



BUSINESS DEVELOPMENT IN CREATIVE DIGITAL MEDIA REPRESENTS A MAJOR OPPORTUNITY FOR OHIO

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Beginning in 1997, the economic developer's view of the role of arts in an economy began to shift. The Blair government in the U.K. published an important report on "the creative industries". (Note that this development took place 4 or 5 years before Richard Florida published his book.)

The idea of treating creative industries as an important source of high income jobs began to take off. Now, you can see in the UK a wide range of urban centers that are embracing the strategy of developing creative industries. They have developed [their own web site for creative industry development](#).

Additionally, within the UK, different locations are launching their own efforts. So, you can now visit [Creative Edinburgh](#), for example. [Creative London](#) is the most advanced of these local sites, and Creative London has recently formed [a joint project with Toronto](#). Other countries including [Austria](#), [Finland](#), [Denmark](#), [Australia](#) and [New Zealand](#), see the creative industries as a path to high value added employment.

In June 2000, the New England Council picked up the trend when they published the report, [The Creative Economy Initiative: The Role of Arts and Culture in New England's Economic Competitiveness](#). With their partners, they have launched the [Creative Economy Initiative](#). More recently, Providence, home of the Rhode Island School of Design, has adopted creative industries as a core of their economic development strategy. [Savannah's Creative Coast](#) and the Charleston Digital Corridor represent other local efforts to capitalize on this emerging opportunity.

Earlier this month, Los Angeles released its report on the creative industries. [Read more](#). [Download the report](#).

The fastest growing segment of the "creative industries clusters" comes with "creative digital media" or "rich digital media". It stands to reason. Information is being digitized. The explosion of low cost computing power ([Moore's law](#)), coupled with the power of connectivity and the Internet ([Metcalfe's law](#)) creates an entirely new opportunity to create, produce and distribute rich digital content.

Others are seeing the opportunity. Ball State University has landed about \$40 million in funding from the Lilly Endowment to launch a digital media initiative. [Learn more](#). Interactive gaming and simulators are changing the way in which complex learning is taking place. The U.S. Defense Department is heavily involved in this research as [this presentation](#) and [this paper](#) demonstrate.

A big opportunity in Ohio comes with creative digital media. Through an extensive set of meetings at The Center for Regional Economic Issues (REI) at Case Western Reserve University, Future: Center for Design and Technology Transfer @The Cleveland Institute of Art, and Defrag, we are seeing the opportunities emerge in Ohio around gaming, 3-D visualization, and education. We have extensive assets, and we are uncovering more through Defrag.

You can learn more about these opportunities by listening to the [Defrag Minutes](#), power stories of entrepreneurs building innovation and new business opportunities in digital media in education video games, civic journalism and social software technology, modeling and simulation, design, digital communications and film.

Building interactive games -- and applying this technology to education -- represents one of the promising areas for Ohio. To give you some orientation to this opportunity, read the report from New Zealand that looks at their interactive gaming cluster. [Download](#) the report. Austin has jumped on this opportunity with its [Gaming Expo](#).

Defrag is continuing to develop this cluster with a set of "link and leverage" strategies. To give you some sense of urgency and the opportunities, here are two videos that Lev Gonick played at the recent [Cleveland 2.0](#) meeting. The first focuses on the challenges ahead. The second explores some of our digital opportunities. The Internet is our first interactive mass medium. The technology to launch this interactivity is emerging as "Web 2.0". This technology has profound implications for how economic development will take place in the next decade. To get some understanding of Web 2.0, watch these videos:

[Did You Know; Shift Happens](#)

[Web 2.0 ... The Machine is Us/ing Us](#)

(To read the article on the web, go to:

<http://defragohio.pbwiki.com/Resources-on-the-Creative-Economy>)

Defrag Ohio Lorain integrates rich media innovation opportunities across disciplines, economic sectors acting with civic entrepreneurs, government and business leaders to understand how collaborative leadership, social networks and project collaborations can address our innovation imperative.

Who Should Attend: business and civic leaders, serious and entertainment game designers, web designers, programmers, urban planners, economic development professionals, health care providers, educators, computer and technology specialists, investors and government officials.

The **Defrag Ohio Lorain** conference is presented in partnership by Lorain County Community College (LCCC) and The Institute for Open Economic Networks (I-Open) with generous support from the Lorain County Community College Foundation. **Defrag Ohio Lorain** is free and open to the public. For information and registration, go to <http://defragohio.pbwiki.com>

Lorain County Community College is located 25 miles west of Cleveland in Elyria, Ohio, LCCC is one of the top 15 fastest-growing community colleges in the nation. LCCC features 37 associate's degrees and through its unique University Partnership program 27 bachelor's and 12 master's degrees. LCCC is also home to the Great Lakes Innovation and Development Enterprise, an Edison Technology Incubator, which provides incubation and development services for businesses at the start-up or expansion stage.

The Lorain County Community College Foundation (LCCCF), a direct support organization for LCCC, was established in 1973. Among the first community college foundations nationwide, the LCCCF assembles resources from the philanthropic community to accelerate LCCC's mission and vision. The support provided by the LCCCF enables LCCC to pursue innovative opportunities that meet the specific needs of our region. In essence, the LCCCF creates a "margin of excellence" for LCCC that is not possible through traditional revenue sources alone, sources such as tuition, state and local funding for higher education.

The Institute for Open Economic Networks (I-Open) is an economic development organization based in Northeast Ohio with a national reach that develops new practices and tools for Open Source Economic Development. For more information, go to <http://www.i-open.org>