

ABSTRACT

CREATIVE PROJECT: Efficient Indiana: A Transmedia Experience to Boost Sustainable Living Practices in the Hoosier State

STUDENT: Chase Keller

DEGREE: Master of Arts

COLLEGE: College of Communication, Information and Media

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This creative project builds a transmedia experience that centers on the living practices of Hoosiers and their personal impact on the state's environment. If Indiana residents can become more aware of their individual impact on the environment and have access to the necessary resources, they may feel compelled to live more sustainably. The transmedia storytelling project will consist of an interactive website, social media campaign, and supplementary podcast for curious but uninformed Indiana residents in hopes of igniting positive change state-wide. This project used design thinking methods, including focus groups, usability testing, and co-creation prototyping, to make a platform generated for the target audience with their participation.