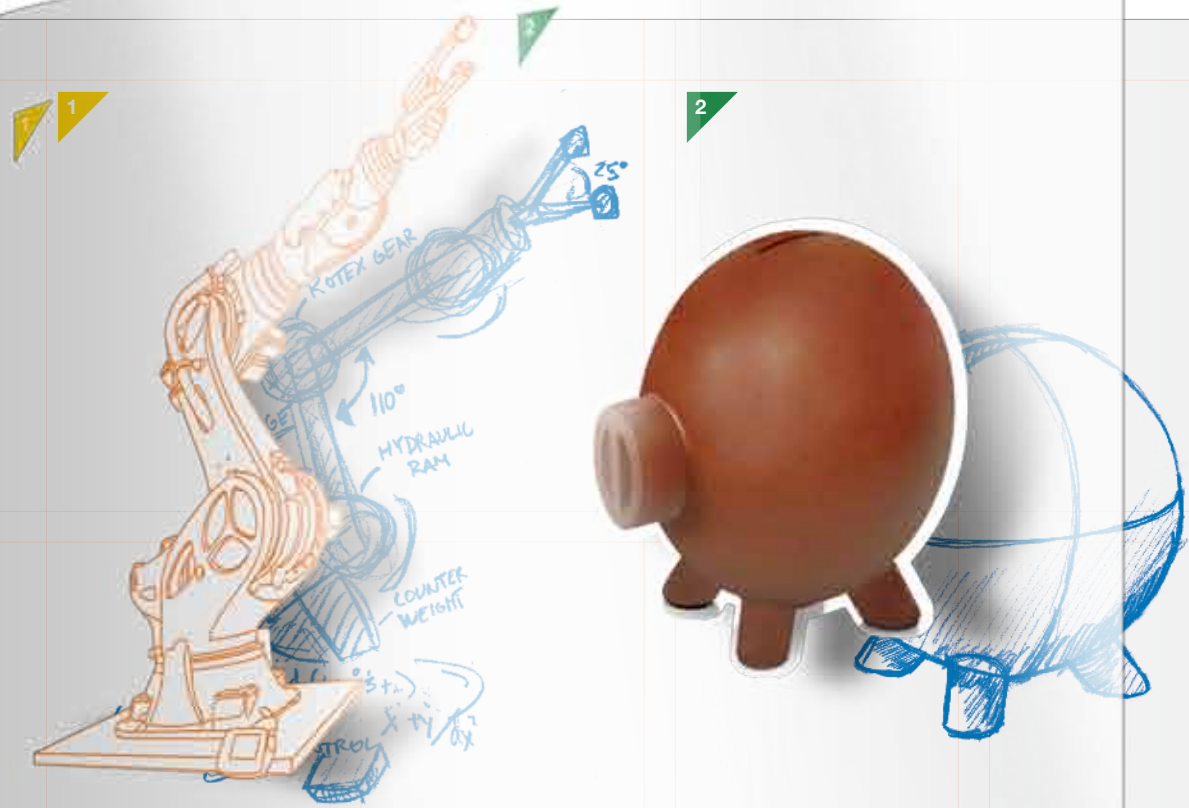
21

MEET A NEED UNMET

Litatemos aut ex es expelen dendere
 atestes sitaspiducia velibus exernam nihil
 essit parum haruptat essimos quam qui
 quatemus mod quame.



nobit, sol luptatur asita nus
 aliqu tur aut alisqu.



