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Billy Budd Case Study

Billy Budd is an opera written by Benjamin Britten, which has been brought to Seattle for a short run at McCaw Hall. This story about mutiny and accusation takes place during the French Revolutionary Wars in 1797, aboard the battleship HMS Indomitable. The Seattle opera has been seeing a consistent decline in their younger audience for a while now. And has asked for a fresh approach for the Billy Budd event promotion.

For the Billy Budd opera I used a variety of methods to expand its appeal, while keeping the traditional patrons. One such method was to bring texture into the design, through the paper choices, to the visuals. Using the theme of the story to guide my design, I chose dark colors, script typography and woodcut elements. Using this new design to promote the Billy Budd opera I was able to modernize the opera's stagnate look and feel. I feel the visual changes of this new design will bring a younger audience to the opera scene. As well as transfer the energy and experience that is to be had at the opera to the potential audience.

