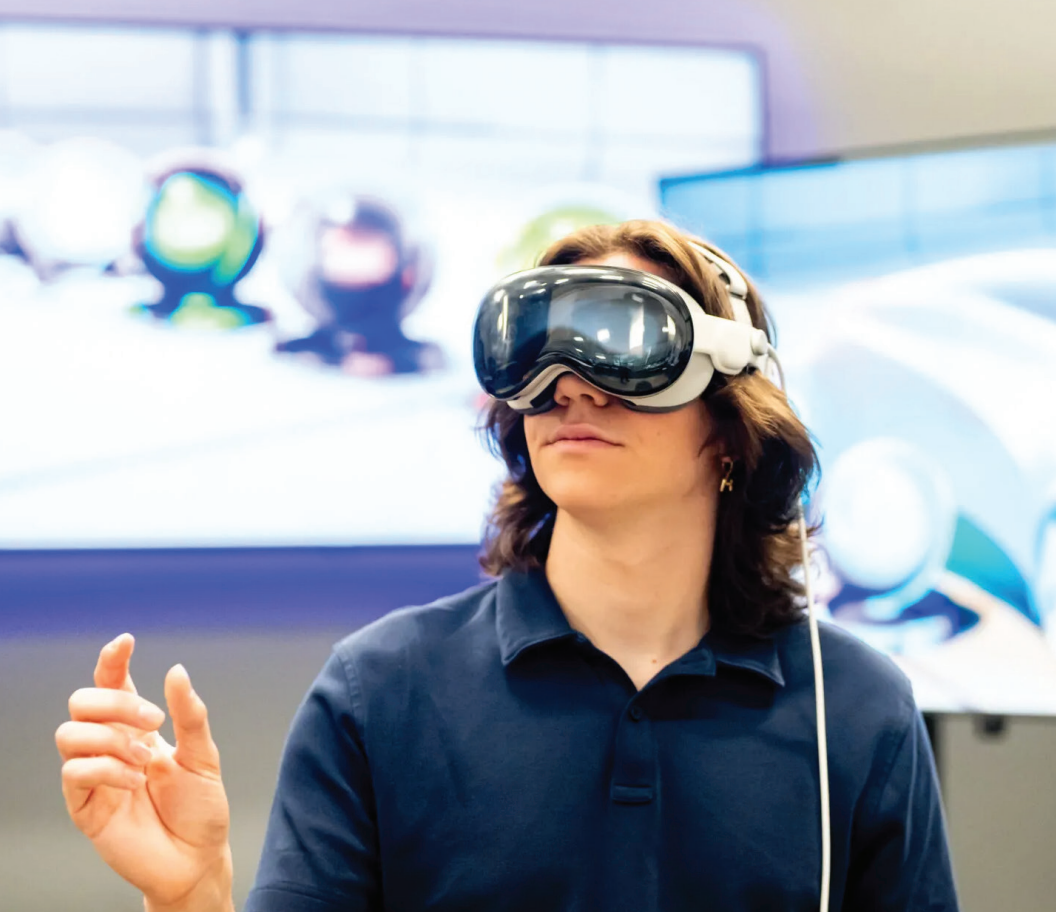
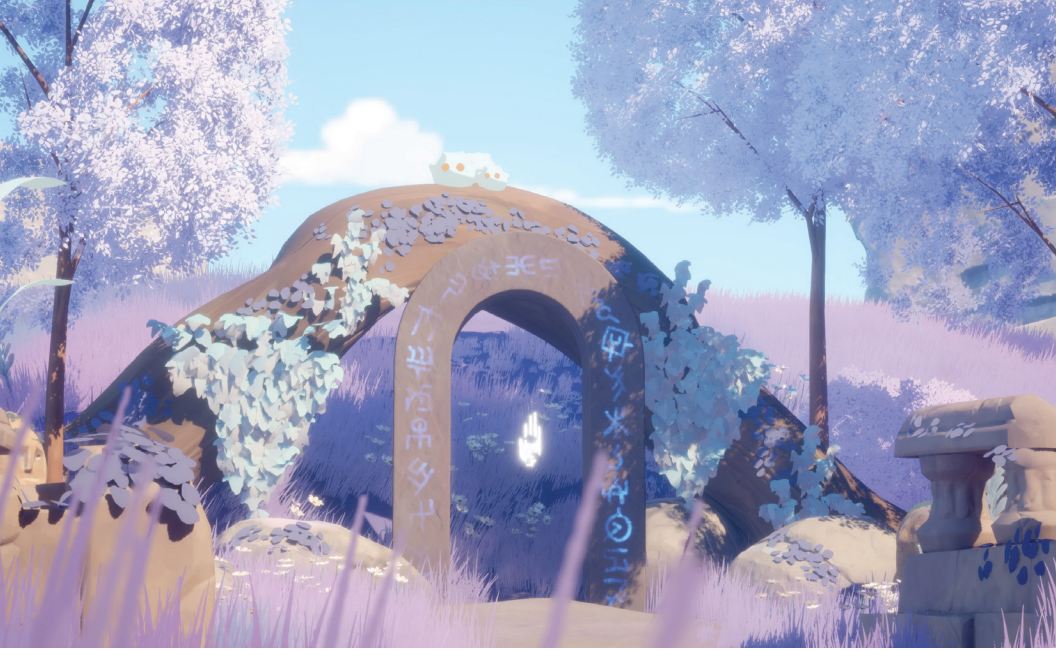


