

BUSINESS OF ART AND DESIGN



As a Business of Art and Design student at Ringling College you will join a unique group of students who want to work on the business side of creative companies, hand-in-hand with artists and designers. You will have a unique opportunity to collaborate on projects with students across all majors at Ringling College, including Computer Animation, Illustration, Fine Arts, Game Art, Graphic Design, Photography & Imaging, and Film.

A variety of interdisciplinary course offerings and open elective slots help you tailor your academic experience to your interests and your future. You will learn about entrepreneurship, producing and production management, strategic planning, marketing, and creative leadership. And no matter your area of focus, you will graduate ready to put your business skills to work in a wide range of creative industries.

Graduates of the Business program at Ringling College have a special advantage on the job market because they understand how creative organizations, companies, and startups work. They recognize strategic business objectives, can effectively communicate with diverse teams, and are often trusted in client-facing roles.

They are team leaders trained to facilitate the creative process to produce innovative work and bring a creative vision to life.

EMPLOYMENT OPPORTUNITIES

Business of art and design professionals operate behind the scenes across industries, including film, animation, marketing, and advertising; anywhere business and creativity intersect. You will find our graduates in a number of roles, including:

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| ACCOUNT MANAGER | EVENT PLANNER, DESIGNER, OR MANAGER |
| BACKSTAGE MANAGER | HUMAN RESOURCE MANAGER |
| BRAND MANAGER | MARKETING MANAGER |
| BUSINESS DEVELOPER | OFFICE AND CULTURE MANAGER |
| COMMUNICATIONS DIRECTOR | PRODUCER |
| COSTUME AND PROP PROFESSIONAL | PRODUCTION COORDINATOR |
| CREATIVE ASSETS MANAGER | PRODUCTION DESIGNER |
| CREATIVE BUSINESS CONSULTANT | PRODUCTION MANAGER |
| CREATIVE SERVICES MANAGER | PROJECT MANAGER |
| DESIGN COORDINATOR | SOCIAL AND DIGITAL STRATEGIST |
| ENTREPRENEUR | STRATEGIC PLANNER |
| | STUDIO ADMINISTRATOR |

TRANSFER IN AND COMPLETE YOUR BACHELOR OF ARTS

Students studying at another college can transfer into the Business of Art and Design program if they have completed an Associate of Arts Degree from a regionally-accredited college or university. Other combinations of liberal arts credit and studio credit from regionally-accredited schools can work for transfer into the program. In all cases, students are invited to work with our Admissions team to determine the best transfer situation.

CLASS PROJECTS

Business of Art and Design students collaborate in teams with students across all majors on a variety of creative business class projects with top for-profit and non-profit organizations, including:

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|------------------------|----------------------------|
| CIRQUE DU SOLEIL | SARASOTA MEMORIAL HOSPITAL |
| CLEAN THE WORLD | SESAME STREET |
| CONVERSE | SHELTERBOX |
| WALT DISNEY | STOOPID BUDDY STUDIO |
| IMAGINEERING | TERVIS TUMBLER |
| HASBRO | THE DALÍ MUSEUM |
| MICROSOFT GAME STUDIOS | THE JIM HENSON COMPANY |
| MOONBOT STUDIOS | |



CONNECTING CREATIVE PROFESSIONALS AND STUDENTS

The lines between art, design, and business are blurring, and creative industries are constantly evolving. It is integral that students understand the current environment and how business practices evolve. That's why we invite creative professionals, high-level executives, and entrepreneurs to visit Ringling College to lead interactive presentations and discussions for Business of Art and Design students. These professionals share their work experiences and current projects, as well as give advice and information about their industries. In addition, many of the visiting creative leaders work hands-on with students on various projects. Past speakers include leaders from Disney, Cirque du Soleil, MTV, DreamWorks, and many more.

AL KONETZNI
Designer and Disney Legend
The Disney Company

STEVE HICKNER
Director and Producer
DreamWorks Animation, SKG

BRANDON OLDENBURG
Chief Creative Officer
MoonBot Studios

MAX HOWARD
Producer
Exodus Film Group

DAVID GRAD
Senior Producer
MTV

DEAN HOFF
Vice President
Nickelodeon Animation Studios

EMILY SPERLING
President
ShelterBox, USA

SYLVIE GENEAU
Assistant Vice President
Cirque du Soleil

MICHAEL BROOKS
Owner Publisher
South Magazine

SHAWN SEIPLER
Executive Director and Co-Founder
Clean the World

MATT STINCHCOMB
Executive Director
Etsy

KUSHIL GUNASEKERA
Founder
Foundation of Goodness, Sri Lanka

TAILOR YOUR ACADEMIC EXPERIENCE

Our curriculum is always evolving to keep up with creative industries and business innovations. It is designed to be flexible, encouraging students to explore career paths and find their niche. Many of our business students choose to pursue independent studies in entrepreneurship, production management, design for business, and many other areas.

Students may also choose to enhance the curriculum and customize their time here with a mix of minors and concentrations. Currently, students can choose from one or more of the following opportunities:

ART HISTORY
BRANDED ENTERTAINMENT
CREATIVE WRITING

FINE ARTS
PHOTOGRAPHY & IMAGING

REALISTIC PAINTING
VISUAL DEVELOPMENT

STUDY ABROAD PROGRAM

Students in the Business of Art and Design major are encouraged to travel abroad and participate in international study abroad programs. In recent years, Business of Art and Design students have traveled to London, Paris, Amsterdam, and Dublin.

FACULTY

KATHLEEN SOBR
MA Project Management in Creative Environments
Birmingham City University, UK

MARILYN GARMAN
MA Entertainment in Industry Management
Carnegie Mellon University

JIM KRAUSE
DBA Accounting and Finance
Nova Southeastern University

MARK ORMOND
MA Art History/Museum Studies
George Washington University

SARITA RENÉ
MBA Business Management
MFA Fine and Studio Art
Florida State University



**Ringling College
of Art + Design**

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