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Design for public service

Cristine Beckley

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Design For Public Service

Rochester Institute of Technology

A thesis submitted to the Faculty of
The College of Imaging Arts and Sciences

In Candidacy for the Degree of
Master of Fine Arts

Submitted by Cristine Beckley
May 2001
Design for Public Service
By Cristine Beckley
Submitted May 18, 2001

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Cristine Denise Beckley
Date
Contents

Thesis Project Definition 4
Precedents 6
Research 12
Synthesis 17
Ideation 22
Implementation 24
Intermediate Evaluation 27
Dissemination 28
Retrospective Evaluation 29
Conclusion 30
Glossary 31
Bibliography 32
Appendices 33
Design For Public Service

Thesis Intent
To use graphic design to increase volunteerism and aid in the alleviation of homelessness in Rochester, NY.

Project Motivation
On an individual level we can all effect the world around us. Every day each of us makes decisions that will affect the life of another, be it our parents, or spouse or our children. Why then do so many people feel that there is nothing they can do to help? Perhaps they feel powerless in their own lives. Perhaps they don’t know how much they matter.

Volunteering promotes growth in the volunteer’s life. Helping another shows us in how we can each help ourselves and, improve the community for future generations. Many people do not know of these benefits because they have never given to another person in need. It feels good, this is true. Almost anyone who has ever volunteered will verify that the benefits they receive are more than what they gave, be it their time, money, or talent.

The Problem
A nationwide study indicates that 12 million adults have been homeless at some point in their lives (nch.ari.net) Between 1989-1994, 6.6 million adults experienced homelessness. According to the 1990 census, the number of people living below poverty are 23.5% in Rochester, 10.4% in Monroe County, and 9.8% in the entire metropolitan area. Based on Monroe County’s 1995 CGR study, 5,900 people are homeless at least once a year. There are between 380 and 405 homeless persons in the County on a typical night.

Federal aid to the homeless and impoverished is now funded at a State level. However, these funds are often insufficient. Donations and volunteerism are the main sources which support those who can not help themselves.

Graphic Design
The object of a graphic design piece is not the printing of the work, nor is being understood, but in its effect on the attitudes, knowledge or behavior of people.
-Jorge Frascara

Graphic design is visual art of the everyday. Easily accessed, contemporary design reflects and influences societal values. Often subliminal--relying on archetypes to communicate strong suggestions--graphic design’s influences are direct and long lasting. Its ability to influence culture lend it the power to instigate social change.

The body repeats the landscape.
They’re the source of each other and create each other.
-Meridelle Sueur

Design and society share this relationship. The landscape of this thesis should reflect the body of care and interest lying in the citizens of Rochester for their community.
Volunteerism
Volunteerism can be a powerful tool for shaping attitudes and promoting change. An employee of Timberland footwear, a company which uses volunteerism to develop positive attitudes in its staff, described volunteering as “a religious experience” (Robbin, p. 72). The benefits of volunteering are great, even the slightest involvement contributes greatly to aiding a community.

"Just sayin' hello how you doin' and askin' me how I'm feelin'. That's more important to me than anything man. Than givin' me anything. Anything. Any kind of money. Anything. Knowin' that you care, man. And that you tryin' to help me, man, you know. That's more important than change any day of the week."

-Kevin King, homeless, New York City
(O'Keefe p.3)

Background Information
In the City of Rochester, The Open Door Mission gives aid to those in need with food, shelter, and recovery from addictive dependency. The shelter itself has an a need:

“Many people are not aware that the Open Door Mission has many different outreach programs in addition to its soup kitchen.”
Kenneth Fox,
Executive Director, Open Door Mission

Need
Materials that clarify and support the needs of the homeless and persons who give aid to the homeless are needed to alleviate this situation for the Open Door Mission. It is also important that common illusions about homelessness be dispelled and the truth be clarified.
Several publications, namely Hands on Tampa, Food Not Bombs and the Open Door Mission's "Restoring Hope Campaign" brochure, were studied as precedents to this thesis' applications.

