



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:

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

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 GUILLORY

MBA Business Management
West Texas A&M University
MFA Fine & Studio Art
Florida State 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.



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