BUSINESS OF ART AND DESIGN

Turn your passion for design and creativity into a professional creative career!

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, to produce innovative work and turn ideas into reality.

With five key areas of focus to choose from, the Business of Art and Design curriculum is designed to be flexible, empowering you to tailor your academic experience to your future interests. Join forces with students in other majors to bring creative visions to life: designing new products, producing animated films, crafting innovative brand strategies, developing and pitching your own business, and building a dynamic portfolio to present it to the world.

Graduates of the Business program at Ringling College are masters of creative problem-solving. Equipped with the tools, training, and experience employers value most, they enter the job market with a unique competitive advantage. They understand how creative organizations and startups work, recognize strategic business objectives, and effectively communicate across diverse teams.

Business of Art and Design is not only about creative business; it’s about making any business creative.

FIND YOUR FOCUS

Our curriculum is always evolving to stay current with creative industries and business innovations. It is designed to be flexible and encourages students to explore related fields and career paths and take courses that complement their primary area of focus. Many students choose to pursue independent studies in entrepreneurship, production management, design for business, and many other areas.

At its core, the Business of Art and Design program includes five key areas of focus:

- CREATIVE PROJECT MANAGEMENT
- MARKETING AND COMMUNICATIONS
- ENTREPRENEURSHIP
- BUSINESS AND BRAND STRATEGY
- PRODUCING AND PRODUCTION MANAGEMENT

CREATIVE COLLABORATIONS & EXPERIENTIAL LEARNING

Experiential learning is at the heart of the Business of Art and Design program. As a student in this major, you will have countless opportunities to engage in real-world projects, test drive your skills, and build your résumé in the process. You will tackle actual client projects and put your skills to work applying the principles and practices of design to solve real brand challenges.

Past projects have addressed business and design challenges with top for-profit and nonprofit organizations, including:

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

TRANSFER IN & 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.
CONNECTING CREATIVE PROFESSIONALS & 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 is 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
Flight School Studio

MAX HOWARD
President
Exodus Film Group

DAVID GRAD
Senior Producer
MTV

DEAN HOFF
Vice President of Animation Production
Nickelodeon Animation Studios

EMILY SPERLING
President
ShelterBox USA Inc.

SYLVIE GENEAU
Assistant Vice President
Cirque du Soleil

MICHAEL BROOKS
Publisher and Creative Director
South Magazine

SHAWN SEIPLER
Founder and Chairman
Clean the World

MATT STINCHCOMB
Executive Director
Etsy

KUSHIL GUNASEKERA
Founder/Chief Trustee
Foundation of Goodness, Sri Lanka

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:

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

FACULTY

KATHLEEN SOBR
MA Arts & Project Management
Birmingham City University, UK

Marilyn Garman
MA Entertainment Industry Management
Carnegie Mellon University

JIM KRAUSE
DBA Business Administration
Nova Southeastern University

MARK ORMOND
MA Art History/Museum Studies
George Washington University

SARITA RENÉ GUILLODY
MBA Business Management
West Texas A&M University


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.

Kathleen Sobr
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