Hands on Tampa- Hot Times

Hot Times was an influence to this project because it met the goal of alerting volunteers to local projects and made involvement easy and fun. Hot Times is unique in that it organizes all of Tampa Florida's volunteer activities in one easy-to-understand newsletter.

The research phase of this project shows that there are many different kinds of people interested in volunteering in diverse areas. Grouping these service opportunities together is the most affective way to acquire a myriad of interested citizens. Hands on Tampa is successful in grouping many diverse organizations and projects. This information is also transferred to a Hands on Tampa website which links to affiliate organizations that provide additional volunteer information.
The Hands on Tampa calendar communicates what is going on in the city and clearly informs the audience of how to contact event organizers. It is useful because the audience can see all events at a single glance. This idea helped to inspire the Learn and Serve Website which uses hierarchal menus to easily display all of the site's content. As the website grows over time and new colleges at RIT begin to participate in the curriculum, it will be easy to add new items to the display lists because of these menus.

The calendar is brightly colored and uplifting. The heading is large and clearly explains the document's purpose. The calendar's large font and simple language make it easy to read appealing to older volunteers and working people who do not have time to read long articles.
Restoring Hope Campaign

The Open Door Mission's "Restoring Hope Campaign" brochure was used as an example of literature that was created with the Mission's goals in mind, but did not fit in with any overall communication system. When creating the new program, the same goals were supported. The goals, however, transferred into an overall communications system which required elegance and portability.

The Restoring Hope Campaign

For 47 years, Open Door Mission has been helping disadvantaged neighbors in need. Over the years, the Mission's unique approach has proven effective in meeting the spiritual, physical, social and emotional needs of the homeless in Western New York.

To meet the increasing demands, the Open Door Mission Board of Directors has eagerly endorsed a long range plan for renovating facilities and adding several programs that will add to our outreach and enhance our effectiveness.

"Compassion and generosity toward those less fortunate have always been virtues that set our area apart from others. The Open Door Mission sets a living example of this inherent decency and I salute the Mission's continued work to enliven our great community a little more compassionate during the holidays and throughout the year."

-Jack Doyle, Monroe County Executive

"Anyone who thinks the Open Door Mission hasn't had an impact on their life, should probably think again. Over the past 46 years, the Open Door Mission has restored hope to thousands of lives; there's a good chance that someone you know and love is among them."

-Mayor Bill Johnson

Open Door Mission
159 North Plymouth Ave
Brockport, NY 14420-4236
Phone: (585) 434-6000
Fax: (585) 434-2022

House of Hope Campaign Brochure Front
Portability in the new brochures is important especially in the Substance Abuse Program because someone living on the street would have little room to keep papers and will most likely save the brochure if it is easy to carry. The brochures created in this thesis are slightly smaller than the original brochure's width—formatted small enough to be able to fit into the back pocket of someone living on the street or whose living arrangements may be in transition.

The Mission has created plastic containers to hold the brochures which can be re-formatted to fit any sized literature at their establishment.

**Spiritual Discipleship Program**

The men in our substance program need to know they can guide them in setting personal goals for growth. These goals often have accountability and encouragement so these men can move closer to independence and positive behavior.

The mission discipleship program provides a stimulating curriculum where men learn simple principles for living and make life changing decisions.

**Educational Programs and Vocational Testing**

Providing educational programs in another area is the Open Door Mission's ability to assist and encourage education. The mission's educational programs have proven to be very successful in breaking the cycle of poverty and homelessness. Through literacy training, GED classes, and life skills instruction in subjects such as basic money management, personal hygiene, and job training,

Open Door Mission creates programs to remove the barriers of education and training.

**Substance Abuse Recovery**

Often times homelessness and poverty go hand in hand with substance abuse and addiction. Alcohol, abuse, and often drug use leads to the legacy of criminal families, drug abuse, and broken lives. Long term residential care with spiritual dimension to a proven road to recovery for the addicted. Your Open Door Mission helps break the cycle of addiction and recovery hope to each person who comes through the program.

