



Entertainment Design

Translating stories
into experiences.



Ringling College
of Art + Design

Here's a sneak peek →



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.



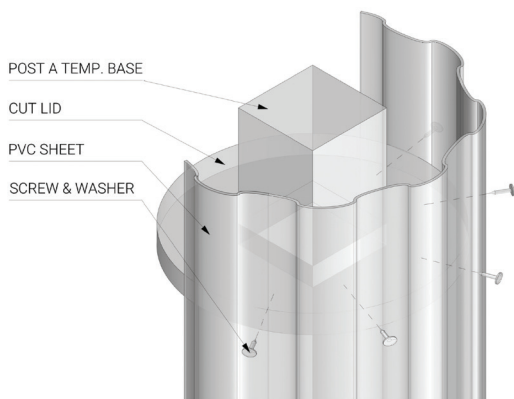
Emphasis in Themed Environments

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.



Develop Technical Skills

Entertainment Design students develop advanced technical skills using a variety of design techniques in drawing, including CAD drawing, 3D modeling, and 3D prototyping. These skills are essential for communicating visual ideas for architectural elements, spatial design, signage, and more.



Career Options

Attractions Designer
CAD Designer
Color Designer
Concept Designer
Creative Services
Project Manager
Exhibit Content Developer
Exhibit Designer
Experience
Design Manager
Hospitality Designer
In-Show Graphics Designer
Museum Exhibit Designer
Production Show Set Designer
Set Decorator
Sets & Scenic Designer
Signage Designer
Themed Entertainment Creator

Cover:

Seville: A Journey Through Time by Juan Bonillo Ruiz

Top Left:

GENESIS by Tia Kassim

Bottom Left:

Land of Aldara by Jetta Gertds

Top Right:

Borough of Ironwick by Tia Kassim

Bottom Right:

GENESIS Column Detail by Tia Kassim

The IAAPA Foundation

The Entertainment Design program is proud to be a member of IAAPA, the global hub for professionals who build, run, and support the world’s leading attractions. Each November, our students and faculty attend the IAAPA Expo, connecting with industry innovators and seeing the latest developments in experiential design firsthand. Through the IAAPA Foundation’s scholarship program, incoming students may be eligible for tuition scholarships and funding to attend the Expo, putting them on the floor of the industry’s premier event from day one.

Learn more at www.iaapa.org

Project Emphasis on Themed Environments

Your design knowledge and technical skills enable you to design themed environments for many types of projects across a wide array of market sectors.

Industry Examples

Themed Environments	Cultural Destinations	Themed Retail	Themed Restaurants
Harry Potter World	Meow Wolf	Tesla	Hard Rock
Atlantis	Museum of Ice Cream	Apple Store	Medieval Times Dinner & Tournament
Revenge of the Mummy	Kidzania	Microsoft Store	Pirates Dinner Adventure
The Simpsons Ride	St. Michael's Mystery, Prague	Niketown	Capone's Dinner & Show
ET Adventure	National Science Center, Fort Discovery Theater	Madrid Xanadu	The Cirque Magique
Skull Island: Reign of Kong	National Geographic Grand Canyon Visitor Center	Joy City, Shanghai	Mythos Restaurant, Islands of Adventure
Jurassic Park	Titanic Belfast	Cadillac House Brand Experience, New York City	Three Broomsticks
The Cat in the Hat Ride	I Am a Man Plaza, Memphis	Tom Ford Private Blend Experience, Dubai	Margaritaville
Spaceship Earth			
Journey into Imagination			

Faculty

Our faculty is composed of artists and designers who are passionate about the world of entertainment design and have years of experience working in the industry.

Learn more about our faculty: www.ringling.edu/faculty