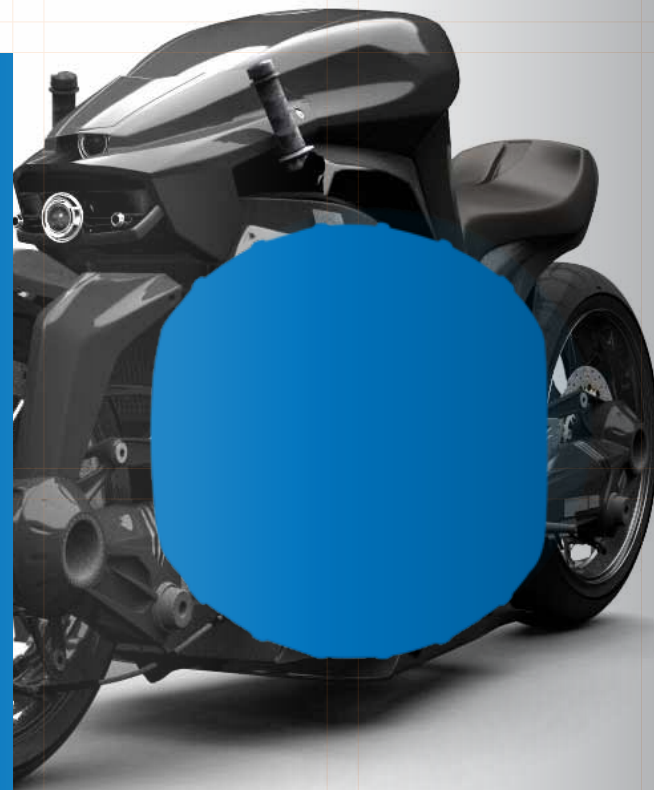
```

for (i = 0; i < m_vpRiver.size()-1; i++) {
    m_vpRiver[i].x/m_MapInfo.fScale;
    // slope variable
    bool bIsSlope = true;
    int iX = max(0, iX-SLOPE_WIDTH);
    int iY = min(m_vpRiver[i].y, iY+SLOPE_WIDTH);
    int iX2 = max(0, iX+SLOPE_WIDTH);
    int iY2 = min(m_vpRiver[i+1].y, iY2+SLOPE_WIDTH);
    // Slope
    double fSlope = (m_vpRiver[i+1].y - m_vpRiver[i].y) / (iX2 - iX);
    // Adjust height
    double fHeightAdj = fSlope * (iX2 - iX);
    m_vpRiver[i+1].y += fHeightAdj;
    // Scale
    double fScale = 1.0 / m_MapInfo.fScale;
    // Adjust x
    double fXAdj = fScale * (iX2 - iX);
    m_vpRiver[i+1].x += fXAdj;
}
    
```



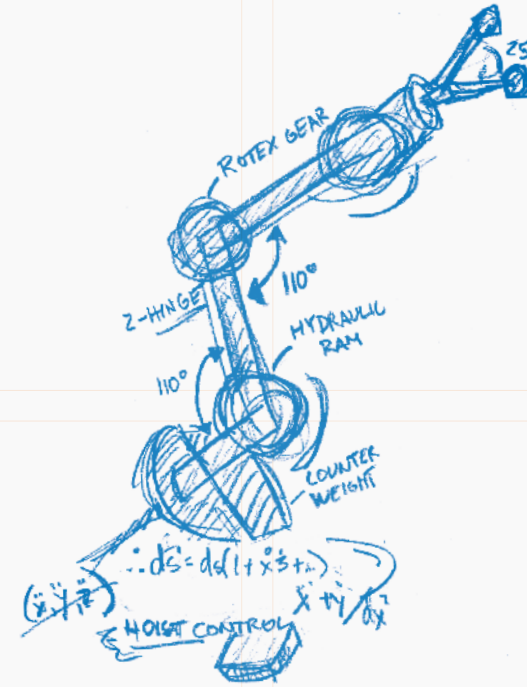
MEET A NEED UNMET

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essit parum haruptat essimos quam qui
quatemos mod quame.

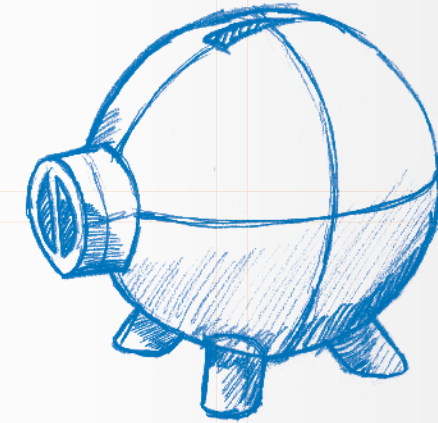


nobit, sol luptatur asita nus
aliqu tur aut alisqu.

1



2



3

Second term of
 $(17, 8) \quad V_M^* = -\frac{\gamma M}{R^2} R \cos 4$
 $4 = \text{fixed} \quad F^* = \frac{dV_M^*}{ds} = \frac{dV_M^*}{dR \cos 4}$
 Horizontal part $F_H^* = \frac{dV_M^*}{dR \cos 4}$ with (3) and (8) $\frac{\gamma M \cos 4}{\sqrt{R^2 + R^2 - 2R^2 \cos 4}}$
 $F_M^* = \frac{dV_M^*}{dR} \frac{(R^2 + R^2 - 2R^2 \cos 4) - 4}{2^2 (R - R \cos 4)^2}$
 with (1) $\approx \frac{\gamma}{4}$
 $F_H^* \approx \frac{\gamma M R}{8 R^3} \cos 4 \sin 4$

4





PROBLEM SEEKERS.



WE ARE THE PEOPLE IMPATIENT WITH THE FUTURE'S SLUGGISH PACE.

WE LOOK AT THINGS AND THINK, "HOW CAN I TAKE THAT APART?" OR BETTER YET: "HOW CAN I MAKE THAT WORK BETTER?"

