
Perception of Poverty:

Promoting Social Responsibility through Multi-Sensory Integration

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Title Perception of Poverty:
Promoting Social Responsibility through Multi-Sensory Integration

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Table of Contents

04	Abstract
05	Problem Statement
06	Survey of Literature
11	Design Ideation
12	Methodological Design
13	Implementation Strategies
14	Dissemination
15	Evaluation Plan
16	Pragmatic Considerations
17	Timeline
19	References
20	Notes

Traditional graphic design and marketing rely heavily on visuals as a form of communication. The heavy use of visuals in our communication has led to an over stimulated market, resulting in a challenge for designers to capture an audience's attention. Multi-sensory integration overcomes this challenge by integrating more than one sense. Multi-sensory integration within the context of communication is more effective and memorable in my opinion, because it compliments the core message through multiple senses. The integration of additional senses within the field, particularly olfactory in my opinion, would help enhance the overall communication and user experience.

According to National Bureau of Economic Research, the United States suffered a significant decline in economic activity resulting in a recession, which lasted from December 2007 to June 2009. Following the recession, many United States citizens faced unforeseen financial crisis, sudden loss of income and housing foreclosure. As a result of the crisis many families and individuals experienced new poverty, which is the idea of unforeseen homelessness.

The facts, according to the National Alliance to End Homelessness, currently in the United States there are 643,067 people experiencing poverty on any given night; roughly 22 of every 10,000 people are impoverished. Of that number, 238,110 are people in families and 404,957 are individuals, 17% of the impoverished population is considered "chronic," and 12% of the impoverished population is made up of veterans.

The objective of this thesis is to use multi-sensory integration to explore the dichotomy of those affected by the United States recession. The intention is to allow viewers to experience new poverty, which consists of families and individuals who experienced unforeseen financial crisis, sudden loss of income and housing foreclosure, which resulted in unforeseen homelessness.

Keywords

Computer Graphics Design
Design
Human Needs
Installation
Multi-Sensory
New Poverty
Olfaction
Perception
Poverty
Recession
Scent Integration

According to National Bureau of Economic Research, the United States suffered a significant decline in economic activity resulting in a recession, which lasted from December 2007 to June 2009. Following the recession, many United States citizens faced unforeseen financial crisis, sudden loss of income and housing foreclosure, which is the idea of unforeseen homelessness.

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Selected Key Questions

1. How does scent integration effect viewer response?
2. What does it feel like to have a sudden financial crisis or loss of income?
3. What is the scent of poverty, fear and uncertainty?
4. What are the social and ethical responsibilities of a designer?
5. How may a designer motivate change through computer graphics design?

Scent Creation**Air Aroma**

www.air-aroma.com

With more than 12 years experience Air Aroma has been helping companies implement scent as part of their overall branding strategy. Air Aroma does this with their purely natural fragrances, beautifully designed scent diffusers backed by an unbeatable global distribution network ("We Are Air Aroma").

Prolitec

www.prolitec.com

Prolitec is a world leader in the development and deployment of innovative technologies and solutions for aerobiology and indoor air quality. Current applications include wide-area odor remediation, ambient scenting, rest room hygiene, product advertising, and aromatherapy and performance. Politics' advanced air treatment systems combine state-of-the-art chemistry with proprietary computer-controlled delivery systems to provide clients unprecedented flexibility in enhancing indoor air quality ("Company Description").

ScentAir

www.scentair.com

In a nutshell, Scent Marketing is enhancing a brand image through aroma. Scent Marketing is how businesses are breaking through the mundane and overused marketing gimmicks to reach customers emotionally. It's finally being innovative enough to involve the strongest of the five human senses in a marketing campaign. It's the art of incorporating smell into the business of marketing and branding ("Scent Marketing Overview").

ScentAndrea Multi-Sensory Communications

www.scentandrea.com

ScentAndrea founder, Carmine Santandrea has worked with more than half of the Fortune 500 companies, creating and producing award winning TV commercials, events, exhibits and corporate films, taking the top prize in all events. His special events savvy, patents and award-winning work gained him access to governments and corporate America at the highest levels. He is considered to be a leading authority on corporate culture; is well published and lectures frequently.

