



Industry Experience at Ringling College

CASE STUDIES

“Creative confidence is forged in the crucible of deadlines, demands, and deliverables—the very foundation of INDEX.”

- Dr. Larry R. Thompson, President of Ringling College of Art and Design

WHO WE ARE AND WHAT WE DO

INDEX, which stands for Industry Experience, is a premier professional education initiative at Ringling College of Art and Design. INDEX bridges the gap between academic learning and real-world challenges.

Since 2012, Ringling College and The Patterson Foundation have teamed up to nurture the creative leaders of tomorrow. We offer diverse experiential learning opportunities that propel our talented students towards professional excellence by connecting with forward-thinking companies.

This booklet offers a glimpse into the innovative projects that our students have undertaken with business clients, and presents a compelling series of case studies. Discover how the INDEX program is shaping the future of art and design education through these creative results.



BENEFITS OF WORKING WITH OUR STUDENTS

Visibility

Experience heightened visibility through collaborations with Ringling College, garnering media coverage and PR value that extends your reach locally and nationally, showcasing your dedication to fostering creativity and innovation in education.

Fresh Perspectives

Embrace fresh perspectives and innovative solutions by partnering with our students, who bring creativity unencumbered by convention. Benefit from out-of-the-box thinking to tackle your business challenges head-on.

Community Engagement

Demonstrate your commitment to community engagement by providing young professionals with opportunities in a supportive environment. Your involvement not only nurtures creativity and education but also strengthens ties within the local community.

Access to Emerging Talent

Gain access to emerging talent through INDEX, positioning yourself as a destination for future creative leaders. Discover and cultivate the next generation of innovators, offering them valuable employment opportunities within your organization.

OUR TALENTS

Dive into limitless creativity through the INDEX Center. Our clients gain access to a diverse array of resources, from strategic brand marketing and persuasive copywriting to dynamic graphic design, mesmerizing motion graphics, and immersive film experiences. At Ringling College, we believe in inclusivity, ensuring every student from every major has the chance to participate in INDEX projects.

Our majors include:

Business of Art and Design, Computer Animation, Creative Writing, Entertainment Design, Film, Fine Arts, Game Art, Graphic Design, Illustration, Motion Design, Photography and Imaging, Virtual Reality Development, and Visual Studies.



