



## PRECOLLEGE 2020 IMMERSIONS – *These are provided for your reference. Please revisit immersions when application opens November 1<sup>st</sup>*

### DESCRIPTIONS and COURSE GOALS

Review **ALL IMMERSIONS DESCRIPTIONS PRIOR TO COMPLETING THE PRECOLLEGE APPLICATION**. Immersions are based on Ringling College majors and several are applicable to more than one major.

[Business of Art and Design: Entrepreneurship](#)

[Business of Art and Design: Brand Strategy and](#)

[Marketing](#)

[Computer Animation](#)

[Computer Illustration](#)

[Creative Writing: Comics and Games](#)

[Creative Writing: Fiction and Films](#)

[Digital Sculpting](#)

[Visual Development for Animation](#)

[Visual Development/Concept Art](#)

[Visual Development for Game Art](#)

[Entertainment Design: Themed Environments](#)

[Film Production](#)

[Film Directing](#)

[Fine Arts](#)

[Game Art](#)

[Game Design](#)

[Graphic Design](#)

[Illustration](#)

[Make! Digital Fabrication](#)

[Motion Design](#)

[Painting](#)

[Photography & Imaging](#)

[Storyboarding for Animation](#)

[Virtual Reality Development](#)

Having trouble deciding on a major or an immersion?

Visit [ringling.edu/help-me-decide](http://ringling.edu/help-me-decide) to explore the majors and view work created in a given major.

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#### **Business of Art and Design: Entrepreneurship**

This immersion will focus on designing entrepreneurial ventures. Through a series of collaborative exercises, including idea generation, experimental market research, and concept prototyping, students will explore different techniques for developing and testing creative ideas. Students will practice applying their creativity to solve complex challenges and learn the basics of designing new business solutions. The final project will result in a business plan or pitch video that visualizes and communicates their final business model design.

#### **Course Goals:**

- Understand the basics of business model design.
- Apply the principles of design thinking to generate ideas, prototype, and test and iterate new ideas.
- Create a visually compelling pitch deck presentation and/or video by using reference images, mood boards, and original designs.
- Gain experience pitching a product or service and learn to incorporate quality feedback into your revision process.

#### **Business of Art and Design: Brand Strategy and Marketing**

In this immersion, students will learn the principles of marketing and fundamental techniques for creating an effective brand strategy. Students will take on the role of a brand strategist to create a campaign for a struggling business. Students will work together in teams to redefine and relaunch the business from the ground up. The final project will be a visual proposal of a new brand strategy and marketing campaign.

#### **Course Goals:**

- Gain an awareness of marketing channels, media, and advertising
- Learn how to assess a situation and discover root problems and opportunities
- Learn how to conduct research and identify target markets
- Employ an introductory understanding of business strategy

- Learn the basics of campaign development

### **Computer Animation**

Discover the complexities of computer animation. This immersion covers subjects that are universal to most 3D software packages and to animation. Through a series of assignments you will be introduced to basic modeling, animation, texturing and lighting techniques using the 3D software Maya

#### **Course Goals:**

- An exploration of basic tools and functions of Maya.
- Learn to use Maya to create simple models, animate, texture, light and render.
- Learn the basic principles of animation.

### **Computer Illustration**

Explore the fundamentals of digital illustrating using "draw" and "paint" applications. Classes will explore basic design principles (line, mass, volume, space, positive and negative space, value, repetition of form, harmony, and balance, etc.) as applied using Adobe application user interfaces, tool functions and digital image making techniques.

#### **Course Goals:**

- Learn the basics of the Adobe Illustrator and Photoshop interfaces.
- Vector image making in Adobe Illustrator
- Basic digital painting and image manipulation skills in Adobe Photoshop

### **Creative Writing: Comics & Games**

This immersion offers an introduction to the basic elements needed to create your own effective, engaging comics, video games, and tabletop games. We'll work together to create a welcoming writing workshop environment that includes classroom discussion of both published comics and games and student work. Please note: This is a writing class, which means regular writing AND reading expectations exist for every student. Please bring a laptop or tablet with keyboard to every class meeting.