ScentAndrea's Aroma Vision is a TV promotions product that uses scent, along with a display of the product to greet customers as they enter Grocery stores. High-speed Internet connectivity is used to virtually deliver your message and sales data, so you can see the results of testing and track performance ("Aroma & Scent-A-Vision").

ScentAndrea's Scent-A-Vision, is a stand-alone system that works with any movie or DVD to breath new life into the movie going experience. Hundred's of movies are available ("Aroma & Scent-A-Vision").

Scent Marketing**Scent Marketing Institute**

www.scentmarketing.org

The Scent Marketing Institute is the leading authority on scent and sensory marketing in the world. SMI provides information, education and support to scent solution providers and manufacturers, brand owners, marketing agencies and the press about the effects and benefits of scent and sensory marketing (Brumfield et al., 2008).

Scent Marketing Digest

www.scentmarketingdigest.com

The essential blog for Scent Marketing resources, industry experts, scent developers and scent solution providers.

Sense of Smell Institute

www.senseofsmell.org

The Sense of Smell Institute is the research and education division of The Fragrance Foundation, the non-profit, educational arm of the global fragrance industry. SSI provides a one-stop resource for timely and accurate information on the sense of smell and its importance to human psychology, behavior and quality of life—a great place for scientific researchers, teachers, students, journalists and the general public.

Scent Branding & Application

Bloom Grocery

www.shopbloom.com

It's not just the picture of beef on a new billboard in North Carolina that tries to catch drivers' attention; it's the aroma coming from the sign. The billboard on N.C. 150 in central North Carolina emits the smell of black pepper and charcoal to promote a new line of beef available at the Bloom grocery chain ("All About Bloom"). Bloom is part of the Salisbury, N.C.-based Food Lion chain. The billboard shows a fork piercing a piece of meat ("Steak Scented Billboard").

A Bloom spokeswoman says the billboard will emit scents from 7 a.m. to 10 a.m. and 4 p.m. to 7 p.m. every day until June 18. A high-powered fan at the bottom of the billboard spreads the aroma by blowing air over cartridges loaded with fragrance oil ("One Step Closer to Smell-O-Vision").

Ford Motor

www.ford.com

Like every marketer Ford Motor spends a lot of time making sure its lineup of cars and trucks evokes the brand—in design, handling and advertising. Now the company is on a mission to identify that certain scent that will become part of Ford's brand around the world. The company wants every car it makes to look, feel and even smell like a Ford.

Scent Marketing

Continued

M&M Worldwww.mymms.com

M&M's is one of the more visible companies utilizing scent marketing to lure customers. M&M's Worlds in Times Square emits the scent of chocolate onto the busy streets to entice people into the store (Lindström, 2008).

Smell-O-Visionwww.wired.com/table_of_malcontents/2006/12/a_brief_history

Smell-O-Vision was a technique created by Hans Laube. First appeared in 1960 for the film Scent of Mystery. Smell-O-Vision was unsuccessful because aromas were released with a distracting hissing sound. Also the smell was delayed and didn't release until several seconds after the action was shown on-screen ("A Brief History of Smell-O-Vision").

Smell-O-Vision: UCSD Researchvideo.cnn.com/gallery/?video=3000028707

The idea behind the two-year project was brought to researchers at the University of California, San Diego's Jacobs School of Engineering by the Samsung Advanced Institute of Technology (SAIT) in Korea. SAIT needed some help in developing a practical means of delivering odors to viewers that match a scene on a TV screen.

**Social Cause Charities
& Foundations****Homelessness Research Institute**www.endhomelessness.org

The Homelessness Research Institute, the research and education arm of the Alliance builds and disseminates knowledge that informs policy change.

The goals of the Homelessness Research Institute are to build the intellectual capital around solutions to homelessness; to advance data and research so that policy makers, practitioners, and the caring public have the best information about trends in homelessness and emerging solutions; and to engage the media to ensure intelligent reporting on the issue ("Snapshot of Homelessness").

