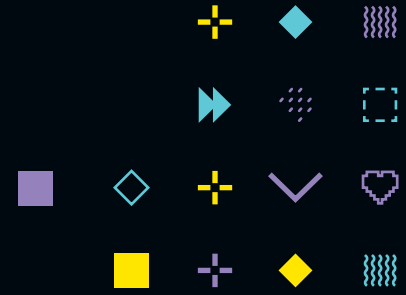


ENTERTAINMENT DESIGN



Entertainment Design is the art of creating compelling and engaging experiences for entertainment. Entertainment is rooted in story, and the skill of the Entertainment Designer is to effectively and collaboratively translate a narrative, concept, or theme into a real-world experience that resonates with the guest.

As a student of this program, you will learn the skills necessary to conceive, visualize, and realize innovative design solutions that bring immersive entertainment experiences to life. You will work across disciplines to design for theme parks and destinations, themed dining, exhibitions, and interactive experiences, to name a few.

The Entertainment Design industry is expanding worldwide. Discover how a degree in Entertainment Design from Ringling College of Art and Design can take you to new places—both around the globe and into worlds that have yet to be built.

EMPHASIS IN THEMED ENVIRONMENTS

Focusing on themed environments, the curriculum addresses industry standards and skills related to a narrative-driven built environment. Courses focus on building a knowledge of three-dimensional spatial relationships, material properties, fabrication techniques, wayfinding, and developing your digital visualization and communication techniques. Advanced technical skills are developed using a variety of digital design techniques in drawing, CAD drawing, 3D modeling, and 3D prototyping.

Artwork on cover by: Cabana Bay; Scott Wren '97 Wrenhouse Design.

THEMED ENTERTAINMENT ASSOCIATION (TEA)

Ringling College is a member of the industry's major organization, the Themed Entertainment Association (TEA), which is a network of the world's leading creators, developers, designers, and producers of compelling places and experiences. Our students organized a student chapter so graduates of the program that are members can use this network to pursue opportunities in the industry such as internships and jobs, as well as have access to professional development resources like webinars, conferences, and behind-the-scenes events.

PROJECT EMPHASIS ON THEMED ENVIRONMENTS

Your design knowledge and technical skills are applied to projects in areas such as:

- THEMED ENVIRONMENTS INCLUDING THEME PARKS AND RESORTS
- CULTURAL DESTINATIONS
- THEMED RETAIL AND DINING

INDUSTRY EXAMPLES

THEMED ENVIRONMENTS

HARRY POTTER WORLD, ORLANDO
 ART OVATION HOTEL, SARASOTA
 HBO WESTWORLD ACTIVATION, SXSW
 LATITUDE MARGARITAVILLE RETIREMENT COMMUNITY, DAYTONA BEACH
 LEGOLAND, MULTIPLE LOCATIONS
 WALT DISNEY PARKS & RESORTS, MULTIPLE LOCATIONS

CULTURAL DESTINATIONS

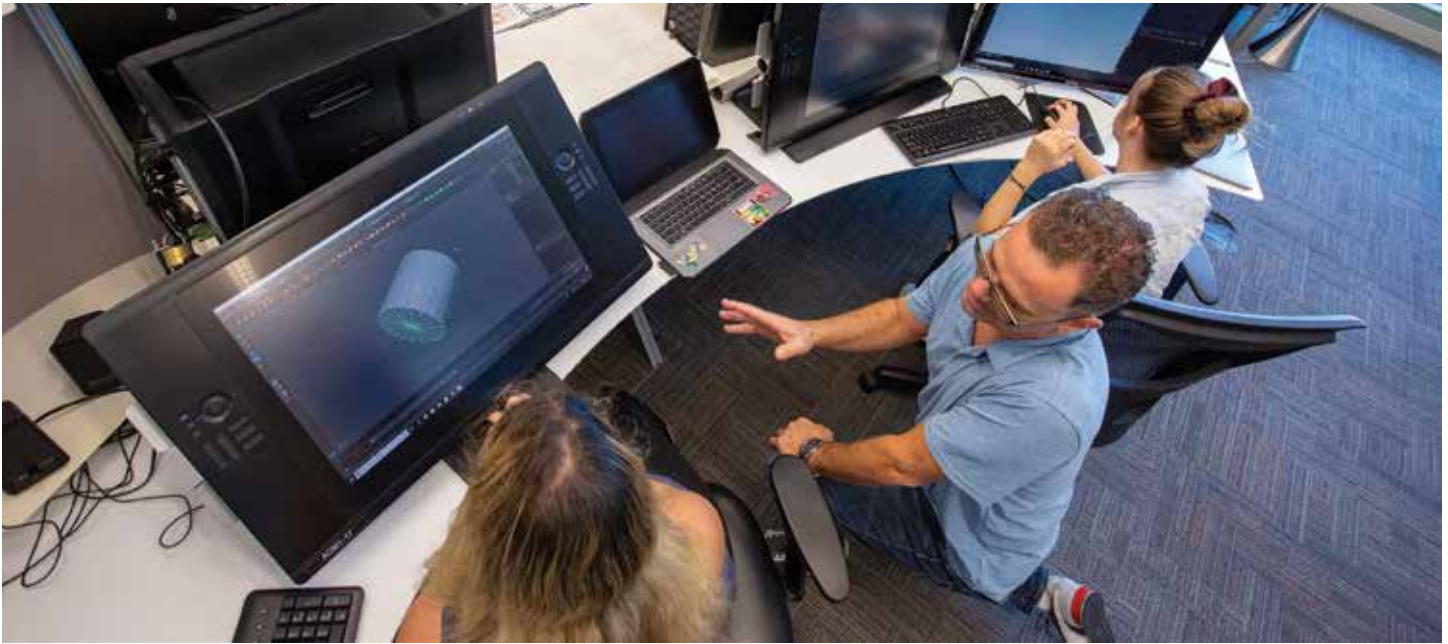
CIVIL RIGHTS INSTITUTE, BIRMINGHAM
 UNITED STATES HOLOCAUST MEMORIAL MUSEUM, WASHINGTON, DC
 KENNEDY SPACE CENTER VISITORS' COMPLEX, MERRITT ISLAND

