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NYU-SCPS's M.A. in Graphic Communications Management and Technology Program Wins 2008 EDSF "Excellence in Education" Award

NEW YORK March 10, 2008—The New York University School of Continuing and Professional Studies' M.A. in Graphic Communications Management and Technology program (www.scps.nyu.edu/gcmt) was awarded the 2008 Excellence in Education Award for Innovation in Higher Education from EDSF, the international non-profit organization dedicated to the document management and graphic communications marketplace.

The award was presented today to Bonnie Blake, the program's academic director, at the EDSF Industry Leaders' Luncheon held in Boston, during the AIIM International Exposition & Conference and the ON DEMAND Conference & Exposition.

Blake said, "I think our management program is being honored for its innovative curriculum, for the way our advisory board partners with the administration to keep us poised for future success, and because our students are becoming even greater leaders as they learn from top people in the industry."

Given annually by EDSF, the Excellence in Education Awards honor worldwide academic institutions and professional organizations for their educational and innovative efforts relating to the document management and communications industry. Recipients address industry issues, reflect state-of-the art technology and benefit the industry through their programs.

About NYU-SCPS's M.A. in Graphic Communications Management and Technology program

Established in 1982, the M.A. in Graphic Communications Management and Technology is a 40-credit graduate program that educates students in the critical leadership skills specific to the field of graphic communications media. Students build expertise in management practices, learn to manage resources effectively across media platforms, and gain a thorough understanding of the capabilities of current and emerging technologies that shape production, distribution, and delivery of media content. The program is designed to prepare graduates for higher leadership positions in a complex, dynamic and global industry.

Its talented and career-focused students come from undergraduate programs in design, integrated marketing, journalism, print production and digital media. They include younger recent graduates as well as middle and senior managers with years of relevant experience since completing their undergraduate work.

The strongly active 50-member advisory board mentors students one-on-one, provides internships and employment, and raises significant additional scholarship funds with an annual awards event, the PRISM luncheon. Members of the advisory board—all of whom are leading practitioners and executives in the field—actually teach many of the courses, bringing into the classroom real-life case studies and situations that they themselves have experienced, and attracting interesting and well-known guest lecturers from their wide industry connections.

Academic program director Bonnie Blake, who also teaches in the program, believes in “knowing my students” and carefully guiding them throughout their educational experience at NYU-SCPS. “I interview each candidate several times before acceptance, and advise all students personally each semester,” she says. Blake also serves as the coordinating chair of NYU-SCPS’s Division of Media Industry Studies and Design which includes, in addition to the M.A. in Graphic Communications Management and Technology, the M.S. in Publishing and the M.S. in Digital Imaging and Design programs, and continuing education programs in publishing, design, digital arts, and film. Students are encouraged to explore by taking courses across programs.

For more information on the M.A. in Graphic Communications Management and Technology at SCPS-NYU visit www.scps.nyu.edu/gcmt or email bonnie.blake@nyu.edu.

About the NYU School of Continuing and Professional Studies

Founded in 1934, the School of Continuing and Professional Studies (NYU-SCPS) is among the 14 colleges and schools that comprise New York University, one of the largest private research universities in the United States. Through its faculty, curricula and vibrant professional and academic networks, NYU-SCPS captures the expertise of key sectors where New York leads globally: Real Estate and Construction Management (through the NYU Real Estate Institute); Hospitality, Tourism, and Sports Management (through the NYU Preston Robert Tisch Center); Philanthropy (through the NYU George H. Heyman Center); Design, Digital Arts, Film, Video and Broadcasting, Graphic Communications, and Publishing (through the Division of Media Industry Studies and Design); Business, Leadership and Human Capital Management, Integrated Marketing, Public Relations, Legal Studies, Finance, Taxation, Accounting, Management and Technology (through the Division of Programs in Business); Global Affairs; and the Liberal and Applied Arts, among others. Rigorous and timely programs in these and related areas attract full-time undergraduate and graduate students immersed in university life, working professionals in 14 graduate programs, motivated adults earning undergraduate degrees (through the Paul McGhee Division), and New Yorkers of all backgrounds enrolled in approximately 2,500 continuing education courses, certificate programs, conferences, and seminars annually.

About EDSF

EDSF is a charitable foundation dedicated to preparing the next generation of professionals for the industry. EDSF supports the industry's future by granting scholarships to students in support of their academic careers, by providing research grants to colleges and universities, by building an awareness about industry careers, and by recognizing innovative educators and educational programs. EDSF serves vendors and users who design and implement document solutions for business applications. For more information about EDSF, call 817-849-1145, write info@edsf.org, or visit the EDSF website at www.edsf.org.

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