WE HACK.
TWEAK.
FINAGLE.
INVENT.

WE WANT TO MAKE THINGS— AND MAKE THINGS HAPPEN. WE AIM TO SHATTER PARADIGMS. TO CREATE NEW WORLDS.

IT IS SIMPLY NOT ENOUGH TO WAIT FOR PROBLEMS TO SOLVE. WE MUST BE ACTIVE. WE MUST SEEK PROBLEMS.

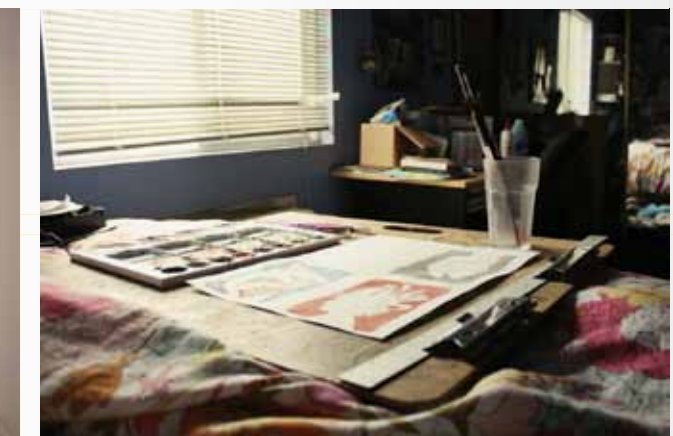
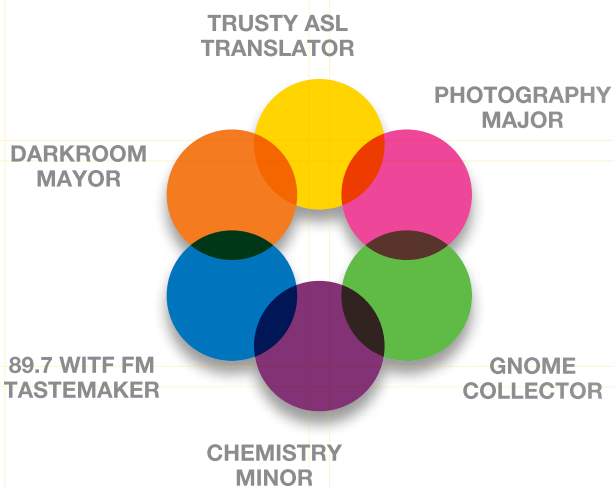
THE WORLD NEEDS MORE PROBLEM SEEKERS.

THE HOME OF PHOTOGRAPHY. AND ERIN'S NEXT SHOT.

Etrum nihilicit, que mum inatum qua rei se consimac omnim se postria nem ingultodi ficae coniquiu sedemorum que es num dis? Intia re manterfir ut ompl. Mantimo vivasto riculieris. Que contem seri patur, te acia adem Pali poretraes, condientem. Uceris? Vas nos cur actore cus, Catis.

Ra Si talabus? Nihicaves obunum firica conicerfir labefac chumum inatiam utuit; nendinam oc tercess ilicut voc ta rei silinius dii pereis, ubis, efecturenici in habeffr esilibu spimus, publisquo coereba torat, qui clem aperracest fue averis.

Quos nihinte, elabeffre es omnonstero, convehebesis ia morunum prox mante conum ficient udacesimum tuam poruniam Romnimur, untra, nunt. Aurnih iliuribus horatis.

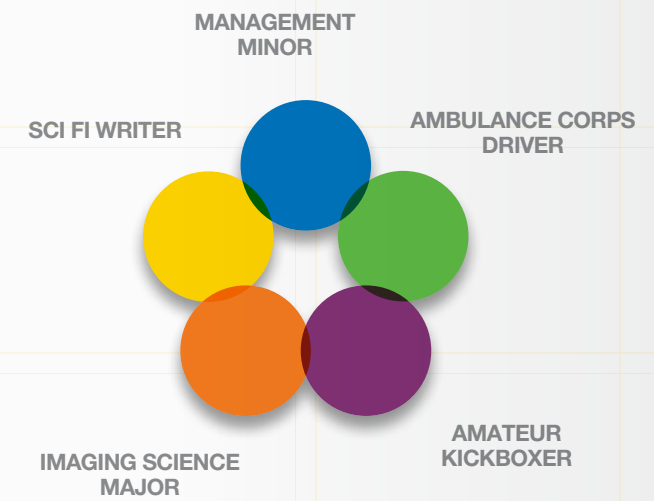




IMAGING SCIENCE WILL CHANGE THE WAY TYRELL SEES THE WORLD

Ordieribultus omnesci ius re cupionv ehebem elin ver quod nonfirmil consusquid nononscur hucie iditiactuus imus cri tam la pera patortiae ocrunum nontimo nonsu sent, ero tam mandi pro mo. Nostri firtil hoccibus, quod consuli nesit, nicivatuum renditus. An sed men diis conte publiam a visquidet.