#### **Course Goals:**

- Demonstrate an understanding of what makes a good story (in games and comics)
- Learn the principles of writing compelling choices in interactive media
- Learn to integrate word and image in storytelling
- Improve your ability to create moving characters that engage readers and players
- Gain confidence in your own creative process
- Introduce the professional habits and skills needed to be a successful writer

### **Creative Writing: Fiction and Films**

This immersion offers an introduction to the basic elements needed to create your own effective, engaging fiction and film scripts. We'll work together to create a welcoming writing workshop environment that includes classroom discussion of both published writing and student work. Please note: This is a writing class, which means regular writing AND reading expectations exist for every student. Please bring a laptop or tablet with keyboard to every class meeting.

#### **Course Goals:**

- Demonstrate an understanding of what makes a good narrative (in fiction and film)
- Become acclimated to receiving feedback on your writing
- Learn to incorporate quality feedback into your revision process
- Improve your ability to offer thoughtful responses on the writing of others
- Gain confidence in your own creative process
- Introduce the professional habits and skills needed to be a successful writer

### **Digital Sculpting**

Digital sculpture is easier than you think. Students learn digital sculpting techniques using form development methods combined with 3D modeling to create intensely detailed digital models and sculptures. Plan, create and develop models for the movies, games, comic books, and toys.

#### **Course Goals:**

- Students will be provided with an introduction of the digital sculpting application ZBrush.
- Students will become familiar with ZBrush's user interface and the application features including ZSpheres and ZSketching.
- Students will learn to create base models and then refine their models with Projection Master.
- Create base geometry for sculpting utilizing ShadowBox.

### **Visual Development for Animation**

This immersion explores techniques and processes involved in creating artwork for animation with a focus on character development. You are introduced to the animator's process of gesture drawing and quick sketch, as well as creating volume and depth to capture action and attitude within a single pose. The workshop stresses the importance of drawing for weight, force, thought, emotion and movement as they pertain to industry standards.

#### **Course Goals:**

Explore elements and processes involved in drawing for animation and story. Students will be encouraged to collaborate in solving some of the difficult technical problems that are part of this major. Students should leave the workshop with strong portfolio pieces and an excellent understanding of emotion in poses. The knowledge and work developed in this workshop is invaluable and can be used in a portfolio to be submitted for any creative major.

### **Visual Development / Concept Art**

This course introduces students to a variety of techniques and methods that are used to create effective characters and background designs for video games and movies. Students will be placed in a small team setting and will learn to practice the research, brainstorming, critical analysis, and improvisational techniques that are necessary to create and implement conceptual work in the professional field. This is a studio workshop.

#### **Course Goals:**

- Learn to work in a team setting.
- Learn research and brainstorming techniques.
- Learn a variety of methods to construct a character or environment.
- Learn to articulate ideas and concepts.

### **Visual Development for Game Art**

Introduction to visual development artwork for Game Art. Focus on visual exploration of ideas and generation of character, prop, and set designs with the potential for interactivity and visual sophistication. Introduction to basic elements of art direction. Emphasis on sound draftsmanship and creating original designs as they are used in an entertainment industry pipeline.

#### **Course Goals:**

- Students will explore visual development concepts as they relate to Game Art.
- Learn some of the vocabulary associated development of characters, props and setting.
- Explore methods for solving problems specific to artwork for Game Art.
- Learn the basics of the Game Art industry pipeline as it relates to Visual Development

### **Entertainment Design: Themed Environments**

Entertainment Design is the art of creating compelling and engaging experiences for entertainment. From theme park attractions to museum exhibits, from live concerts to resort destinations, themed environments take guests on magical journeys that immerse them in a story. This course will introduce students to the design processes that bring immersive entertainment experiences to life. Students will conceive and visualize a themed environment that could serve as a real world experience.