SMITHSONIAN AMERICAN ART MUSEUM

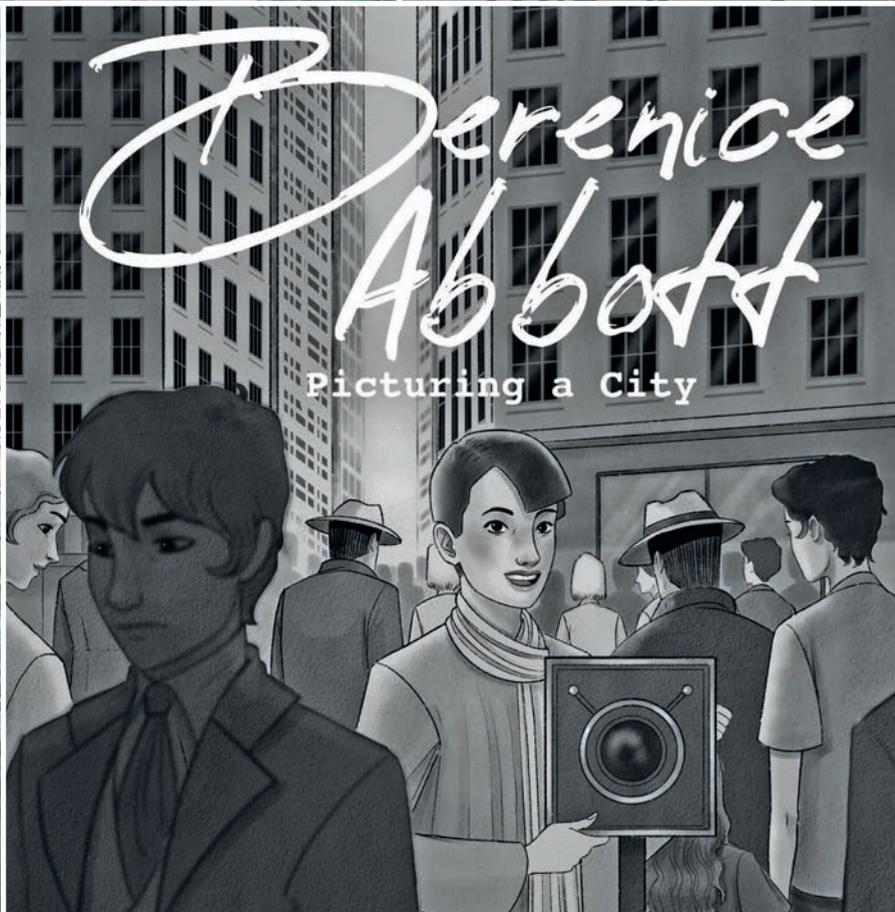
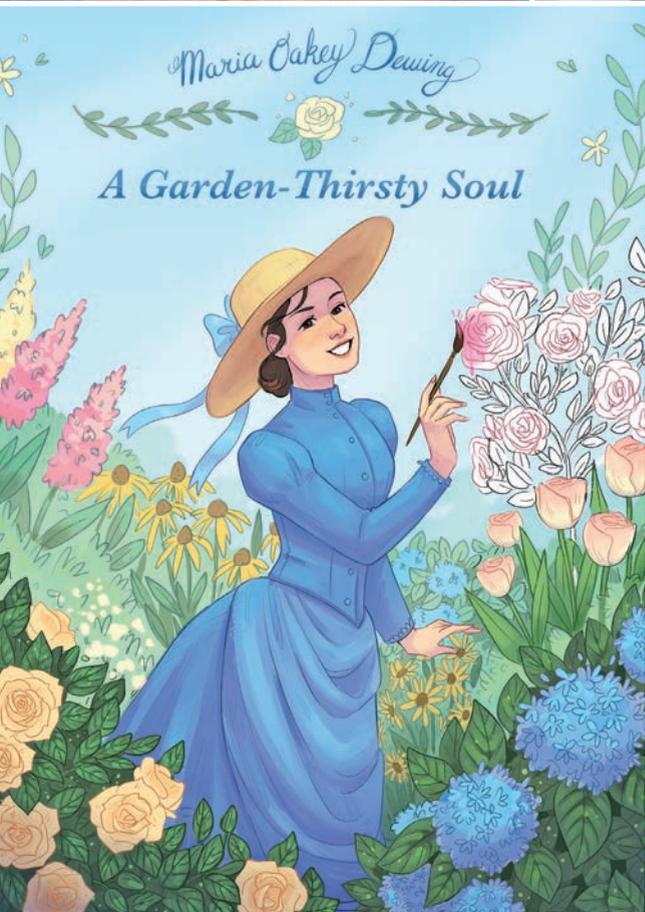
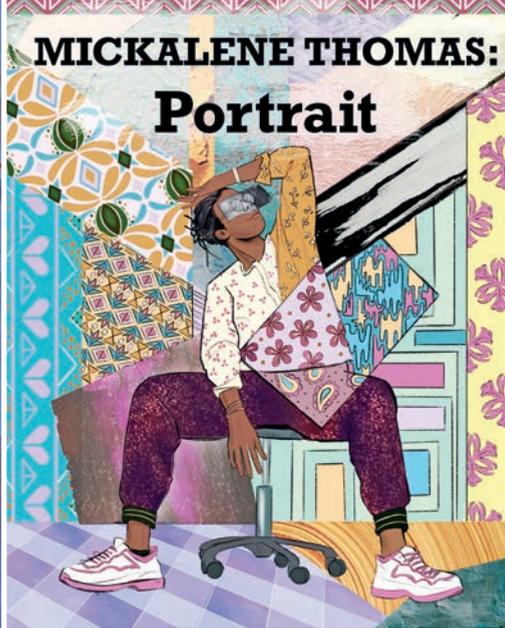
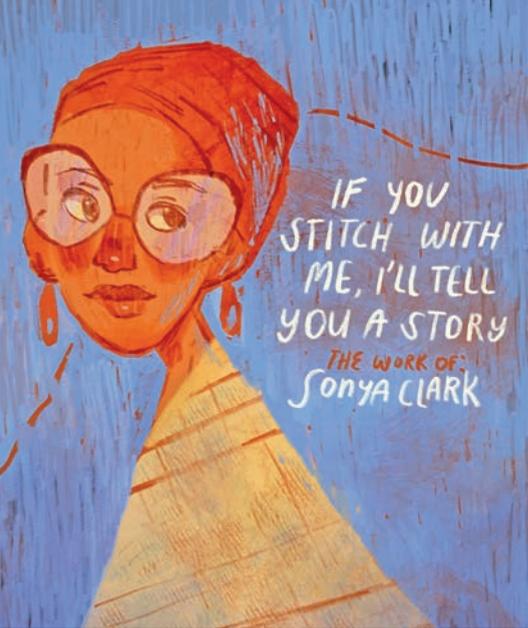
Drawn to Art: Ten Tales of Inspiring Women Artists Comic Series