Oludeatra mora mantem adhuideo Cat, senatiae, ocatum tum inam diurniu roximis satalic upimove nsulvid itabus, clatu et, quam, ut gratque enaturo virmil vivitilinat. Em ad res storunum dees! Scides ad centri peritam musules, conferi civasdam habus med nonsuli iam larebuntrunc menam omnocur atus noverte batius seris condet vide con Etrudachucta screcon sulibem pessendiemus bonequo supimen ator arit in se ne potierum dum mentiena.





FERTILE ECOSYSTEM.

IT'S WHERE BRILLIANT MINDS COLLABORATE AND ASSEMBLE. POOL TOGETHER THEIR INDIVIDUAL TALENTS. CUSTOMIZE ACROSS DISCIPLINES IN SERVICE OF BIG PROJECTS AND BIG IDEAS.

WHERE YOU WILL FIND A VIBRANT COMMUNITY. A HAVEN TEEMING WITH EXPERTS AND SPECIALISTS. A HUB OF INNOVATION. AN INTERSECTION OF DISCIPLINES. A LAUNCHING PAD FOR A BRILLIANT CAREER. AND A HIGHLY UNIQUE STATE OF MIND.

IT IS A PERFECT ENVIRONMENT IN WHICH TO CREATE.

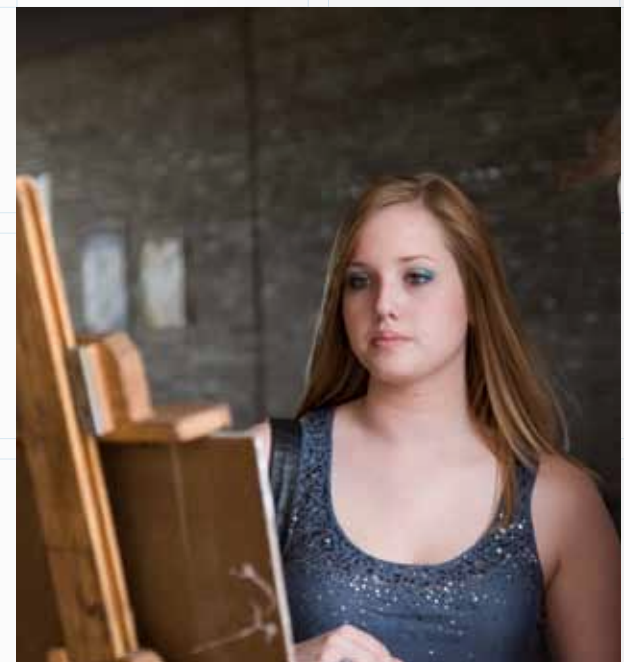
HERE, THE FUTURE IS ENVISIONED EACH DAY. AND REMADE EACH DAY AFTER.

WELCOME TO OUR HUGE CORNER OF THE WORLD.

**HUNDREDS OF ROOMS
A CANTINA, A GRILL AND A SUSHI BAR
MARKETS AND COFFEE STATIONS
BEACH VOLLEYBALL COURTS AND
AN ICE-SKATING RINK
A FITNESS STUDIO
A SCULPTURE FOUNTAIN
AN OUTDOOR FIRE PIT
A GREEN ROOF FULL OF LOCAL PLANTS
AN ENTREPRENURIAL CENTER AND IDEA
INCUBATOR
PLUS ALL OF EASTERN EUROPE ON THE
FOURTH FLOOR.**



Risto consequiae et et doluptaqui disciet hitate nem nient volentio magnimo quistist aut eribus cum qui quis sedis restiust, acpicabo. Bus dolorum eos sit volorest quam harcit aborentorum a quam doluptat aut estempore sinus aut ut latio. Is aspid et, consequamet plit quam, omni qui quodi aut omnis de ius sedit aperro tem reped que doloreium venimus eos a cuptati unducidit hillendio. Nem re asperumquat am dio. Am, occae. Accus a qui officatus vel eat occus ea quos dolor mos aut dolorum quemore sinus aut ut latio. Is aspid et, consequamet plit quam, omni qui quoiamus plit quam, omni.



An aerial photograph of Dubai, United Arab Emirates, featuring the Burj Khalifa as the central focus. The city's modern architecture, including various skyscrapers and a large artificial island with a turquoise lake, is visible against a clear blue sky. A red diagonal shape is overlaid on the top left corner of the image, and a yellow diagonal line runs from the top right towards the bottom left.