**Course Goals:**

Students in this course will be provided the opportunity to:

- To develop an awareness of entertainment design industry
- Develop an awareness of built environments for entertainment
- Understand communicating story through themed environments
- Develop skills in sketching 3D spaces
- Understand the immersive nature of successful guest experience

**Film Production**

Film Production will take students from script to screen, and include producing, directing, cinematography, sound, and editing, of a short film. Each student will write, direct, and edit his or her own film, as well as work with fellow class members as cast and crew. The course will highlight how film stories work, how to plan a film, effective collaboration with others, use of editing to control the pacing, and how music can heighten the emotional impact of a film. The experience will give students a good foundation in the basics of the entire filmmaking process.

**Course Goals:**

The course is designed to give students a basic understanding of the filmmaking process. The competencies that are emphasized will be storytelling, composition, picture and sound editing, directing, and producing. The basics of each of the areas will be explored from a technical, aesthetic and psychological standpoint in order to provide students with a basic understanding of the art and craft of filmmaking.

**Film Directing**

Through this course, students will gain a basic knowledge of directing through exercises that will increase their understanding of performance, how to place the camera to best capture the performance, and how editing can be used to refine the performance. Acting performance, choice of camera angles, and editing, are essential tools of a film director. Class assignments center on short 'moments' meant to move an audience emotionally. Students will act for each other as well as direct each other as a way to develop the communication skills necessary to guide a performance. This is a great companion course to Film Production.

**Course Goals:**

The course is designed to give students a foundation in the concepts and practices of film directing. Competencies include the basics of performance, dialog subtext, directing fundamentals, camera angles, scene coverage, editing for performance, character intentions and motivations, and collaboration. The course emphasizes the emotional side of filmmaking, giving students the opportunity to gain understanding about character intentions and motivations, and how to best capture performances on camera.

**Fine Arts**

Learn to follow your intuition and develop the researching skills needed to create a cohesive body of work. Fine Arts offers students a self-directed path towards the realization of unique works of contemporary art. Students are encouraged to both experiment and develop traditional skills.

Students will complete projects in Mind mapping, Drawing, Painting, and Collage

**Course Goals:**

Upon completion of this course, students will be able to:

- Develop a cohesive body of work
- Demonstrate the ability to create a body of work across a variety of mediums
- Demonstrate the ability to complete research relevant to a body of work

### **Game Art**

Students will get an introduction to the Game Art major and become familiar with cutting edge development software solutions used throughout the Game industry. Emphasis is on the principles of designing and producing 3D computer-generated art assets. In this class, students will learn to model game ready 3D models with visually appealing surface definitions including a cardback, loot crate, and animated robot.

#### **Course Goals:**

- Students will gain familiarity with design principles and cutting edge development tools used in the game industry to create assets.
- Learn general workflows, techniques and production processes of creating 3D content for Games.
- Development of new vocabulary related to the creation of 3D art.
- Development of production skills for both collaborative and independent work.
- Establishment of methods for analyzing and solving problems specific to 3D art.
- Development of design and aesthetic sensibilities in visual communication.

### **Game Design**

Students will learn the fundamentals of Game Design including: player start, decisions, interaction, rules, opposition and goals through level design utilizing the cutting edge 3D computer-generated art assets using advanced software tools. Students will review and analyze the different types of core mechanics and the classification of games by target audience. Finally, students will create their own playable platform they can publish and share with friends and family.

#### **Course Goals:**

- Students will gain familiarity with design principles of the game industry to create a game.
- Learn best practices of creating an overall theme and content for a game idea.
- Learn computer-generated visual scripting, and general workflow of level design, including play testing and problem solving both technically and creatively.
- Development of new vocabulary related to the creation of games.
- Development of production skills for both collaborative and independent work.
- Establishment of methods for analyzing and solving problems specific to game creation.
- Development of design and aesthetic sensibilities in visual communication.

### **Graphic Design**

Graphic design touches you every day through packaging, logos, websites, apps, T-shirts and posters for bands, sports, movies and more. In this immersion you will apply the foundation principals of graphic design to create meaning through image, text, and composition. Learn techniques for rapidly generating many variations of your initial idea to refine and expand your skill. Each project is designed to build your skills and to be a potential portfolio piece.

