

CENTER FOR EMERGING MEDIA DESIGN & DEVELOPMENT

WORKING WITH PROFESSIONAL PARTNERS TO
SOLVE REAL WORLD PROBLEMS

WORKING WITH EMDD

The Center for Emerging Media Design & Development is the home for Ball State University's storytelling lab and master's degree designed for the 21st century. The center is a holistic learning environment that pairs a traditional graduate curriculum with a hands-on lab experience in which students work with public and private partners to solve real problems.

INDIANAPOLIS SYMPHONY ORCHESTRA

The Indianapolis Symphony Orchestra (ISO) was founded in 1930. Stationed at the heart of Indianapolis at the Hilbert Circle Theatre, the ISO is a year-round, professional orchestra, one of only 18 in the United States. The ISO performs 200 concerts for over 350,000 people annually. It is the largest performing arts organization in Indiana.

THE PROBLEM

Although the ISO offers many different concert series, the backbone of the symphony is the Lilly Classical Series. The ISO faces a problem familiar to many classical arts organizations — an aging audience. In 2014, 52.4% of Classical Series subscribers were over the age of 69. The problem at hand is how to make a younger generation connect to and see the worth in the Classical Series in spite of negative preconceived ideas that classical music may be boring or not relevant. In order to address this problem, the team will plan, test, and implement a transmedia experience that draws in new audience members and enables them to create a lasting connection to the ISO.

PROJECT GOAL

Elicit continued engagement and connection to the ISO classical series through a transmedia experience containing both digital and physical spaces that targets an audience of non-musicians, despite a lack of interest in the series.

OUR PROJECT

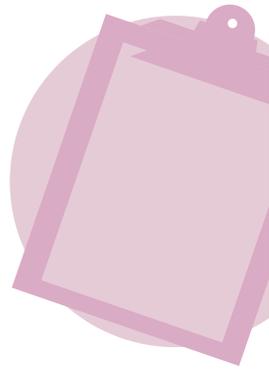
IDEATION

The project team conducted multiple brainstorming sessions with different stakeholders, including ISO staff members, musicians, and a theatre company. Ideation helped the team establish a big picture view of the problem as well as generated many ideas for what individual components might be. Out of the ideation process, the team was able to develop a framework for the transmedia experience.



TESTING

Before finalizing components of the experience, the project team will involve stakeholders and participants in a testing process. Testing will ensure that the audience is being led back to the ISO's Classical Series and that the experience is fun, engaging, and easy to follow.



RESEARCH

While ideation and testing is ongoing, the team will conduct a parallel research process. During the ideation phase, research largely consisted of similar cases in order to identify what has already been tried to tackle similar problems. During the testing phase, the team will conduct both usability and ethnographic research. The usability will test components of the experience and the ethnographic research will help the team establish a clear strategy for reaching the target audience.