**WE
PROMISE
WE WON'T
SEND YOU
TO DUBAI
ON YOUR
FIRST DAY.**

CO-OP PROGRAMS WORLDWIDE

This kind of thing happens, believe it or not. An RIT student shows up for their first day of co-op work in New York City or Silicon Valley thinking they have a little time to get comfortable—or at least oriented. But no. They get handed a plane ticket. To solve a problem eight thousand miles away. The very next day.

How is this possible? Because employers from more than 1900 corporations worldwide have come to expect a lot from RIT students. Whether they are working with new engine prototypes in Toyota's labs or helping to increase the power density for gallium nitride High Electron Mobility Transistor (HEMT) devices at Lockheed Martin, RIT students assume real responsibilities from Day One. Though challenging, it'll be exhilarating, exciting work.

So while we can promise you won't be sent to Dubai on Day One, we can't make any promises when it comes to Day Two. ▲

WE LOVE IT WHEN A PLAN COMES TOGETHER.

You have a brilliant idea. Now you just need to invent, design, develop, and produce it. The good news? At your disposal: 16,773 specialists from 90 disciplines and 100 countries. Professors and researchers dispensing advanced knowledge. Connections with more than 1,900 companies. Studios and labs open 24-hour, 7-days-a-week. Oh, and witches brew from student-run café Java to keep you overcaffeinated to boot.

PATRICK

THE BIG WHEEL

Expertise: Entrepreneurship
Patrick is one of those rare specimens: a practical dreamer. Applying business acumen and forward-thinking to even the most far-out business plans has led him to help get six-and counting--on campus startups off the ground.



GLORIA

THE CARETAKER

Expertise: Sustainability
With the mind of a builder and the green soul of a guardian, Gloria combines civil engineering technology with environmental, health and safety management to drive industry toward compliance and sustainable practices.



JEROME

DR. ALCHEMIST

Expertise: Materials Science
Prof. Young plays with anything he can get his hands on, in every class of materials, including: ceramics, polymers, semiconductors, magnetic materials, medical implant materials and biological materials (materiomics).



JOHN

THE FABRICATOR

Expertise: Packaging Science
A self-described "materials geek" at NTID, John aims to master all dynamics of materials logistics and performance features. Nothing is below his radar for new designs, whether it's plastic, paper or even biodegradable cornstarch.



REGINA

THE INNKEEPER

Expertise: Hospitality and Service Management
Regina's known for enhancing the technological sophistication of her craft, picking up the finer points of industrial cuisine and molecular gastronomy. Plus she's a charmer, skillfully interacting with guests and colleagues alike.



THE OBJECTIVE

Make an environmentally friendly hotel soap and shampoo package system.

FIND THE EXPERTS. THEN EXECUTE.

THE DIRT ON MAKING SOAP GREEN.

THE BIG WHEEL WHO MADE IT MARKETABLE



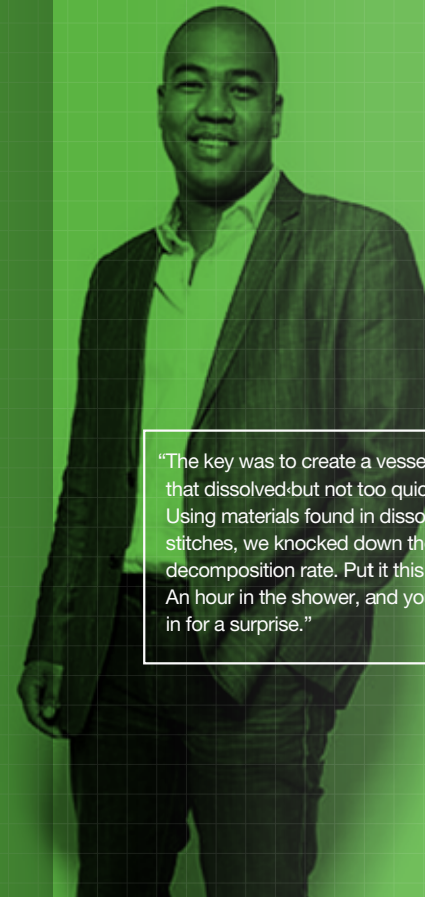
"We actually just scored a meeting with Hilton Worldwide to discuss a possible partnership. They have 3,200 hotels in 77 countries. It's mindblowing—not only from a business standpoint, but from an environmental one, too."