#### **Course Goals:**

- Learn the scope of graphic design as a profession and the diverse career paths it provides.
- Learn basic to intermediate skills with professional design software programs (Adobe Illustrator and Adobe Photoshop.)
- Create custom layouts for poster and package design.
- Print, prototype and build finished designs as both physical objects and digital mockups for portfolio presentation.

### **Illustration**

Learn how to tell stories and communicate concepts through the visual language of picture-making. In this immersion, you will practice composing images, create interesting characters and stage them in a scene, use color theory to express emotion, and explore a variety of media. The result will be artwork that stimulates the viewer to reflect and react.

#### **Course Goals:**

- Introduce the picture making process, including research, thumbnails, value, and color studies.
- Survey past and present illustrators and the kinds of jobs available in the illustration field.

- Improve drawing, painting, and compositional skills.

### **Make! Digital Fabrication**

Learn to take your ideas from hand drawn sketches to three-dimensional sculptures and products. Make! Digital Fabrication class offers artists and designers the opportunity to use cutting edge technology to design, develop, and manufacture exciting new forms for the 21st century.

Students will complete projects in Vinyl & Laser Cutting, CNC routing, and 3D Modeling & Printing.

#### **Course Goals:**

Upon completion of this course, students will be able to:

- Demonstrate the ability to employ design strategies for the production of digitally fabricated sculpture/products
- Demonstrate the ability to create file types for digital fabrication
- Demonstrate the ability to construct and install digitally fabricated sculpture/products

### **Motion Design**

This immersion will explore the fundamental principles of Motion Design through exercises exploring Pre-Production idea generation, collaboration, design and composition in Adobe Illustrator, and 2D key frame animation/compositing in Adobe After Effects. Emphasis is on movement, metamorphosis, transition, sequence, time and rhythm, pace, and editing word to picture stories.

#### **Course Goals:**

- Learn what “motion design” is and its place in the media landscape.
- Learn some of the basic design and animation principles fundamental to motion design.
- Learn the basics of Adobe After Effects, one of the foundational software packages for motion design.

### **Painting**

In this class, students will complete multiple oil-on-canvas- paintings exploring techniques and methods for representational painting. Emphasis will be on observation to develop a more sensitive perception of color, value and shapes. Various techniques for ideation will be explored to aid in the development of self-directed works.

#### **Course Goals:**

- Technical understanding of materials and methods for painting in oil.
- Creating the illusion of space and form.
- Develop a sound studio practice.
- Increase awareness of past and current art movements and their role in contemporary painting.

### **Photography & Imaging**

From sharing images on social networking sites, to utilizing stills, video and sound in multimedia productions, photography is at the forefront of our visual culture. This course will provide a general introduction to photography and digital imaging. The course will focus on technical and aesthetic elements of photography. *Students must have a digital (SLR) camera that has the capability to shoot in RAW format.*

#### **Course Goals:**

A brief history of photography, qualities of composition and aesthetics; the photograph as a method of storytelling and communication; technical camera skills, processing RAW images and generating successful workflow using Photoshop Bridge; general Photoshop skills and image preparation; and image printing.

### **Storyboarding for Animation**

Storyboards are the first visual pass at a movie script and they become the blueprint for the film. This immersive develops an understanding of the basics of storyboarding conventions and techniques, film language, continuity editing and descriptive drawing for visual storytelling. Students will work from a script and preproduction packet to develop a scene for an animated short.

#### **Course Goals:**

- Understand how visuals support story for an animated film
- Thumbnail a script
- Understand and apply basic continuity editing
- Understand how to draw for storyboards
- Storyboard a sequence for an animated film

### **Virtual Reality Development**

Explore Ringling College's newest major! Virtual Reality Development students will pioneer and push forward advancements in a new—and explosive—medium for art and artists. This introduction to the tools and methods used in Virtual Reality Development explores principles of the creation of virtual spaces. Students will be introduced to the basic processes for creating synthetic objects using 3D software and placing them into a virtual space using game engine technology.

#### **Course Goals:**

Learn to analyze, design, and create immersive interactive experiences utilizing industry standard development software and hardware.