Virtual Reality Development

Creating immersive experiences.

Ringling College of Art + Design

Here's a sneak peek →

Realm of Reverie by Maggie Lin '25 and Yichen Xiong '25

Ringling College Virtual Reality Development students pioneer forward in a game-changing medium for designers. As a student of this program, the first of its kind in the world of design, you will learn to create immersive experiences that can change the way we think about industries, including healthcare, architecture, education, media, and more.

You will be the vanguard to shape and share stories from multiple points of view, and you will create immersive experiences within the virtual reality medium that ultimately inform, educate, and entertain. Whether it is making a more safe work environment, being a champion of social justice, or helping people recover from trauma, the VR medium will allow you to be a catalyst for positive change.

VR: Where Creativity and Technology Collide

As a graduate of this major, you will jump into a rapidly growing industry. Even more exciting, you will build a career in which you work and play at the forefront of this artistic realm, reimagining and redefining the design process at this creative intersection of art and technology.

To explore games created by our VR students and alumni, visit our STEAM page.

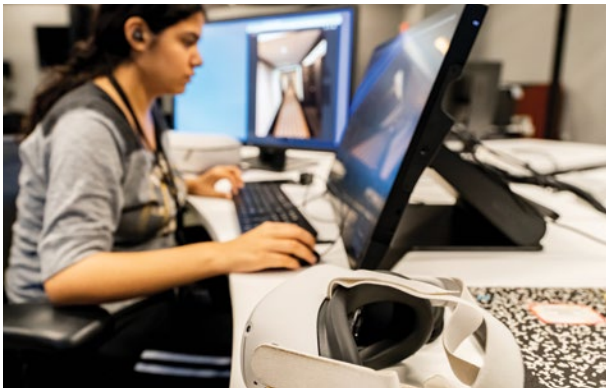
Curriculum Overview

The Bachelor of Fine Arts in Virtual Reality Development prepares graduates for existing and emerging career opportunities designing and creating immersive experiences. Virtual Reality Development students graduate with the ability to design, create, and analyze immersive experiences within the virtual reality medium that inform, educate, and entertain.

Ringling's VR program is truly unique. Our teaching methods set us apart, and our instructors collaborate closely to create class assignments. The curriculum is designed to help students develop skills that are really useful in the industry. It starts with simple skills and gradually adds more challenging concepts as you progress through your major, making each assignment matter. The majority of Virtual Reality Development classes involve projects that weave together what you are learning in each of your studio courses. This helps you connect the dots between your various courses, enhancing the learning experience and effectiveness. Along the way, students contribute to VR for Good collaborations with community partners and participate in popular events like the Haunted House project, experiences that showcase their creativity while making a real-world impact. When classes work together like this, the result is well-rounded skills and impressive final projects.

Minor in VR

The Virtual Reality Development minor lets students explore emerging VR technology, a versatile tool spanning industries like gaming, film, healthcare, manufacturing, and more. Students master 3D modeling, environment creation, designing avatars, and interactive design, along with advanced scripting and technical art using cutting-edge, real-time interactive 3D game engines like Unreal Engine and Unity.



Employment Opportunities

In addition to the entertainment applications of VR and AR, companies such as General Motors (GM) are looking for immersive media artists with strong visualization and problem-solving skills to develop experiences that address the needs of creative design, product engineering, and manufacturing as well as the sales and service industries.

3D Forensic
AECOM
AR Solutions
BadVR
Baobab Studios
Epic Games
Funomena
General Motors
Halon Entertainment
ILMxLAB
Immersive Health Group
Kinetic Vision
Meta
Microsoft
Mote Marine Labs
STRIVR
Theory Studios
Vu Studios
WIN Reality, Inc.

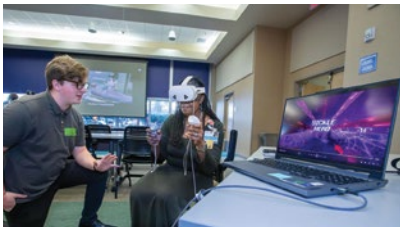
Professional Opportunities

VR students have many opportunities to work on real projects with professional clients. Past client projects have included collaborations with Moffitt Cancer Center, Johns Hopkins All Children's Hospital, and SIGGRAPH, the world's leading technology conference.

Ringling VR students partnered with Johns Hopkins All Children's Hospital and Conquering the Curve to design an interactive VR experience supporting young patients hospitalized for sickle cell crises. These playful "promotion of motion" activities encouraged children to stay active and make healthy choices while navigating the lifelong challenges of this disease.

For two consecutive years, VR students created a virtual lobby for SIGGRAPH's Virtual Reality Theater, which is known for showcasing the best of the world's auteurs working in a medium without walls or frames. The students pitched three themes and iterated based on the Theater committee's feedback, ensuring the final product was optimized and production-ready for an international audience.

Ringling College is also home to the first student chapter of XR Women, giving students access to valuable professional memberships and networking opportunities.



Above: VR major Joseph Janssen '22 worked with Moffitt Cancer Center on the project.

Below: Student work created for SIGGRAPH's Virtual Reality Theater Lobby.

Faculty

Our faculty is composed of technical artists and interactive 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**

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