Ringling College of Art + Design

ADVERTISING DESIGN AT RINGLING COLLEGE

Ringling College Advertising Design students will undergo a customized design curriculum tailored to future ad executives and creatives. You will discover professional, compelling storytelling and problem-solving techniques that will help you break into the $400 billion industry of advertising.

As an Advertising Design student at Ringling College, you will master the concepts of graphic design, consumer psychology, visual communications, and entrepreneurship. In addition to the formal and technical aspects of design, you will plan campaigns, identify and evaluate audiences, develop a brand, and write compelling copy. Consumers are bombarded with media every day, so learn how to create show-stopping, jaw-dropping work that speaks with your intended audience, not at them.

EMPLOYERS
LEO BURNETT
CHAPELL ROBERTS
GOOGLE
LINKEDIN
UNIVERSAL ORLANDO RESORT
AKQA
ALLEN & GERRITSEN

24 SEVEN INC.
22SQUARED
SPARK BRAND
TBWA/CHIAT/DAY
THE CREATIVE GROUP
SCOPPECHIO

INTERNSHIPS
ARC WORLDWIDE
ERASER FARM
EXTRA TV
LEO BURNETT
MULLEN
RAZORFISH
THE RICHARDS GROUP
NATIONAL STUDENT ADVERTISING COMPETITION (NSAC)
Select Advertising Design students participate in the National Student Advertising Competition, in which the American Advertising Federation (AAF) partners with a major national client to develop a multi-media advertising campaign. This means recreating the whole campaign experience, from brainstorming sessions to that coveted aha! moment and all the all-nighters, focus groups, and last minute rehearsals in between. Final campaigns are presented to a panel of judges. The top eight winning campaigns go head to head at the AAF ADMERICA! National Conference each June, where three teams will be declared national winners.

ADDITIONAL AWARDS AND ACCOLADES

American Advertising Federation (AAF) MOST PROMISING MULTICULTURAL STUDENT SCHOLARSHIP WINNER
Meghan Cole
Class of 2015

2015 COLLEGIATE EFFIE AWARDS
Honorable Mention
Tebello Mosenene,
Kaylynn Olmstead

2014 NATIONAL ADDY AWARDS
Silver–Elements of Advertising
Paige Caruso’14

2014 NATIONAL ADDY AWARDS
Silver–Digital Advertising/Social Media
Tukiya Mwanza’15, Shawn Dennis,
Matthew Bongiolatti

2014 NATIONAL ADDY AWARDS
Silver–Digital Advertising Campaign
Philip Lofstedt’14

2014 NATIONAL ADDY AWARDS
Gold–Digital and Creative Technology
Jack Dess’14 & Christina Hernandez’14

AAF MOSAIC CAREER FAIR & CONFERENCE
Each spring semester, Ringling Advertising Design students have the opportunity to attend the AAF Mosaic Career Fair and Conference. Last year’s studio visits included Havas Worldwide, Cramer Krasselt, Burrell Communications and Leo Burnett.

FACULTY
JEFFREY BLEITZ
MFA Visual Communications
University of Arizona

KIMBERLY ELAM
MFA Graphic Design
Cranbrook Academy of Art

DOUGLAS HIGGINS
MFA Graphic Design
Savannah College of Art and Design

POLLY JOHNSON
MFA Visual Communications
Virginia Commonwealth University

ALLEN HARRISON
MFA Graphic Design
Maryland Institute College of Art

VIVIAN OWEN
MA Advertising
Michigan State University

EDWIN UTERMOHLEN
MFA Graphic Design
California Institute of the Arts

ANGELA LEED
MFA 2D Studies
Bowling Green State University

JOANI SPADERO
MFA Graphic Design
Cranbrook Academy of Art

RESIDENCY AND STUDY ABROAD PROGRAMS
Living and studying overseas will change your perspective and bring a whole new dimension to your art. Ringling College students have the opportunity to participate in study abroad programs in Ireland, France, Spain, Italy and the United Kingdom.

ADDITI0NAL AWARDS AND ACCOLADES

2015 COLLEGIATE EFFIE AWARDS
1st Place
Anastasia Belomyltseva,
James Armas

2014 NATIONAL ADDY AWARDS
Gold–Digital and Creative Technology
Jack Dess’14 & Christina Hernandez’14

AMERICAN ADVERTISING FEDERATION ADDY AWARDS
Not only is our faculty award-winning, but our students bring home major industry awards as well! The ADDY Awards is the world’s largest advertising competition and represents the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from anywhere in the world. Students are encouraged to participate, and many have won awards at the local, regional, and national level.