**New Facilities**

An architectural firm has produced plans for the renovation of a new mission facility designed to meet the present needs. The facility will include:

- A new reception facility to increase beds from 38 to 60 and rooms for expansion
- A larger more transient facility
- A new day center with kitchen
- A new chapel

In addition, the existing Sanctuary House will be renovated to include:

- A re-stocked medical department including new dental and podiatry departments
- A new drop-in center with a daytime caseworker
- An expanded top-pause program
- Additional employment opportunities will be available to meet the new staff needs

Finally, the existing Open Door Mission's Grief Center will be renovated to include:

- A large movie room
- The Christian Life Program
- Computer Learning Center

**Suggested Gifts**

Our Goal is to meet the complex growing needs of men, women, children and families in the Rochester area. We need to raise $1,950,000 as follows:

- Renovate and furnish new facility: $1,300,000
- Renovate current mission building: $200,000
- Administration and leasing: $125,000
- Fees/services (transportation to local hospitals): $125,000

Total: $1,950,000

Your gift can help us reach this goal. The following table of gifts shows how the breakdown of donations can make this a reality as we seek to restore hope to the hurting.

<table>
<thead>
<tr>
<th>Gifts Needed</th>
<th>Range</th>
<th>Total</th>
</tr>
</thead>
<tbody>
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<td>$100</td>
<td>$10.00</td>
<td>$100.00</td>
</tr>
<tr>
<td>$250</td>
<td>$25.00</td>
<td>$250.00</td>
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<tr>
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<td>$900.00</td>
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</tr>
<tr>
<td>$10,000</td>
<td>$1000.00</td>
<td>$10,000.00</td>
</tr>
</tbody>
</table>

**Ways You Can Give**

Your gift labeled giving can amount to a substantial gift over three years.

- **Monthly pledge**
  - Annual: $100.00
  - Total: $1200.00
- **Annual pledge**
  - Monthly: $100.00
  - Total: $1200.00
- **3-year pledge**
  - Annual: $100.00
  - Total: $1200.00

“Your gift can help us reach this goal. The following table of gifts shows how the breakdown of donations can make this a reality as we seek to restore hope to the hurting.”

- Louise M. Slaughter, Congresswoman, 25th District, New York

---

**Table of Gifts**

- Grief Center: $125,000
- Administration: $125,000
- Fees/services (transport): $125,000
- Total: $1,950,000

**House of Hope Campaign Brochure Back**
Shown at right is the original *Open Door Mission* logo. This thesis has replaced this logo with the house icon, shown and further explained in *Ideation*.

The Cerebral Palsy brochure shown to the right, used interesting pictures to clarify the text and create emotional responses from the viewer. The *Restoring Hope Campaign* created in this thesis employs similar photographic tactics. It too uses photographs, such as the little girl below, to evoke emotion and reinforce the brochure’s information.

Today, more than 40% of the people who receive our services have physical or developmental disabilities other than cerebral palsy. Over the years, we have been able to help people with the following conditions:

- Slow or delayed development
- Premature or high risk birth
- Down syndrome and other genetic disorders
- Spina Bifida
- Autism
- Cognitive impairment or mental retardation
- Failure to thrive
- Hydrocephaly or Microcephaly
- Sensory Integration Dysfunction
- Medically fragile
- Exposure to substance abuse
- HIV infected or affected
- Alzheimer's disease
Food Not Bombs is an activist organization, which like this thesis, is interested in the rights of the homelessness and impoverished.

The Food not Bombs file uses multi-sized fonts and capitol letters to communicate urgency. The result of such devices is that the literature seems aggressive and imposing. The strategy of this thesis is to avoid aggression and negative communication tactics, such as fear and shock which may turn away audiences, and to instead implement peaceful, emotionally uplifting persuasive dialogue.
We are more effective as citizens if we are well informed
-Richard Saul Wurman

Homelessness
National Law Center on Homelessness and Poverty:

of America’s homeless,
  25-40% work.
  37% are families with children.
  25% are children.
  25-30% are mentally disabled.
  30% are veterans.
  40% are drug or alcohol dependent.