National Alliance to End Homelessnesswww.endhomelessness.org

The National Alliance to End Homelessness is a leading voice on the issue of homelessness. The Alliance analyzes policy and develops pragmatic, cost-effective policy solutions. The Alliance works collaboratively with the public, private, and nonprofit sectors to build state and local capacity, leading to stronger programs and policies that help communities achieve their goal of ending homelessness. We provide data and research to policy makers and elected officials in order to inform policy debates and educate the public and opinion leader nationwide ("Snapshot of Homelessness").

**Social Cause Charities
& Foundations**

Continued

National Coalition for the Homelesswww.nationalhomeless.org

The National Coalition for the Homeless is a national network of people who are currently experiencing or who have experienced homelessness, activists, advocates, community-based, faith-based service providers and those committed to a single mission. That mission is to end homelessness.

NCH is committed to creating the systemic and attitudinal changes necessary to prevent and end homelessness. NCH engages in public education, policy advocacy and grassroots organization. NCH focuses its attention in the following 4 areas: housing justice, economic justice, health care justice, and civil rights.

Social Cause Design**Aashray Adhikar Abhiyan:** Question Markwww.homelesspeople.in

Aashray Adhikar Abhiyan shelter rights campaign is a citizen's initiative to address the problems of the homeless in Delhi. The people of Delhi currently sleep on pavements, rickshaws, thela's (two wheel handcarts), fly overs, under the bridges and in parks.

Alex Seo Crisis Campaignwww.trendhunter.com/trends/alex-seo-crisis-campaign

In a grim depiction of the realities of homelessness, the Alex Seo Crisis campaign drew chalk outlines of bodies on streets and walls in major cities around the world. These eye-catching images were coupled with facts regarding homelessness relevant to each urban center, to provoke discussion, awareness and action. The unusual and arresting visual drew the eyes of even the busiest of commuters in a way that traditional advertising could not have hoped for ("Guerilla Socialvertising").

Amnesty International: Not Here But Nowwalker.ag/?s=amnesty+international&lang=en#1107

The campaign "It's not happening here, But it's happening now" shows how human rights violations take place every day, just a few hours flying time away from us. The aim was to sensitize people in Switzerland about the issues of human rights and to stimulate debate. The poster campaign brought the truths about human rights violations around the world directly to the front doors of Swiss households. 200 posters, individually matched to fit their environment, appeared to show the collision of two worlds. For example, we see brutal scenes out of Guantanamo abruptly taking place in the middle of Zurich.

FEED SAwww.feedsa.co.za

FEED SA is a non-profit organization, whose main aim is to establish feeding programs within the townships for all those who receive no other forms of funding whatsoever, and for the children who go to school on an empty stomach.

Social Cause Design

Continued

Homeless for One Week: Yusef Ramelizewww.homelessforoneweek.com

This year will mark the third year in a row where Yusef Ramelize goes homeless for one week and walks in the shoes of the homeless. So many of us take for granted having shelter; and having that shelter be clean, stable and absolute. But for many of our fellow New Yorkers, and for people all around the world, that basic right to shelter is not a reality.

One hundred percent of the funds raised by Homeless For One Week goes to a non-for-profit charity. Every year we partner with a different reputable charity. All selections are researched online and through Charity Navigator, which is the nation's largest and most-utilized evaluator of charities.

neunerHAUSwww.neunerhaus.at

Created by Euro RSCG, Vienna, Austria. The main strength of the idea was to use a street installation interactively as a direct response tool. It was literally in the hands of the target group to get a homeless person off the street by taking him off the wall. By collecting the payment forms one could already see the result. The homeless person disappeared from the street. The idea was not only a visually interesting installation but an effective direct-idea and considering the press coverage a PR idea too.

Street Reachwww.helpstreetreach.com

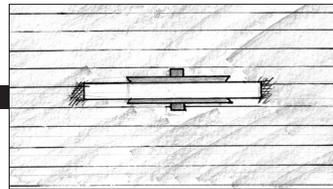
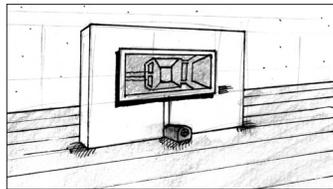
Street Reach Ministries, a non-profit organization, is a ninety-bed facility that provides emergency shelter and supportive services to men and women throughout Horry and Georgetown counties. Street Reach offers services to people regardless of where they came from or how they arrived here. Street Reach manages two programs, which run concurrently at Street Reach. The Emergency Overnight Service (EOS) Program and the "Journey" Recovery Program. The EOS program can sleep an additional 46 men; total capacity of 136 (Top, 2010).