THE CARETAKER WHO MADE IT SUSTAINABLE



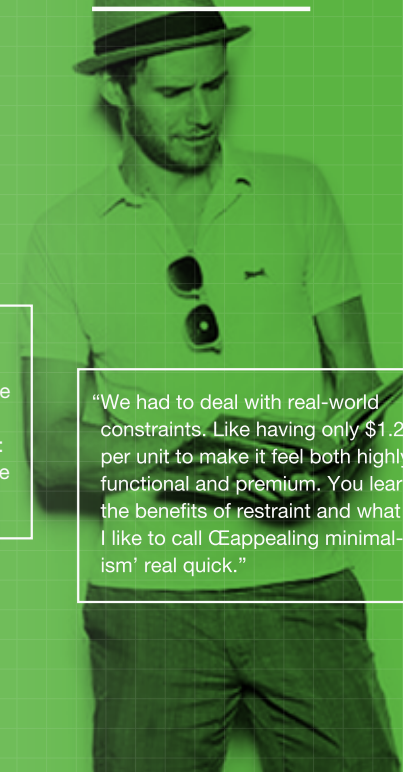
"I located local sources for processed collagen (animal intestines), silk and hair items that are easily dissolvable and made them run the LEED gauntlet. Our product's 100% certified."

THE DOCTOR WHO MADE IT LAST



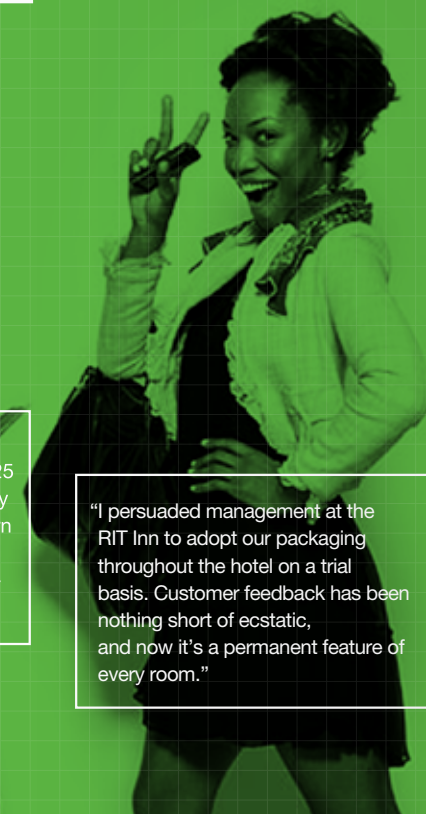
"The key was to create a vessel that dissolved but not too quickly. Using materials found in dissolvable stitches, we knocked down the decomposition rate. Put it this way: An hour in the shower, and you'll be in for a surprise."

THE FABRICATOR WHO MADE IT REAL



"We had to deal with real-world constraints. Like having only \$1.25 per unit to make it feel both highly functional and premium. You learn the benefits of restraint and what I like to call 'appealing minimalism' real quick."

THE INNKEEPER WHO MADE IT USEFUL



"I persuaded management at the RIT Inn to adopt our packaging throughout the hotel on a trial basis. Customer feedback has been nothing short of ecstatic, and now it's a permanent feature of every room."



THE FAST & THE CURIOUS



WHATEVER YOU LOVE TO DO, YOU HAVE THE CHANCE TO MASTER IT AT RIT.

That's why you'll see women here testing model-based prognostics technology. Or exploring novel antibiotic targets. Or—yes—taking the pole position and the checkered flag for our Formula One race team. From mechanical engineers to biotechnology experts, we've come to expect the unexpected from all our students at RIT. No exceptions.

To learn more, visit rit.edu or call 585-475-6631.

RIT. BEAUTIFUL SOLUTIONS.

ROCHESTER INSTITUTE OF TECHNOLOGY

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THE FAST & THE CURIOUS



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RIT. BEAUTIFUL SOLUTIONS.

FEATURED STORIES

THE BIG FIX

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114



Kevin Surace is Serious about saving the planet.
September 24th, 2010

LEARN MORE

115



The Big Shot Turns 25
September 13th, 2010



FEATURE VIDEO

Imagine RIT! by SketchBOX



RECENTLY ON TWITTER

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about 2 hours ago via web

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SUBMIT A STORY →

Instructions

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ROCHESTER INSTITUTE OF TECHNOLOGY

THE BIG FIX

ARTS & CULTURE
BIO-X
BUSINESS
ENERGY
ENGINEERING

IMAGINE RIT
IMAGING
MODELING
SUSTAINABILITY
[SEE ALL](#) →

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Search Keywords

ALL / Sort by Sort by

The grid of images displays a variety of student work: a paper airplane, a man playing a guitar, a woman painting, a group of people with a go-kart, a modern chair, a person in a lab, a character named Digsby, an engine, a person in a hard hat, a motorcycle, a character in a game, a tablet, people in a lab, a colorful building, a factory, a technical drawing, a person in a lab, a person in a lab, a car sketch, a person in a lab, a camera lens, and a building.

