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.

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.
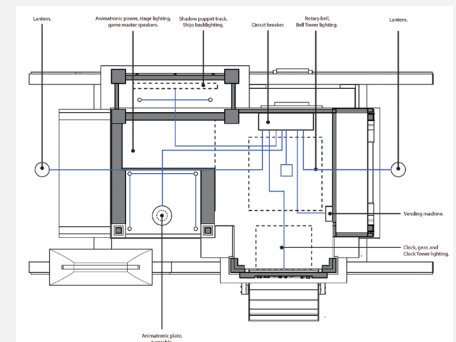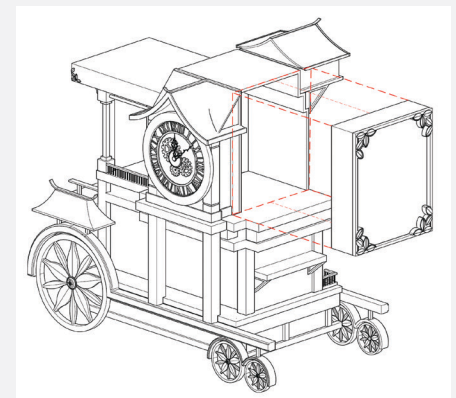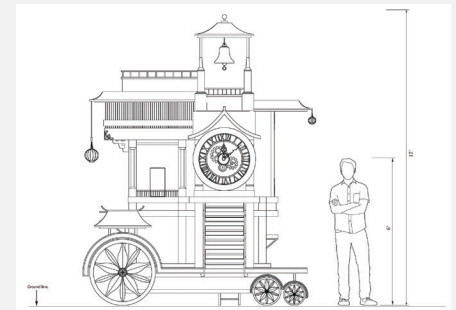
Career Options

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

Ringling College of Art + Design

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	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

On the cover: Mote Marine Aquarium by Blaine Zweifel '23

Top Right: Technical drawings from *The World of Aetera* by Ally Jacobson '23

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