An installation will utilize multi-sensory integration of sight, sound and scent to explore the dichotomy of new poverty. After sight, scent is the most significant of our five senses, followed by sound, taste and touch (Lindström, 2005). The intention of the installation is to raise awareness of homelessness and to allow viewers to experience unforeseen financial crisis, sudden loss of income, housing foreclosure and homelessness.

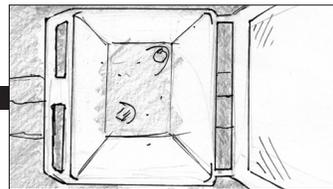
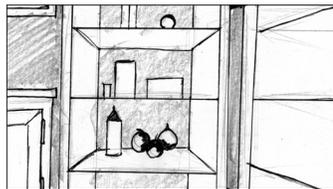
Viewers will experience the contrast of the three basic human needs of food, clothing and shelter. An example is the exploration of shelter. The visual contrast may depict a safe, indoor environment versus a dangerous, outdoor environment. The audio contrast may depict a quiet, serenity versus an aggressive, urban noise. The scent contrast may depict a fresh, clean scent versus a stale, musty scent.

The location of the installation will focus in areas that are atypical for homelessness. Homelessness is typically associated with urban environments therefore an area such as a shopping mall, college campus, suburban or gated community will be utilized.

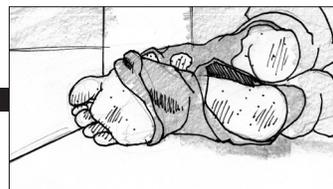
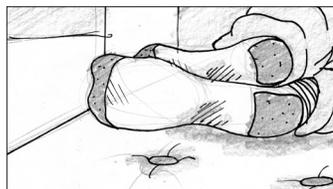
Sketches



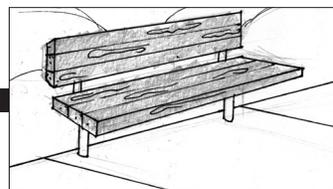
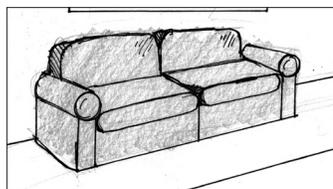
Installation
Setup



Food
Fresh vs Spoiled



Clothing
Clean vs Dirty



Shelter
Indoor vs Outdoor

Motion graphics will be presented in the form of an installation, which utilizes multi-sensory integration of sight, sound and scent to explore the dichotomy of new poverty. Viewers will experience the contrast of the three basic human needs of food, clothing and shelter. The intention of the installation is to raise awareness of homelessness and to allow viewers to experience unforeseen financial crisis, sudden loss of income, housing foreclosure and unforeseen homelessness.

The target audience will focus on males and females, of any age. The primary target are those whom are predominantly unaffected by the recession.

Software utilized for the thesis will consist of Adobe Acrobat Professional, After Effects, Audition, Illustrator, InDesign, Photoshop, AutoDesk Maya and Dataton WatchOut. Hardware will consist of an LED television and/or projector, sound system, scent emission device and fragrance(s).

The motion graphics will be 60-seconds in length and displayed on a continuous loop. The location of the installation will focus in areas that are atypical for homelessness. Homelessness is typically associated with urban environments therefore an area such as a shopping mall, college campus, suburban or gated community will be utilized.

Scent emission is heavily dependent on location. Factors such as square footage, windows, doors and ventilation systems all have an effect on the emission of scents and the impact on the viewer. Upon choosing a location an appropriate scent emission device will be selected.