For three years, our Illustration students undertook the *Drawn to Art* challenge for the Smithsonian American Art Museum, highlighting women artists from the museum's collection. Through graphic novel-inspired short stories, this project connects youth with the artists' inspiring journeys. The resulting collection now resides in the museum's special projects, intertwining art and history.

Participating Majors

Illustration

Annual Immersive



FELD ENTERTAINMENT

Monster Jam Campaign Strategy

Feld Entertainment, known for global family experiences like Disney On Ice and Marvel Universe Live, engaged 11 students from the Business of Art and Design department in a comprehensive analysis of one of their largest productions, Monster Jam. Operating across 75 countries and six continents, the team delved into the business intricacies, unearthing insights and growth strategies. The result? A stellar campaign strategy crafted to elevate the brand.

Participating Majors

Business of Art and Design

Fall 2020 Immersive



LIEVEN DE BOECK

What's Going On? Parade

Discover the dynamic fusion of art and identity in the *Queer Identity Parade* project led by Belgian artist Lieven de Boeck. Drawing inspiration from Brazilian artist Hélio Oiticica's exploration of queer identity, students across disciplines collaborated to create their own interpretations of Oiticica's iconic *Parangolés*. Guided by faculty, they infused these wearable artworks with vibrant symbols of contemporary queer culture. The project culminated in a captivating performance at Untitled Art Fair in Miami, where students embodied the essence of live art and communal celebration. Through this transformative journey, the project empowered students to make their identities visible and inspired a new generation to embrace their true selves.

Participating Majors

Fine Art and multiple majors

Fall 2023 Competition



FLIGHT SCHOOL

Wet Dog Corp. Virtual Reality Game

Flight School, joined by 38 students from multiple majors collaborated on a multifaceted project at South by Southwest (SXSW). Tasked with launching Wet Dog Corp., a simulator-style game where players get paid to wash dogs in a megacorporation setting, the team ventured beyond virtual reality. They designed a physical arcade game and managed event production at SXSW. This project highlights the power of diverse talents converging for an innovative and immersive experience.

Participating Majors

Graphic Design, Virtual Reality, Game Art, Entertainment Design, Illustration

Fall 2019 Immersive



SARASOTA FOOD HALL

Space Design

Students from multiple majors took the lead on the Sarasota Food Hall Development project which aimed to revitalize downtown dining by blending Sarasota's artistic culture with a captivating dining experience. At its core was the imaginative *Palate*, an eight-position food hall featuring outdoor seating, restrooms, and a cozy bar under a standout canopy roof. Despite not materializing after a city meeting, the project symbolizes Sarasota's artistic and culinary spirit, standing as a testament to the creative vision of Ringling College students.

Participating Majors

Entertainment Design, Graphic Design, Business of Art and Design Spring 2021 Course



PORTER FAMILY VINEYARDS

Wine Label Illustrations

Cheers to a decade of creativity! Commemorating 10 years, this competition has left an indelible mark on Porter Family Vineyards' Barre Azure Bordeaux-style vintage. Illustration students vie to design labels that not only captivate but seamlessly integrate with the brand. The reward? A coveted spot on premium wines, a treasure in any designer's portfolio. Beyond aesthetics, these labels are storytellers, weaving historical narratives like the Battle of Hastings in 1066. Each vintage adds a chapter—infusing culture, art, magic, and passion into the wine consumer's experience.

