

ABSTRACT

CREATIVE PROJECT: Drinks, Design, and Diversity: Using Transmedia Storytelling to

Encourage Inclusivity in Indiana's Craft Beer Industry

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Due to perceived demographic disparities that exist within the beer industry, this project sought to understand how employees in the craft beer industry in Indiana perceive inclusivity and empathy. The project was designed around interviews with members of Indiana's craft beer industry. This project used affinity mapping to determine important factors that deal with perceived inclusivity. A design campaign comprised of can labels and posters was created as a means to promote the project and continue the narrative. A website was created to house all elements of the project. It was found that disparities do exist within craft beer in Indiana, but industry workers are unaware of what actionable steps to take in order to fix the problem. Two tabletop game elements were designed in order to explore a way to encourage inclusivity.

Keywords: craft beer, inclusivity, empathy, transmedia storytelling, design, service industry, customer relations, employee relations