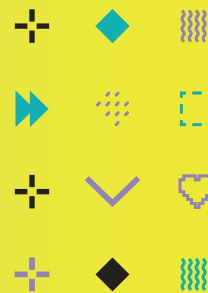


# ENTERTAINMENT DESIGN



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: Cabana Bay: Scott Wren '97 Wrenhouse Design

## CURRICULUM MAP

YEAR 1 FALL	DSNA 110 Drawing I	DSNA 113 Drawing & 3D Design I	EDES 100 Design Thinking I
	LIBA 111 Contemporary Design Culture	WRIT 151 Writing Studio	
SPRING	DSNA 120 Drawing II (Figure)	DSNA 123 Drawing & 3D Design II	EDES 120 Elements & Principles of Design
	ARTH 128 History of Immersive Media	LMST 282 Literature & Media Studies	
YEAR 2 FALL	EDES 201 Entertainment Design I	EDES 220 Spatial Environments	EDES 222 Materials & Processes
	ARTH III Development of Art & Ideas	Open Elective	
SPRING	EDES 202 Entertainment Design II	EDES 221 Environmental Wayfinding	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
	LIBA 230 Worldbuilding	Open Elective or INTE 301 Internship	
SPRING	EDES 302 Entertainment Design IV	EDES 321 Visualization & Communication Tools II	EDES 300 DesignThinking 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	

1 <sup>st</sup> 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%
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120 Credits



## 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

## 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  
 ATLANTIS  
 MEN IN BLACK  
 REVENGE OF THE MUMMY  
 THE SIMPSONS RIDE  
 ET ADVENTURE  
 SKULL ISLAND: REIGN OF KONG  
 JURASSIC PARK  
 THE CAT IN THE HAT RIDE  
 SPACESHIP EARTH  
 JOURNEY INTO IMAGINATION

### CULTURAL DESTINATIONS

MUSEUMS  
 MEOW WOLF  
 MUSEUM OF ICE CREAM  
 ZOOS  
 THEATERS  
 KIDZANIA  
 ST. MICHAEL'S MYSTERY, PRAGUE  
 NATIONAL SCIENCE CENTER, FORT  
 DISCOVERY THEATER  
 NATIONAL GEOGRAPHIC GRAND  
 CANYON VISITORS CENTER  
 TITANIC BELFAST  
 I AM A MAN PLAZA, MEMPHIS

### THEMED RETAIL

TESLA  
 APPLE STORE  
 MICROSOFT STORE  
 NIKETOWN  
 MADRID XANADU  
 TERMINAL 21, BANGKOK  
 JOY CITY, SHANGHAI  
 CADILLAC HOUSE BRAND  
 EXPERIENCE, NEW YORK CITY  
 AMPLE HILLS CREAMERY, MULTIPLE  
 LOCATIONS IN U.S.  
 TOM FORD PRIVATE BLEND  
 EXPERIENCE, DUBAI

### THEMED RESTAURANTS

HARD ROCK  
 TOMMY BAHAMA  
 TOOTHsome CHOCOLATE  
 EMPORIUM & SAVORY FEAST  
 KITCHEN  
 MEDIEVAL TIMES DINNER &  
 TOURNAMENT  
 T-REX CAFE  
 PIRATES DINNER ADVENTURE  
 CAPONE'S DINNER & SHOW  
 THE CIRQUE MAGIQUE  
 MYTHOS RESTAURANT, ISLANDS OF  
 ADVENTURE  
 THREE BROOMSTICKS  
 MARGARITAVILLE



**Ringling College**  
 of Art + Design

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**FACEBOOK**  
 Ringling-College-Entertainment-Design

**TWITTER | INSTAGRAM**  
 @Ringlingcollege.entertainment