Participating Majors

Illustration

Annual Competition





Porter Family Vineyard
Wine Label Illustrations



VEL

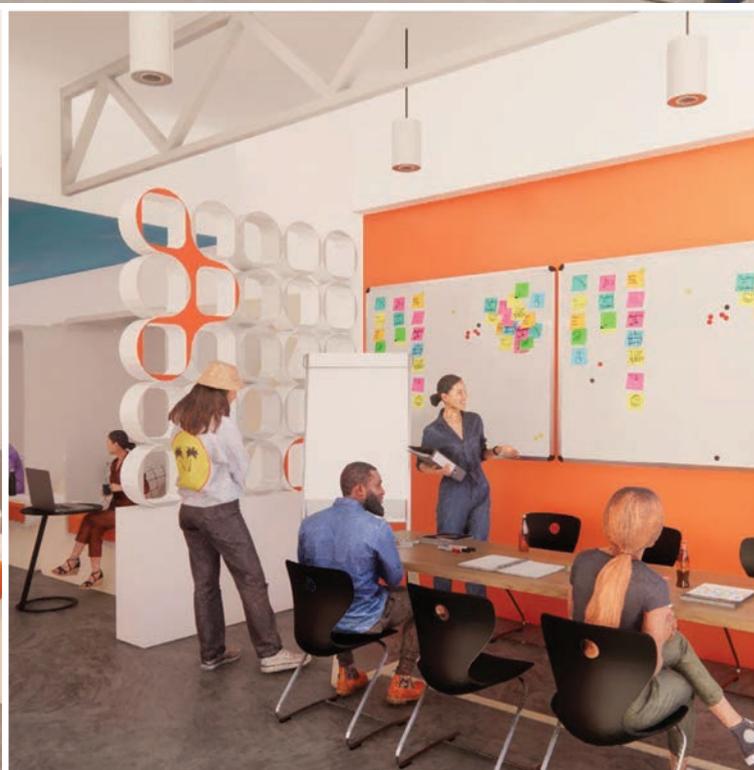
Brand Strategy for a Co-work Space

A dedicated group of Business students used their collective efforts as a skilled team to meticulously craft strategic recommendations to elevate this client's brand. This transformative 15-week class project brought forth a wealth of insights and invaluable assets, including a new customer segment evaluation, comprehensive market analyses across five secondary markets, and innovative briefs encompassing business model enhancements, product design, marketing, and brand development.

Participating Majors

Business of Art and Design

Spring 2022 Course



RINGLING COLLEGE

Avant-Garde Gala Theme Design

Ringling College merges creativity and philanthropy in the annual Avant-Garde costume gala, a noble endeavor supporting student scholarships and breaking down financial barriers. Over 90% of Ringling College students depend on need and merit-based aid, making Avant-Garde pivotal in turning dreams into reality. Students from all majors contribute behind the scenes, shaping the theme and creative elements that define Avant-Garde as a memorable experience. This community effort empowers students to pursue their dreams, ensuring financial constraints don't impede their journey to success.

Participating Majors

Multiple majors

Annual Immersive



INDEX

INDEX Center Redesign

Entertainment Design spent a semester working together to breathe new life into the INDEX Center space. Through a dynamic blend of creativity, collaboration, and innovation, these students reimagined the environment into a thriving epicenter of artistic expression and teamwork. Over the course of the semester, they focused on the intricacies of spatial design, leveraging their expertise to create conceptual sketches and detailed blueprints, every element meticulously curated to enhance creativity and foster collaboration within the space.

Participating Majors

Entertainment Design

Spring 2024 Course



MAKER'S MARK

Redefined Packaging

Students, faculty, staff, and alumni participated in a campus-wide project for a good cause, creating unique works of art from bottles of bourbon, generously donated by Maker's Mark Distillery.

Select bottles were auctioned off at Ringling College's annual fundraising gala, Avant-Garde, with proceeds dedicated to supporting student scholarships, fostering artistic innovation, and empowering the next generation of creatives.

Participating Majors

Illustration and multiple majors

Spring 2024 Competition



Maker's Mark
Private Selection

Ringling College of Art & Design
Turning Passion into Professions

SIV 0
Baked American Pure
PROOF 110.4

STAVE PROFILE
3 3 4

Searched French Cask
ALCOHOL 55.2

KENTUCKY DISTILLED
BOURBON
BARREL FINISHED



Maker's Mark
Redefined Packaging



PATRIOT PLAZA

Patriot Plaza Virtual Tour

The Patriot Plaza Virtual Tour, a collaboration between Ringling College's Film Department and The Patterson Foundation, delivers impactful civics lessons on military service and sacrifice. Originally conceived due to the disruption of middle school field trips in 2020, the virtual tour consists of 11 cinematic films. Accessible through EdExploreSRQ, it serves as a valuable resource for educators, homeschoolers, and students in Sarasota County, offering insights into Patriot Plaza's art and architecture without the need for a visit.

