



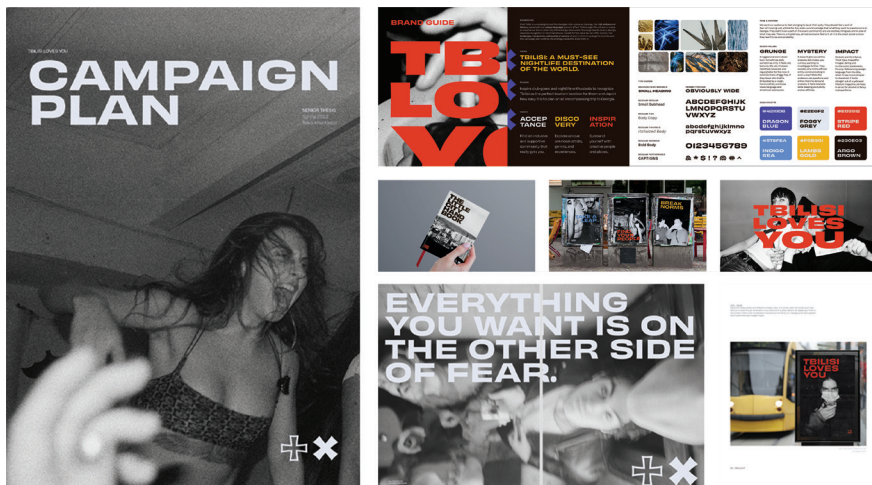
Business of Art and Design

Launching creative careers.



Ringling College
of Art + Design

Here's a sneak peek →



Tbilisi Loves You Tourism Campaign Strategy & Design by Tekla Khantadze

Combine your creativity with the business skills needed to bring ideas to life in our Business of Art and Design program.

The Business of Art and Design program redefines creative, design, and business education by combining business acumen with design thinking. An interdisciplinary curriculum reflects real-world industry standards that prepare students with a strong grasp of the creative process, a solid grounding in business practices, and the training it takes to effectively work with creative teams.

Business of Art and Design majors learn by doing. We put theory into practice through project-based learning, client-driven projects, and cross-disciplinary collaborations that build your portfolio and resume. Our students realize their potential and transform into industry professionals, securing jobs in branding, media production, strategy, advertising, digital marketing, creative direction, exhibition design, and entrepreneurship.

Coursework You Choose

Our students define their path forward through personalized learning and interdisciplinary course offerings that include:

- **Creative Project Management**
- **Brand Strategy and Campaign Development**
- **Exhibition Design and Management**
- **Design for Business**
- **Strategic Planning for New Ventures**
- **Creative Entrepreneurship**
- **Leadership in Creative Environments**
- **Producing and Production Management for Film, Animation, and Games**



Visit our webpage
www.ringling.edu/business-of-art-and-design

Student Projects and Cross-Campus Collaboration

Business of Art and Design students collaborate with departments across campus to create professional projects that have real impact. Experiential learning is at the heart of the program, giving you opportunities to take on client projects and apply the principles and practices of design to solve real brand and business challenges.

As a student in this major, you will work side-by-side with Ringling students from every discipline to bring creative ideas to life—planning fashion shows, curating exhibitions, joining film and animation teams as a producer, building brands and advertising campaigns, and developing and pitching new businesses.

Career Planning and Preparation

Our senior year Capstone experience is designed to focus on your future. Our faculty provide individualized guidance to help you determine your career goals and develop a strategic plan to achieve them. As a result, our seniors are prepared to launch their careers with job-securing tools such as:

- **Professional project portfolio to present your work to potential employers and display the skills that qualify you for a position**
- **Polished cover letter and resume highlighting your client-based experiences**
- **LinkedIn profile showcasing your personal brand, skills, and achievements to create a positive first impression with employers, recruiters, and other industry professionals**

Transfer In and Complete Your Bachelor of Arts

Students studying at another college or university can transfer into the Business of Art and Design program due to the flexibility of the curriculum. Combinations of liberal arts and studio credits from regionally-accredited schools can be applied for transfer into the program. In all cases, students are encouraged to work with their Admissions counselor and our Registrar's Office to determine transfer possibilities.

Career Paths in the Creative Industries

Business of Art and Design students graduate with a highly transferable skill set to excel across a range of dynamic industries such as advertising, digital media and marketing, branded entertainment, film and television, fashion, beauty, animation, arts and culture, environment and interior design, product design, media and communications—anywhere business and creativity intersect.

Production

- Animation Producer
- Production Coordinator
- Creative Project Manager
- Event Planner & Manager
- Studio Operations Manager

Strategy

- Account Manager
- Brand Strategist
- UX Design Researcher
- Design Manager
- Campaign Strategist

Design and Creative

- Creative Director
- UI/UX Designer
- Strategic Designer
- Production Designer
- Design Studio Owner

Media and Marketing

- Marketing Manager
- Social Media Manager
- Communications Director
- Digital Marketing Specialist

Alumni Success

From production management to branding and creative direction, you can find Business of Art and Design graduates working at top companies, including:

Netflix

Marvel Studios

Walt Disney Animation Studios

DreamWorks Animation

Game Developers Conference

Informa-Tech Game Brands

Deloitte Digital

BCG Digital Ventures

Warner Bros. Entertainment

Sony Pictures Entertainment

Feld Entertainment

Blue Mammoth Games

Rockstar Games

Prophet Consulting

Bastian Insights Agency

Legion Creative

Buck Animation

Haus Haus Design

Flatiron Creative

Meow Wolf

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.

Center for the Creative Economy

The Center for the Creative Economy is a hub for entrepreneurship, industry experience, and professional practices. Created in partnership with the Business of Art and Design program, the Center provides the support and resources you need to strengthen entrepreneurial skills, participate in professional projects, and explore new ways to turn creativity into opportunity. You might launch your own venture, collaborate with real-world clients, or earn targeted credentials that set you apart in the job market.

Faculty

Our faculty is composed of entrepreneurs, strategists, and designers who are dedicated to shaping the next generation of creative leaders through our hands-on studio model of teaching. In the Business of Art and Design program, students gain one-on-one mentorship from faculty with deep subject-matter expertise and years of experience working in the industry.



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