Although 20% of homeless adults are employed, many work in day-labor jobs that do not meet basic needs, while technological acceleration excludes others from a competitive job market. The escalating health care crisis places low and middle income families at serious risk of homelessness, while inadequate government programs addressing mental health, child care and education impede homeless people from escaping their circumstances.

Rochester
According to the 1990 census, Rochester lists the number of people living below poverty as: 23.5% in Rochester, 10.4% in Monroe County, and 9.8% in the entire metropolitan area. Based on Monroe County’s 1995 CGR study, 5,900 people are homeless at least once a year. There are between 380 and 405 homeless persons in the County on a typical night.

Dispelling Illusions
There are often misunderstandings about the causes of homelessness and who it affects in American society. For instance, many people believe most homeless are middle aged men. Astonishingly, 40% of the population who fall below the poverty level are children. During the last thirty years, single women with children were not eligible for welfare because they were not married. Many of these families became homeless, as homelessness and poverty are inextricably linked (cgr.org).

Some common illusions about homelessness and its circumstances are:

The government is always helpful to its citizens.
Cities across the country are responding to this disparity, not by addressing the causes of homelessness, but by passing and enforcing laws punishing homeless people for begging as well as for sleeping and even sitting in public—even though there are no alternative places for homeless people to sleep or sit. At least 72 cities have pursued efforts to criminalize activities associated with homelessness.

In Cleveland, police officers pursued a policy of driving homeless people from downtown areas to remote industrial areas and leaving them there. The City of Santa Monica passed ordinances ensuring that there is no public place where homeless people can sleep. The City also passed laws to prevent private individuals from distributing food to hungry people.
Who is helping?
Many people are helping to join in improving their society. There are thousands of websites on the internet that inform the community of this problem and give aid to the homeless. This may lead many to ask, what can we do personally if so many are trying and it is still a problem?

Volunteering is one good way to make a difference. Unfortunately there are few statistics on the effects of volunteerism because shelters, both non-profit and government agencies, do not keep track of the benefits caused by volunteerism. When asked for specific numbers to show how volunteerism alleviates homelessness, Rochester agencies generally answered, “I know it helps because we couldn’t run without the volunteers.” -United Way

Shelters are always the answer
Some shelters are not able to provide adequate supervision. “Now you know I found a room I can rent instead of the shelters because the shelters are worse than jail. Because you can’t go to sleep with anything in your pocket. Because if you do when you go to sleep they’ll take a razor blade and they’ll cut the pocket out. You know you have maybe 50 or 60 guys. You have murderers. You have robbers. You have guys with diseases. They wake you up at seven o’clock in the morning and you have to leave and you can’t come back in until maybe twelve or one. I couldn’t deal with that.

So that’s why, basically, that a lot of homeless people would rather sleep on the street than in a shelter. Because they can’t deal with that type of atmosphere you know with all them people and all the things that go on. And the little bit of food that they get. Half of them are doing drugs in the shelters.”
-Homeless man

Governmental Research
This portion of the research was used to determine the urgency of the problem and its significance. In summary, the government finds the nation facing a great problem with the prevalence of homelessness and is not able to alleviate or solve the situation.

Section 11302. of U.S. Title Code: Title 42
The general definition of homeless individual is:

1 An individual who lacks a fixed, regular, and adequate nighttime residence.

2 An individual who has a primary nighttime residence that is: (A) a supervised publicly or privately operated shelter designed to provide temporary living accommodations (including welfare hotels, congregate shelters, and transitional housing for the mentally ill); (B) an institution that provides a temporary residence for individuals intended to be institutionalized; or (C) a public or private place not designed for, or ordinarily used as, a regular sleeping accommodation for human beings.

Poverty Thresholds
Poverty Thresholds are issued by the US Census Bureau. They are used for calculating the number of persons in poverty in the United States. The U.S. Census Bureau uses a set of income standards that vary by family size to determine who is poor. If a family’s total income is less than that family’s standard, or threshold, then that family is considered poor and may qualify for government assistance.