Virtual Reality Development

Creating immersive experiences.

Ringling College of Art + Design

Here's a sneak peek →



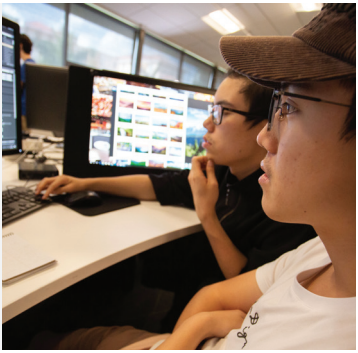
Realm of Reverie by Maggie Lin '25 and Yichen Xiong '25

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.



Scan And Try It Now →

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 that inform, educate, and entertain.

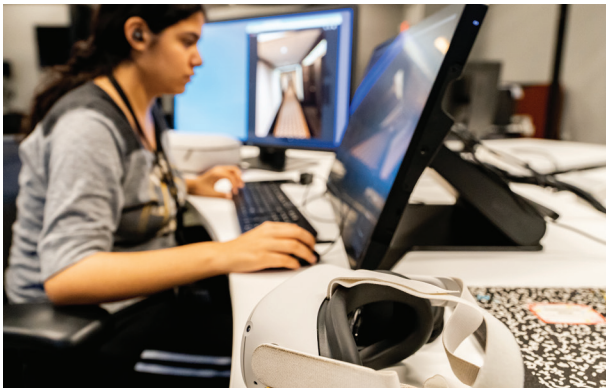
Ringling's VR program is truly unique. Instructors collaborate closely to craft assignments that build skills progressively, starting with foundational concepts and layering in complexity as you advance. The majority of courses involve integrated projects that connect what you're learning across your studio classes, resulting in well-rounded skills and impressive final work. 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 creativity while making a real-world impact.

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.

Virtual Production Certificate

In a collaboration between VRD and Film faculty, this certificate bridges traditional film making and real-time interactive 3D engine technology through hands-on experiences with LED wall production workflows.



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

Professional Opportunities

Recent experiential learning collaborations have included projects with Moffitt Cancer Center, Johns Hopkins All Children's Hospital, Mote Marine Laboratory, Persistent Technologies Inc., Suncoast Fab Lab, the Philadelphia Police Academy, and VA Immersive. These partnerships expose students to real-world production pipelines and immersive technology applications spanning healthcare, marine science and conservation, public safety training, simulation, and enterprise XR development.

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.

Each year, students produce Tales of Ringling, an original haunted house VR experience open to the public. Last year more than 400 participants came through the lab.

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

Above: Eli McBride '26 worked with Johns Hopkins All Children's Hospital.

Below: Tales of Ringling, the annual Halloween VR showcase, and Jenna Watts '26 with the founders of XR Women.

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**

Researcher-in-Residence

Ringling's VRD program is one of the few undergraduate programs in the country to host a dedicated Researcher-in-Residence focused on immersive technology for healthcare. Working with a specialization in Mild Cognitive Impairment and dementia, this position helps bridge the gap between student prototypes and real-world deployment, building stable, testable applications for individuals, families, caregivers, and community partners. For students, this means your work doesn't stop at the portfolio. It ships.

0926

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