



Entertainment Design

Translating stories into experiences.

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. Advanced technical skills are developed using a variety of digital design techniques in drawing, CAD drawing, 3D modeling, and 3D prototyping.

Faculty

Jamie DeRuyter

BFA Computer Animation
Ringling College of Art and Design

Seongwoo Nam

MArch Architecture
University of Oklahoma

Greg Randle

MBA Business Administration and Management
Rollins College
BFA Theatrical Design
California Institute of the Arts

Career Options

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



Themed Entertainment Association (TEA)

Ringling College is a member of the industry's major organization, the Themed Entertainment Association (TEA), which is a network of the world's leading creators, developers, designers, and producers of compelling places and experiences. Our students organized a student chapter so graduates of the program that are members can use this network to pursue opportunities in the industry such as internships and jobs, as well as have access to professional development resources like webinars, conferences, and behind-the-scenes events.

Project Emphasis on Themed Environments

Your design knowledge and technical skills are applied to projects in areas such as:

- Themed Environments including Theme Parks and Resorts
- Cultural Destinations
- Themed Retail and Dining

Industry Examples

Themed Environments

Harry Potter World
 Atlantis
 Revenge of the Mummy
 The Simpsons Ride
 ET Adventure
 Skull Island: Reign of Kong
 Jurassic Park
 The Cat in the Hat Ride
 Spaceship Earth
 Journey into Imagination

Cultural Destinations

Meow Wolf
 Museum of Ice Cream
 Kidzania
 St. Michael's Mystery, Prague
 National Science Center, Fort Discovery Theater
 National Geographic Grand Canyon Visitor Center
 Titanic Belfast
 I Am a Man Plaza, Memphis

Themed Retail

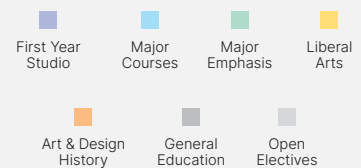
Tesla
 Apple Store
 Microsoft Store
 Niketown
 Madrid Xanadu
 Joy City, Shanghai
 Cadillac House Brand Experience, New York City
 Tom Ford Private Blend Experience, Dubai

Themed Restaurants

Hard Rock
 Medieval Times Dinner & Tournament
 Pirates Dinner Adventure
 Capone's Dinner & Show
 The Cirque Magique
 Mythos Restaurant, Islands of Adventure
 Three Broomsticks
 Margaritaville

Curriculum Map

YEAR 1	CURRICULUM MAP		
FALL	DSNA 110 Drawing I	DSNA 113 Drawing & 3D Design I	EDES 100 Design Thinking I
	LIBA 111 Contemporary Design Culture	WRIT 151 Writing Studio	
SPRING	DSNA 120 Drawing II (Figure)	DSNA 123 Drawing & 3D Design II	EDES 120 Elements & Principles of Design
	ARTH 128 History of Immersive Media	LMST 282 Literature & Media Studies	
YEAR 2	CURRICULUM MAP		
FALL	EDES 201 Entertainment Design I	EDES 220 Spatial Environments	EDES 222 Materials & Processes
	ARTH III Development of Art & Ideas	Open Elective	
SPRING	EDES 202 Entertainment Design II	EDES 221 Environmental Wayfinding	EDES 210 Immersive Media
	History of Architecture	Open Elective	
YEAR 3	CURRICULUM MAP		
FALL	EDES 301 Entertainment Design III	EDES 320 Visualization & Communication Tools I	BOAD 360 Project Management
	LIBA 230 Worldbuilding	Open Elective or INTE 301 Internship	
SPRING	EDES 302 Entertainment Design IV	EDES 321 Visualization & Communication Tools II	EDES 300 Design Thinking II
	CRWR 311 Writing for Shared Worlds	Liberal Arts	
YEAR 4	CURRICULUM MAP		
FALL	EDES 401 Entertainment Design Thesis I	EDES 420 Visualization & Communication Tools III	Liberal Arts
	General Education Elective	Upper-Level Art History Elective	
SPRING	EDES 402 Entertainment Design Thesis II		Liberal Arts
	General Education Elective	Open Elective	



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