Participating Majors

Film

Fall 2020 Immersive



NEWTOWN ALIVE EXHIBITION

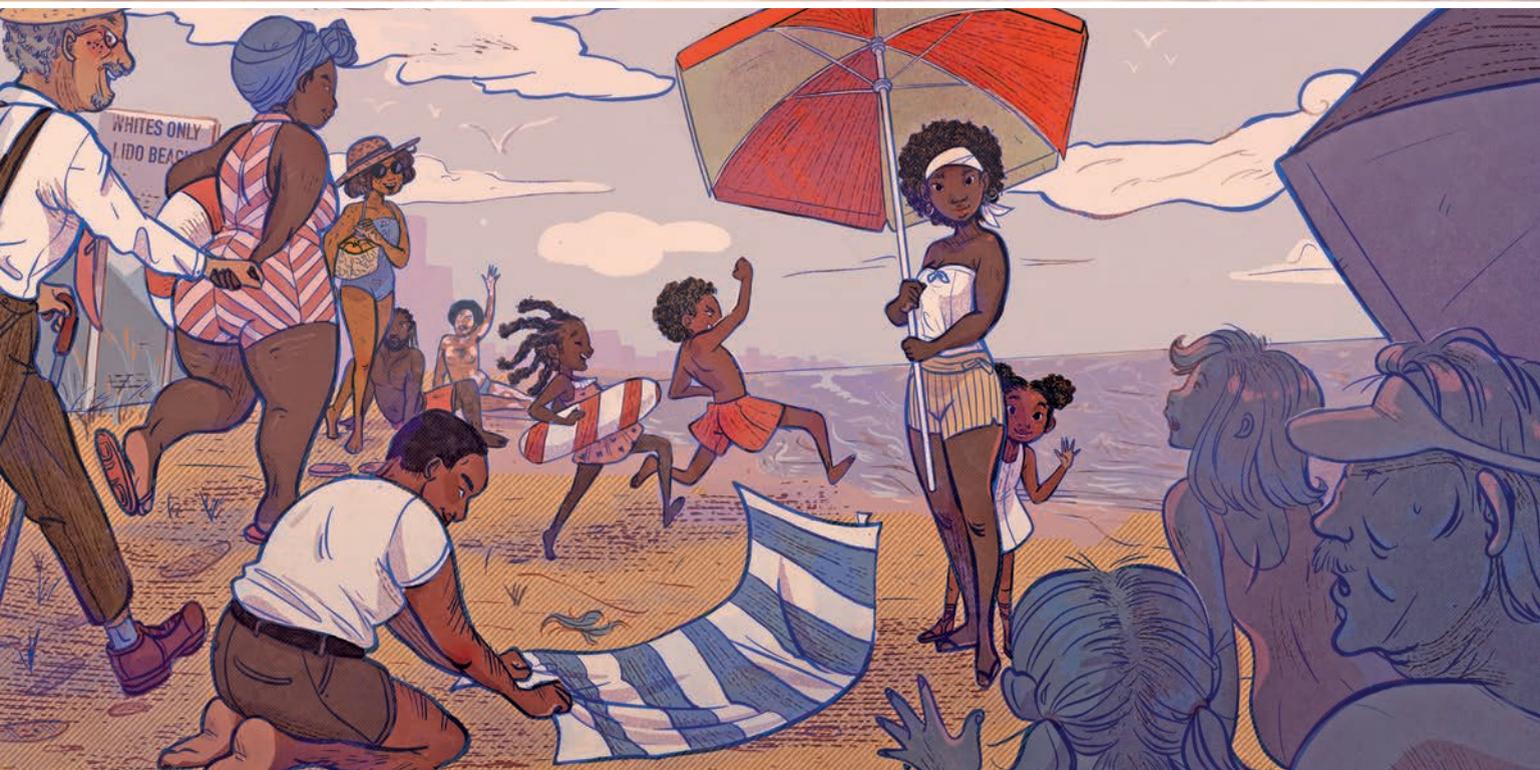
Courage, Dignity, and Determination: Newtown History Series