The following chart consists of poor American families ranging from three to six members. It shows average household incomes at poverty level categorization.
Incomes of the poor have not kept pace with rising housing costs
-National Law Center

Despite America's rising nutritional standards, consumption patterns, and inflation over the last ten years, the incomes of those considered to be poor have risen very little. The chart to the left shows no significant changes in the trends of income standards despite 1980 welfare reforms. There is also little disparity between the threshold incomes.

Chart References
1. US Census Bureau, “Historical Poverty Tables”
2. National Law Center
Rochester Institute of Technology

Research was taken from the Student Volunteer Center concerning the demographics of RIT students. This information was needed to address the audience of the RIT Learn and Serve website.

The students at RIT are drawn from every state and more than one hundred foreign countries.

Approximately 10% of the RIT student population is deaf or hard of hearing. This is a factor in designing the website. The student body at RIT is comprised of approximately 11,400 undergraduates and 2,200 graduate students, for a total population of 13,600 students. One third of these students are women, while adult students make up a significant proportion of the total enrollment.

RIT students study many subjects from Social Work, Psychology, Information Technology, Engineering, and Fine Arts to Criminal Justice. The website will speak to all of them. The Greek community also holds philanthropic events which may be linked to the site if related. (D'Arcangelo)
A Marketing Communications Program clarified this project’s needs, identified ways to meet these needs and explained the relationships between the solutions.

**Situation Analysis and Need**
The Student Volunteer Center at Rochester Institute of Technology reports that non-profit agencies in the Rochester community are experiencing an increase in need from the populations they serve while suffering a decrease in funds to support their programs. These agencies are in need of committed volunteers to continue to function effectively.

Rochester Institute of Technology is working to meet these needs by providing a consistent and accessible program which will coordinate community service efforts on campus and in the community. The Student Volunteer Center provides outreach to non-profit agencies by working with RIT students, faculty and staff to incorporate these service opportunities into campus programs, events, curricula, and the campus culture as a whole.

**Learn and Serve Grant**
The Learn and Serve Grant provides the perfect opportunity to graphically to support a program that enriches the lives of students and gives aid to the community. Information was organized according to RIT’s needs and those of the community. Many times the people in the community who end up homeless are already members of poverty level households. By supporting the Learn and Serve Grant which benefits Sector 10, the poorest community of Rochester, some of those who might have become homeless, living standards are improved. For this thesis create a website which serves the community by providing access to opportunities provided by the grant.

The website created during this thesis connects RIT students to the Northeast Neighborhood Alliance (NENA), and the RIT Student Volunteer Center. Students are able to sign up for classes supported by the new grant. The website lists non-profit agencies, such as the Open Door Mission, where students are able to access information on homelessness and its causes and register for volunteering through RIT’s Student Center. Additionally, NENA has its own agenda separate from that of RIT,
which is supplemented by the website. Several projects have taken place where photography needed for the website has occurred. On May 4, 2001, a group of students toured NENA and created gardens. These images will eventually be implemented on the website to promote volunteerism.

Psychology of Volunteerism
According to Maryann Garrity, PhD., college age kids who would be participating in the Grant Program are best encouraged by the idea that they are leaving a mark on the world. The belief that one can make a difference is what motivates them. Imagery showing children working together, families reunited, or anything that shows the affects of positive efforts would work well as guiding imagery for this audience (see appendix).

The Open Door Mission
The are few places locally for the homeless to find help daily in respect to food, clothing, and shelter. The Open Door Mission plays a vital role in meeting the growing demands of the homeless population. In the City of Rochester, The Open Door Mission gives aid to those in need, with food, shelter, and help in recovery from addictive dependency.

Identifying Patterns and Organizing Information
After sorting the needs of the homeless community in Rochester and combining it with the research on how the situation might be improved through design, several points were identified as integral to the project.

First, psychologically relevant data that would persuade people to volunteer was needed in the community. Research indicated that government support was not enough to help solve this problem.
Another need addressed by this thesis is the need to make homeless people feel self-worth and hopeful. Homeless people need to be able to begin to believe that once again, or maybe for the first time, they are loveable. They also need to feel that they have the ability to change their own lives.

