



# Business of Art and Design

## Leading creative industries.

The Business of Art and Design program at Ringling College will prepare you to work on creative projects in any field. You will learn about entrepreneurship, design management, brand strategy and marketing, and producing for film and animation.

Our curriculum is designed to be flexible, empowering you to tailor your academic experience to your interests and career goals. As a student in the Business program, you will have countless opportunities to join forces with Ringling students across all majors to bring creative visions to life; producing animated films, planning events and experiences, crafting bold brand strategies, and developing and pitching new business concepts.

With a Business of Art and Design degree, you will enter the job market equipped with a multifaceted skill set and competitive edge, allowing you to apply for a variety of positions and pursue multiple career paths.

Graduates of the Business program assemble dynamic portfolios and go on to work as producers, production coordinators, strategists, and marketing managers at top companies including DreamWorks, Pixar, JibJab, Blue Mammoth Games, Deloitte Digital, Game Developers Conference, and more!

### 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 three key areas of focus:**

- **Entrepreneurship**
- **Brand Strategy and Marketing**
- **Producing and Production Management**

### Student Projects and Opportunities

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 resume 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 Dalí Museum**



## Connecting Creative Leaders and 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 deliver interactive presentations and discussions for Business of Art and Design students.

### Shawn Seipler

Founder and  
Chairman, Clean the  
World

### Matt Stinchcomb

Executive Director,  
Etsy

### Emily Sperling

President, ShelterBox  
USA Inc.

### Brandon Oldenburg

Chief Creative Officer,  
Flight School Studio

### Geoffrey Colon

Head of Brand Studio,  
Microsoft Advertising

### Dean Hoff

Vice President of  
Animation, Production,  
Nickelodeon  
Animation Studios

### Adriana Velasco

Sr. Manager US  
Marketing, Barbie,  
Mattel, Inc.

### Luc Mayrand

VP, Creative Portfolio  
Executive, Shanghai,  
Epcot, Walt Disney  
Imagineering

### Christopher Fidler

Sr. Director Product  
Management &  
Creative, Burton  
Snowboards

### Dan Cohen

Senior Vice President/  
Creative Director,  
Publicis New York

### Nadya Ichinomiya

Enterprise Agile  
Coach, Sony Pictures  
Entertainment

### Sarah Brin

Strategic Partnerships  
Manager, Meow Wolf

### Will Johnson

Director & Partner,  
Scholar

### Nontra Null

Design Manager,  
The Walt Disney  
Company

## 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

### Animation Producer

### Backstage Manager

### Brand Manager

### Brand Strategist

### Communications Director

### Costume and Prop Manager

### Creative Assets Manager

### Creative Director

### Creative Project Manager

### Creative Services Manager

### Design Coordinator

### Design Manager

### Design Studio Owner

### Digital Marketing Strategist

### Entrepreneur

### Event Planner

### Head of Talent

### Line Producer

### Marketing Campaign Manager

### Marketing Manager

### New Product Manager

### Office Manager

### Producer

### Production Coordinator

### Production Designer

### Production Manager

### Social Media Manager

### Strategic Designer

### Studio Administrator

### UI/UX Researcher

## Transfer In and 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 and studio credits 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.

## 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.

## Faculty

Our faculty is composed of artists and designers who are passionate about shaping the next generation of creative leaders through our hands-on studio model of teaching.

Learn more about our faculty:

[www.ringling.edu/faculty](http://www.ringling.edu/faculty)