Format	Motion Graphics, Installation
Duration	60-Seconds
Software	Adobe Acrobat Professional, After Effects, Audition, Illustrator, InDesign, Photoshop, AutoDesk Maya & Dataton WatchOut
Deliverables	<ul style="list-style-type: none">Concept & Create identity<ul style="list-style-type: none">Develop Look & FeelSelect Appropriate Color Scheme, Typeface & Photographic StyleDevelop StoryboardsGather Assets<ul style="list-style-type: none">Shoot PhotographyShoot Video (if applicable)Record AudioSelect Fragrance(s)Develop AnimaticAttend ScentWorld Expo (budget permitting)Volunteer<ul style="list-style-type: none">Donate Time at Local Shelter(s) & Soup Kitchen(s)Select Location<ul style="list-style-type: none">Acquire Appropriate Permission for Space(s)Gather Hardware<ul style="list-style-type: none">Purchase/Rent Scent Emission Device (location dependant)Purchase/Rent LED Television(s)Purchase/Rent Projector(s)Purchase/Rent Sound System (if applicable)Test Scent Emission Device<ul style="list-style-type: none">Hone Emission TimingEnable/Disable Motion SensorSelect Appropriate IntensityDevelop Final Animation

This thesis will be exhibited in the RIT University gallery as partial fulfillment of the MFA. The School of Design and Wallace Library Archives will keep it on file for future research.

The thesis will take the form of an article that will be submitted for publication to magazines such as Communication Arts, HOW, Print and Wired magazines.

The thesis defense will be reformatted as a presentation for conferences such as Imagine RIT, ScentWorld Expo and TedX.

The thesis will be submitted to competitions such as AIGA (Re)designAwards, American Advertising Federation ADDY Awards, Communication Arts Advertising Competition, HOW Magazines Interactive Design Awards and Print Magazines Print in Motion.

A questionnaire will be integrated into the final installation. Viewers who are exposed to the thesis installation will be asked a series of questions to determine the effectiveness and resonance.

The intended outcome of the questionnaire will hopefully decide whether the integration of scent is more or less effective for communication. Qualitative and Quantitative data will be collected from the questionnaire.

Following the completion of the thesis and defense, a test focus group study will be implemented. Two groups will be exposed to the thesis installation, one with sight and sound and the other with scent, sight and sound. The intended outcome of the focus group is to substantiate the effectiveness of scent integration in regards to communication.

Budget may be a hindrance to this project. In order to compensate, equipment expenses for LED television and/or projector will be rented. Scent emission device and fragrances will be purchased, however I will attempt to negotiate a reduced rate by leveraging my student status as well as offering credit for products used in the thesis.

Additional budget may include conference and travel for ScentWorld Expo in Miami and phone costs for interviewing purposes, however interviews may be conducted using GoToMeeting or Skype to eliminate unnecessary travel expenses.