**Audience**

RIT’s Student Volunteer Center’s Volunteer Need Survey was distributed to major Rochester non-profit organizations. According to the survey, most firms need anywhere from two to one-hundred volunteers a month. Differences in the ages of volunteers can be found between the organizations. The *Open Door Mission*’s brochures target middle aged women, while RIT students will be the main audience of the website supporting the Learn and Serve Grant Project.

The *Open Door Mission*’s volunteer audience is women forty-five to sixty-five years of age with annual household incomes of 24-45K, who have one to two children and close ties with a local church community.

Its audience is also the homeless themselves, for which this thesis hopes to inspire hope.

A third audience or client would be the Northeast Neighborhood alliance. This group’s needs regarding non-profit organizations will also be met on the website. It will be important to emphasize all of these organizations equally.

**Budget**

Overall, budget is not a major constraint on the project’s design. The *Open Door Mission* has requested 500 brochures for every program they offer. The Mission offers five programs, but after analysis of the information, this thesis created three brochures which combined several of the Mission’s Programs.

The Mission’s printer quoted $1,430 for five brochures. It was also considered whether RIT’s printing-press could be used and possibly supply discounted printing as the job is part of a graduate thesis project. If so, the Mission would not have to take money out of its budget for the project. The Mission is, however, willing to pay for all printing costs.
The Open Door Mission's Marketing Communication Analysis

Functions:
Ranked by order of importance
To provide compassion, hope, love, support, restoration, outreach, ministry, caring, giving

The Mission's goals
To be an extension of the church community to restore hope for people who have little if any hope left at all. The Mission is a place to acquire basic human needs for surviving, but also a place to learn what it means to trust and believe in God for a lifetime.

The ends which The Open Door Mission hopes to achieve with this program: particularly important, the brochure for the Christian Life Rehabilitation Program will explain to its applicants how the program is run and the expectations for its residents.

10 year personality of the Open Door Mission:
-model, pro-active, progressive, cutting edge, focused

Perception:
How its audience should perceive the Open Door Mission- effective, frugal, pro-active, progressive, consistent, reputable, credible, much-needed, leading-edge, committee.

The difference that The Open Door Mission makes; "There are few places locally for the homeless to find help daily in respect to food, clothing, and shelter. The Mission plays a vital role in meeting the growing demands of the homeless population."

Chris Scribani, Executive Assistant
The Open Door Mission
Ideation

Open Door Mission Logo Development
The Open Door Mission logo was created by analyzing the Mission's audience, and services, and the previous logo's look and feel. The Mission's original logo was created for the House of Hope Campaign (see Appendix). The original idea was that God's love is flowing into the city of Rochester where the Open Door Mission supports those in need of help.

The new logo bottom right is applicable to any of the Mission's programs and supports the idea that anyone is welcome and deserving of aid. This idea was based on psychological research (see Research section) and the Mission's formal title- Open Door.

A square grid was used to make the house proportionate. Blue was chosen as many of the Mission's older supporting materials refer back to their original blue logo, and additionally because it is a soothing color. For this latter reason blue was also chosen as the primary color for the Substance Abuse brochure. The following images show the progression of the formation of the Mission's logo.

final logo
Steps to Application Prototypes

1.0 Resources

NENA
Linked by grant in support of student volunteerism

RIT

ODM

1.0 Resources

Environment for volunteer impact
Student volunteers
Resources used to achieve Goal

Goal
Graphic design to encourage volunteerism to aid the homeless

Marketing Communications Program

3.0

Analyze how to best achieve common goals
Define audience (Psychology Prof.)
Generate theme and application ideas

Create design products

Prototypes

4.0

Prototype revisions

NENA/RIT Website: Prototype

Create website
Submit to RIT & NENA
Revised prototype

ODM Brochures Prototype

Create brochures
Submit to ODM & RIT Prof.’s
Revised prototype
Website Ideation

Learn and Serve Website Ideation

The website was created according to the Marketing Communications Plan. Technically a hierarchal menu was created in order to allow the user maximum exposure to the different categories. This was done with Javascript. While the site was being built, the Learn and Serve Grant committee did not know exactly what information would be needed on the site. A message board was created so that students will be able to share experiences while learning in the community. The colors orange and yellow were chosen to motivate and uplift.
Website Navigation

This chart shows the navigation of the website. The top phrases are categories and the main points on the hierarchical menu. The text inside the boxes are links.

