



Graphic Design

Creating strategic
visual solutions.



Ringling College
of Art + Design

Here's a sneak peek →



The Graphic Design department at Ringling College will prepare you to strategically design compelling solutions to visual communication needs for print and interactive media. You'll gain a deep understanding of the design thinking process and apply it across a broad spectrum of 2D, 3D, and screen-based design projects. You'll learn strategies for researching, concept development, and designing sophisticated visual systems for publications, packaging, branded social media campaigns, websites, and apps.



You will also learn to present compelling pitch decks that will entice, inform, and delight a variety of audiences. And you will collaborate with many other disciplines, including photographers, copywriters, illustrators, printers, and developers to make your ideas a reality.

Graphic Design is a diverse, dynamic, and flexible field. You can specialize in areas such as branding, packaging, or interactive design, or remain a generalist and work across many industries and platforms. You can join an agency or tech company or start your own design studio, like many of our alumni. With a degree in Graphic Design from Ringling College, you can design your own career path.



For a video slide show of professional, post-graduation work created by our outstanding alumni, scan this code.

The Ringling College Design Center

The Ringling College Design Center—real-world experience right on campus.

The Design Center is a Graphic Design faculty- and student-run studio that delivers design solutions for actual clients, including Ringling College and other non-profit organizations. Enroll in the design center class or sign up as a student worker.

Every project in the Design Center gives you a genuine professional working experience. It offers students an understanding of the diversity of roles and skills involved in the design, approval, and production of a professional design project. You will have your own workstation, meet with clients, make presentations, work with budgets, and oversee final production—taking your project from concept to completion with the exact same skills you will use in a professional studio or as a freelancer.

Cross-Campus Collaboration

In addition to the Design Center, Graphic Design students collaborate and create design solutions for and with departments across campus. INDEX (Industry Experience) is an experiential education initiative that provides students with the opportunity to gain professional experience by connecting them with leading businesses and organizations, helping them build their portfolios, strengthen their resumes, and become familiar with industry best practices. Graphic Design seniors partner with Film students to develop logotypes, posters, and social media campaigns for thesis films, and Graphic Design sophomores in New Media UI/UX team up with Entertainment Design students to design multi-room interactive exhibition spaces.

Awards and Accolades

Ringling's award-winning Graphic Design program boasts annual winnings by both students and alumni. Annual competitions include the Society of Publication Designers student competition, Local and National ADDY Awards, Graphis, and Graphic Design USA.

**Ringling College and The Patterson Foundation partnered in 2012 with the shared goal to strengthen the creative workforce of tomorrow. INDEX continues the legacy of this partnership by aggregating the myriad experiential learning opportunities the College has long offered.*

Employers

Adult Swim
Amazon
American Greetings
Apple iTunes
Birchbox, Inc.
CBS Interactive
Code and Theory
ESPN
Facebook
Figma
Frog Design Inc.
Google
IGN Entertainment
Imaginary Forces
Instagram
Leo Burnett Worldwide
LinkedIn
Lippincott
Microsoft Corporation
Oath Inc.
Spotify
Walt Disney Company
Wieden+Kennedy

Recent Internships

Abercrombie & Fitch
Apple iTunes
BET
Brooklyn United
Droga5
Edenspiekermann
Loyalkaspar
NBCUniversal
Nickelodeon
Ogilvy
Spark
Spotify
Warner Brothers

Student Clubs: AIGA, Type Club, and Screenprinting Club

With a variety of student clubs, the Graphic Design program offers countless extracurricular opportunities for students from all years to share their experience, curiosity, and motivation.

Screenprinting Club: Our newest club developed to share production techniques and finishes that only screen printing allows on surfaces and materials that go way beyond paper.

Type Club: In addition to demonstrations and workshops throughout the year, Type Club produces Ligature, a gallery show featuring type and lettering work by students of all majors in a variety of media.

AIGA Student Group: AIGA (American Institute of Graphic Arts) is a student group that has historically scheduled Spring Break studio tours. On past trips students have visited New York, San Francisco, Chicago, and Seattle.

Visiting Artists

Networking and learning from industry leaders is a crucial part of the education experience. Industry leaders (some of them alumni) who have recently visited include:

Cymone Wilder

Designer and lettering artist, and founder of Simon and Moose

Ken Barber

Type Director at design studio and type foundry, House Industries

Brian Collins

Founder and CEO of Collins

Aaron Draplin

Founding powerhouse of Draplin Design Company

Elsa & Tyler Lang

Founders and partners of Always With Honor

Cheryl D. Miller

Designer, Writer, Researcher, Teacher, and AIGA Medalist for "Expanding Access" for BIPOC designers

Will Miller

Partner and Creative Director of Firebell

Stefan Sagmeister

International award-winning designer and founding partner of Sagmeister & Walsh

Mark Unger

Partner and Creative Director of Push

Ellen Lupton

AIGA Medalist, Writer, Designer, Educator

Faculty

Our full-time faculty is composed of artists and designers whose experience blends a balance of experimental self-directed problem solving with practical application and best practices. We 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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