THEMED RETAIL

THE DISNEY STORE, MULTIPLE LOCATIONS
 BASS PRO SHOPS, MULTIPLE LOCATIONS
 NIKETOWN, NYC
 CADILLAC HOUSE, NEW YORK CITY GALLERY & CAFÉ

THEMED RESTAURANTS

HARD ROCK CAFÉ
 TOMMY BAHAMA
 MYTHOS RESTAURANT, ISLANDS OF ADVENTURE, ORLANDO
 MARGARITAVILLE (MULTIPLE LOCATIONS)



CAREER OPTIONS

ATTRACTIONS DESIGNER
 BRANDED ENTERTAINMENT DESIGNER
 CUSTOMER EXPERIENCE DESIGNER
 ENGAGEMENT CONTENT CREATOR

EXHIBIT FABRICATOR
 EXHIBIT DESIGNER
 EXHIBIT CONTENT DEVELOPER
 EXPERIENCE DESIGN MANAGER

IN-SHOW GRAPHICS DESIGNER
 INTERACTIVE/DIGITAL PROJECT MANAGER
 MUSEUM EXHIBIT DESIGNER
 PRODUCTION SHOW SET DESIGNER

SETS & SCENIC DESIGNER
 SIGNAGE DESIGNER
 THEMED ENTERTAINMENT CREATOR

CURRICULUM MAP

YEAR 1 FALL	MEDA 111 Drawing I	DSNA 113 Drawing & 3D Design I	EDES 100 Design Thinking I
	LIBA 111 Contemporary Design Culture	WRIT 151 Writing Studio	
SPRING	MEDA 126B Drawing II	DSNA 123 Drawing & 3D Design II	EDES 120 Elements & Principles of Design
	ARTH 128 History of Immersive Media	ARTH III Development of Art & Ideas	
YEAR 2 FALL	EDES 201 Entertainment Design I	EDES 220 Spatial Environments	EDES 221 Environmental Wayfinding
	LMST 282 Literature & Media Studies	Open Elective	
SPRING	EDES 202 Entertainment Design II	EDES 222 Materials & Processes	EDES 210 Immersive Media
	History of Architecture	Open Elective	

YEAR 3 FALL	EDES 301 Entertainment Design III	EDES 320 Visualization & Communication Tools I	BOAD 360 Project Management
	LMST 230 Worldbuilding	Open Elective or INTE 301 Internship	
SPRING	EDES 302 Entertainment Design IV	EDES 321 Visualization & Communication Tools II	EDES 300 Design Thinking II
	CRWR 311 Writing for Shared Worlds	Liberal Arts	
YEAR 4 FALL	EDES 401 Entertainment Design Thesis I	EDES 420 Visualization & Communication Tools III	Liberal Arts
	General Education Elective	Upper-Level Art History Elective	
SPRING	EDES 402 Entertainment Design Thesis II		Liberal Arts
	General Education Elective	Open Elective	

■ 1st Year Studio 12 hours 10%
■ Major Courses 33 hours 27.5%
■ Major Emphasis 21 hours 17.5%
■ Liberal Arts 24 hours 20%
■ Art & Design History 12 hours 10%
■ General Education 6 hours 5%
■ Open Electives 12 hours 10%

120 Credits



**Ringling College
 of Art + Design**

WEB
www.ringling.edu/EntertainmentDesign

FACEBOOK
 Ringling-College-Entertainment-Design

TWITTER | INSTAGRAM
 @Ringlingcollege.entertainment