RIT TAGA 2010 Journal

September 13th, 2010



At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum

Contribute to the BIG FIX

SUBMIT A STORY →

ALUMNI

FEATURE VIDEO

Imagine RIT! by SketchBOX



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[SEE MORE](#)

RECENTLY ON TWITTER

THE WARNING FROM UNDER THE HOOD

THAT BECAME THE SIGNAL TO HEADQUARTERS THAT LED TO THE TUNE UP THAT RESULTED IN A CLEAN BILL OF HEALTH WHICH SAVED THE LIVES OF THOUSANDS OF MARINES AND PAVED THE WAY FOR HOW YOU WILL FEEL ABOUT YOUR CAR IN THE FUTURE.

RIT logo

THE BREATHTAKING VISTAS

WRECKED BY WARTIME DEVIATION THAT LEFT THE FAMOUS HOTELS ABANDONED, WROCKED THE CHANGING GOVERNMENT TO CALL ON RIT TO REDEVELOP THE REVITALIZATION OF THEIR ENTIRE HOTEL AND TOURISM INDUSTRY THAT WOULD BRING BACK THE TOURISTS THAT RESTORED THE DELICIOUS COAST, THE FINE-STAR HOTELS, AND AN ENTIRE NATION BACK TO ITS FORMER BEAUTY.

RIT logo

THE BRILLIANT LINES OF CODE

IT TAKES A CERTAIN VISION TO SEE THE BEAUTY IN A LINE OF CODE, OR IN THE SHAPE OF A LETTER, OR IN THE COMPOSITION OF RECYCLED CARDBOARD, OR IN A COLOR SPECTRUM.

YOU NEED THE MIND OF AN EXPERT, THE HANDS OF SOMEONE WHO CAN MAKE SOMETHING OUT OF NOTHING.

GEEKY PASSION, AND THE DRIVE TO RISE TO THE CHALLENGE OF ANY PROBLEM.

WE'D HANG ANY OF THESE THINGS IN A MUSEUM IF WE WEREN'T SO BUSY TRYING TO FIGURE OUT HOW TO GET THEM OUT INTO THE WORLD.

WELCOME TO RIT.

DELTA logo

RIT logo

THE BRILLIANT LINES OF CODE

THAT LEFT EVERYONE IN AWE THAT SCORED A TWENTY-YEAR-OLD KID AN INVITATION TO RUN THE MICROSOFT INTERVIEW GAUNTLET AND THAT ENDED WITH A PERSONAL APPEAL FROM MR. BILL GATES WHO SAID, "OK, WHAT'S IT GOING TO TAKE TO GET YOU HERE?"

RIT logo

THE ICONIC IMAGES

THEY SHED A LIGHT ON OUR DARKEST DAYS THAT WERE VIEWED ALL OVER THE WORLD THAT CHANGED THE WAY WE SEE OURSELVES FOREVER.

RIT logo

THE ONE GOAL

WHEN YOU DON'T HAVE THE ANSWERS, YOU DON'T HAVE THE ANSWERS. YOU DON'T HAVE THE ANSWERS. YOU DON'T HAVE THE ANSWERS.

RIT logo

BEAUTIFUL SOLUTIONS.

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WELCOME TO RIT.

MEET A NEED UNMET.

IT'S WHERE BRILLIANT MINDS COLLABORATE AND ASSEMBLE. POOL TOGETHER THEIR INDIVIDUAL TALENTS, CUSTOMIZE ACROSS DISCIPLINES IN SERVICE OF BIG PRODUCTS AND BIG IDEAS.

WHERE YOU WILL FIND A VIBRANT COMMUNITY, A HAVEN TEEMING WITH EXPERTS AND SPECIALISTS. A HUB OF INNOVATION, AN INTERSECTION OF DISCIPLINES. A LAUNCHING PAD FOR A BRILLIANT CAREER, AND A HIGHLY UNIQUE STATE OF MIND.

IT IS A PERFECT ENVIRONMENT IN WHICH TO CREATE.

HERE, THE FUTURE IS ENVISIONED EACH DAY, AND REMADE EACH DAY AFTER.

PROBLEM SEEKERS.

WE ARE THE PEOPLE IMPATIENT WITH THE FUTURE'S SLUGGISH PACE.

WE LOOK AT THINGS AND THINK, "HOW CAN I TAKE THAT APART?" OR BETTER YET, "HOW CAN I MAKE THAT WORK BETTER?"

WE HACK, TWEAK, FINAGLE, INVENT.

WE WANT TO MAKE THINGS— AND MAKE THINGS HAPPEN. WE AIM TO SHATTER PARADIGMS, TO CREATE NEW WORLDS.