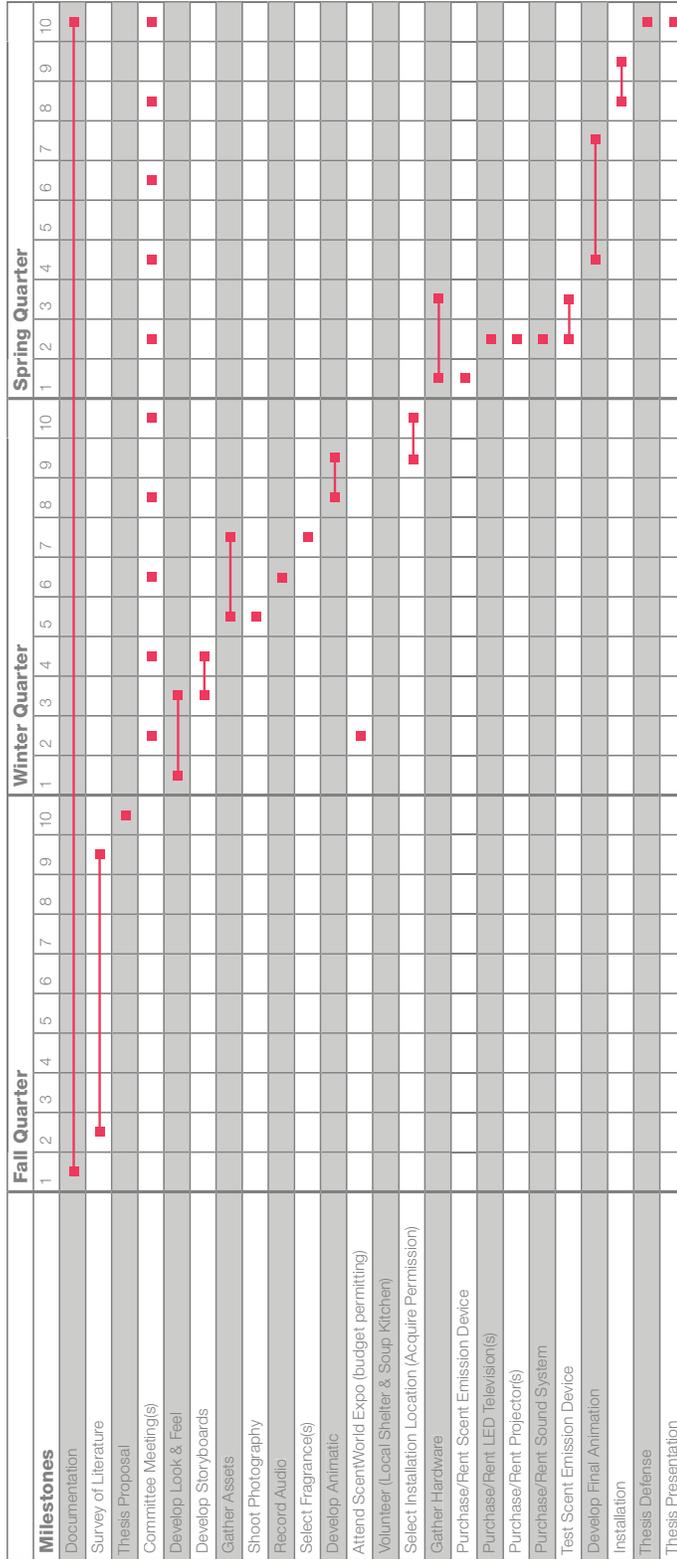
Milestones

Documentation	Fall Week 1 – Spring Week 10
Survey of Literature	Fall Week 2 – Fall Week 9
Thesis Proposal	Fall Week 10
Committee Meeting(s)	Fall Weeks 2, 4, 6, 8, 10 – Winter Weeks 2, 4, 6, 8, 10
Concept & Create identity	Winter Week 1 – Winter Week 3
Develop Logo (if applicable)	Winter Week 1
Develop Look & Feel	Winter Week 2
Select Appropriate Color Scheme, Typeface & Photographic Style	Winter Week 3
Develop Storyboards	Winter Week 3 – Winter Week 4
Gather Assets	Winter Week 5 – Winter Week 7
Shoot Photography	Winter Week 5
Shoot Video (if applicable)	Winter Week 5
Record Audio	Winter Week 6
Select Fragrance(s)	Winter Week 7
Develop Animatic	Winter Week 8 – Winter Week 9
Attend ScentWorld Expo (budget permitting)	Winter Week 2
Volunteer	TBD
Donate Time at Local Shelter(s) & Soup Kitchen(s)	TBD
Select Location	Winter Week 9 – Winter Week 10
Acquire Appropriate Permission for Space(s)	
Gather Hardware	Spring Week 1 – Spring Week 3
Purchase/Rent Scent Emission Device (location dependant)	Spring Week 1
Purchase/Rent LED Television(s)	Spring Week 2
Purchase/Rent Projector(s)	Spring Week 2
Purchase/Rent Sound System (if applicable)	Spring Week 3
Test Scent Emission Device	Spring Week 2 – Spring Week 3
Hone Emission Timing	
Enable/Disable Motion Sensor	
Select Appropriate Intensity	
Develop Final Animation	Spring Week 4 – Spring Week 7
Installation	Spring Week 8 – Spring Week 9
Thesis Defense	Spring Week 10
Thesis Presentation	Spring Week 10

Note: Schedule is subject to change.

Timeline

Continued



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