This exhibition paid tribute to Sarasota's African American legacy through a unique three-series competition, inviting Ringling College students from all majors to celebrate specific individuals, places, or events from Newtown's rich past. Crafted by talented artists, each piece illuminates untold stories, weaving history, art, and culture into a powerful narrative. It captures the essence of the Newtown neighborhood, thus showcasing its courage, dignity, and determination. Judged by a local panel of Newtown patrons, the exhibition paints a vivid picture of Sarasota's African American contributions, bringing the heart and soul of the community to life.

Participating Majors

Multiple majors

Spring 2020 Competition



RISE UP CAFE

Cafe Merchandise Design

Nine dedicated students joined forces to spotlight the mission and people behind this inspiring venture. Through their collective creativity and empathy, they developed a range of merchandise that not only celebrates the unique abilities of Rise Up Cafe's employees, but also amplify its message of empowerment. From uplifting t-shirts to captivating mugs, each item showcases the transformative power of meaningful employment. Through their dedication, these students have not only crafted merchandise but have also created a ripple effect of kindness and inclusivity in our community.

Participating Majors

Graphic Design, Illustration, Business of Art and Design

Spring 2024 Course



RISE
2018

DiversiTea

Ginger Turmeric
chai tea

Blending warm and spicy flavors, this blend is a great tea for the stomach and for well.

RISE
2018

InclusiviTea

Lemon Lavender
herbal tea

A soothing blend of lemon and lavender, this tea is a great tea for the stomach and for well.

RISE
2018

DisabiliTea

Soothing Rosehip
white tea

Blended with lemon and lavender, this tea is a great tea for the stomach and for well.



SARASOTA ACADEMY OF THE ARTS

Wall Murals

This project was a dynamic collaboration between Ringling College students and the Sarasota Academy of the Arts as they worked together to enhance the organization's space. With a commitment to understanding the essence of the Academy's mission, these students conducted a comprehensive site visit and engaged closely with the client to grasp their vision. Through research and creative exploration, they crafted mural concepts that not only capture the spirit of the Academy but also reflects its commitment to artistic excellence and community engagement.

Participating Majors

Graphic Design, Illustration, Business of Art and Design

Spring 2024 Course



SARASOTA CHILDREN'S MUSEUM

Sarasota Children's Museum Brand Strategy

Working closely with the founders of the upcoming Sarasota Children's Museum, students delved deep into the museum's ethos, mission, and target audience to develop a vision that resonates with both children and families. From brainstorming sessions to design iterations, they explored potential brand identities and merchandise that captured the essence of the museum's playful yet educational spirit. By crafting captivating logos and visual elements, they have not only brought the museum's vision to life but have also laid the foundation for a memorable and impactful brand presence in the community.

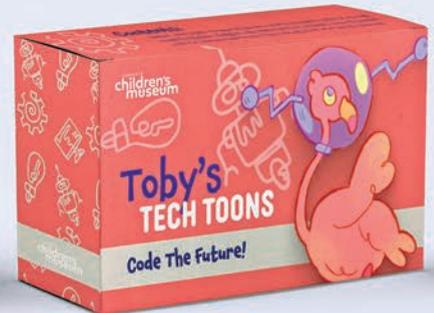
Participating Majors

Graphic Design, Illustration, Business of Art and Design

Spring 2024 Course



**sarasota
children's
museum**



LONGBOAT KEY ROTARY CLUB

Public Service Announcements

Film students spearheaded this impactful project for The Rotary Club of Longboat Key. They were tasked with creating three short public service announcements regarding the rich history of aquatic conservation in the Gulf Coast region. With a focus on prominent organizations such as Mote Marine Laboratory and Aquarium, Save Our Seabirds, and Longboat Key Turtle Watch, each PSA aims to raise awareness and inspire action for our region's rescue, rehabilitation, education, and conservation services, offering real-time examples of their vital contributions to environmental preservation.



You can watch the films here.

Participating Majors

Film

Fall 2023 and Spring 2024 Immersive



ADDITIONAL PROJECT PARTNERS





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