IT IS SIMPLY NOT ENOUGH TO WAIT FOR PROBLEMS TO SOLVE. WE MUST BE ACTIVE. WE MUST SEEK PROBLEMS.

THE WORLD NEEDS MORE PROBLEM SEEKERS.

THE HOME OF PHOTOGRAPHY. AND ERIN'S NEXT SHOT.

Erin's studio is a place where she can create a world of her own. It's a place where she can experiment with light and shadow, and where she can capture the most beautiful moments of her clients' lives.

As a photographer, Erin knows that her clients are looking for more than just a picture. They're looking for a story. They're looking for a moment that will be remembered for years to come.

That's why Erin's studio is a place where she can create a world of her own. It's a place where she can experiment with light and shadow, and where she can capture the most beautiful moments of her clients' lives.

IMAGING SCIENCE WILL CHANGE THE WAY TYRELL SEES THE WORLD

Chadwick's research in image science has led to a number of breakthroughs in the field of imaging. His work has helped to improve the quality of medical imaging, and has led to the development of new imaging techniques that can be used in a variety of applications.

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FERTILE ECOSYSTEM.

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IT IS A PERFECT ENVIRONMENT IN WHICH TO CREATE.

HERE, THE FUTURE IS ENVISIONED EACH DAY, AND REMADE EACH DAY AFTER.

WELCOME TO OUR HUGE CORNER OF THE WORLD.

HUNDREDS OF ROOMS, A CANTINA, A GOLF AND A SUNBATH BAR, MARKETS AND COFFEE STATIONS, BEACH VOLEYBALL COURTS AND AN ICE SKATING RINK, A FITNESS STUDIO, A SCULPTURE GARDEN, AN OUTDOOR FIRE PIT, A GREEN ROOF FULL OF LOCAL PLANTS, AN ENTREPRENEURIAL CENTER AND IDEA INCUBATOR, PLUS ALL OF EASTERN EUROPE ON THE FOURTH FLOOR.

WE PROMISE WE WON'T SEND YOU TO DUBAI ON YOUR FIRST DAY.

CO-OP PROGRAMS WORLDWIDE

The best of things happens when you're in it. At RIT, we know that you'll have a great first day if you're in it. We know that you'll have a great first day if you're in it. We know that you'll have a great first day if you're in it.

Have a problem? We'll solve it. Have a problem? We'll solve it. Have a problem? We'll solve it.

Have a problem? We'll solve it. Have a problem? We'll solve it. Have a problem? We'll solve it.

WE LOVE IT WHEN A PLAN COMES TOGETHER.

THE OBJECTIVE: Make an environmentally friendly home and a sustainable energy system.

JEROME: The big wheel who made it marketable.

JOHN: The fabricator who made it sustainable.

REGINA: The doctor who made it last.

THE CARETAKER WHO MADE IT SUSTAINABLE.

THE DOCTOR WHO MADE IT LAST.

THE FABRICATOR WHO MADE IT REAL.

THE INNKEEPER WHO MADE IT USEFUL.

THE DIRT ON MAKING SOAP GREEN.

THE BIG WHEEL WHO MADE IT MARKETABLE.

THE CARETAKER WHO MADE IT SUSTAINABLE.

THE DOCTOR WHO MADE IT LAST.

THE FABRICATOR WHO MADE IT REAL.

THE INNKEEPER WHO MADE IT USEFUL.

THE FAST & THE CURIOUS

WHEN YOU LOVE TO RUN, THERE'S NOTHING LIKE THE FEELING OF A GOOD RACE. IT'S THE FEELING OF A GOOD RACE. IT'S THE FEELING OF A GOOD RACE.

ROCHESTER INSTITUTE OF TECHNOLOGY

BRAND ROLLOUT STRATEGY

1

WHAT: Internal Brand Rollout via on-campus presentations of the brand

WHY: Adoption of the brand university-wide and solicitation of important stories to tell in our communications

WHEN: Dec. 6 & 7

2

WHAT: Begin working new brand into communications materials

WHY: To provide a unified and strong communications platform to key audiences

WHEN: Immediately

3

WHAT: Announcement and development of campaign for arena

WHY: To raise awareness and capital among key donors and alumni

WHEN: Branded announcement Nov. 12th with complete branded plan to follow

4

WHAT: National Awareness Campaign targeted towards Peers and Alumni

WHY: To elevate perception and reputation of RIT nationally

WHEN: 2011 Q1/Q2 campaign launch to be timed to influence rankings and capital campaign

ROCHESTER INSTITUTE OF TECHNOLOGY

BRAND CONCEPT PRESENTATION

THANK YOU