<table>
<thead>
<tr>
<th>Learn and Serve</th>
<th>NENA</th>
<th>Volunteering</th>
<th>Sign up</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="RIT" /></td>
<td><img src="image2" alt="RIT" /></td>
<td><img src="image3" alt="RIT" /></td>
<td><img src="image4" alt="RIT" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>About</th>
<th>Mission</th>
<th>Campus Life</th>
<th>Email Form</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student benefits</td>
<td>Opportunities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community benefits</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Message board</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The *Open Door Mission* brochures were first designed by determining paper size and fold. The fold was chosen to be unique, memorable and so that the images would appear on half of the front cover.

Next, pencil versions of the brochures were made to determine if the paper's dimensions and fold were accurate.

Imagery was then grouped by which brochure it would support: *Substance Abuse*, *Volunteerism*, or the *House of Hope*.

Colors versions of the three brochures were created by using the Pantone Matching System. Pastel hues were chosen to soothe and uplift the viewer.

It was difficult to find colors that worked well as a group and that would also be of sufficient intensity to maximize the readability of the text. The blue at right was eventually chosen as it was dark enough to provide contrast to the other colors in the system, but also light enough that dark text could be seen layered above.

Persistence is the hard work you do after you've finished doing the hard work you already did.

~Unknown
Website Implementation

The website began with an analysis of its audience and goals. The audience was students at RIT and the main goal of the website was to familiarize the user with the new Learn and Serve Grant and give students an opportunity to sign up by internet.

Javascript hierarchal menus were implemented to allow the user clear, one-step visual access to everything on the site. The menus are very functional because while taking up a minimum or space they still allow the user to see the location of the site's contents quickly.

A image of hands together was chosen to suggest the lending nature of volunteerism and the closeness that may occur between the volunteers and the community. Orange was chosen because it is an emotive color which energizes action by anyone interested in the Learn and Serve Grant.

The website will be maintained by the Student Volunteer Center after the completion of this project. The website will undergo changes for quite some time as the Learn and Serve Program has only recently begun.

At present there are three links on the website: RIT's main page, the Student Volunteer Center, and the Northeast Neighborhood Alliance. The site has six sub-categories, a message board and student sign-up window. The main page is shown at right.
RIT

Student Benefits
Volunteering
Sign Up

What else

main site

to message board

student benefits

sign up form
Intermediate Evaluation

The brochures were reviewed by Professors Remington and Lachance to maximize their functionality as a system and individually. The Mission edited the brochure's copy and verified imagery.

The final duo-tone brochures are 8.5” x 11” plus bleeds. They will be sent to Patrick’s Printing to be printed on a press, double-sided onto semi-gloss paper. The gloss surface would give the photographs greater contrast than if printed on matte paper and would also impart a sense of worth to those reading them.

Digital printers were not able to print double sided onto glossy paper for the prototypes so they did not exactly match the final output in terms of photo intensity. Also, the colors of the brochures on screen did not look like their equivalent in the PMS chart. To compensate for this situation, Patti Lachance suggested making that two copies of each color file. The first copy was to be viewed on-screen consisting of colors that appeared ideal. The second copy imported and used the Pantone colors that would be used by the printing press. This file was not to be used for designing purposes, but rather saved for the printer.

Patti Lachance suggested that the original pastel colors chosen for the brochures were too light and that brighter colors were more uplifting and inspiring. Several of the audience members at the thesis show exhibition agreed with this opinion. The color swatches to the right show the original colors and the replacement darker selections.

Professor Remington suggested that the main typeface be substituted with a more classic serif font. Several fonts were examined before Adobe Caslon was chosen. Adobe Caslon resembled the body’s text font Centaur, but was more classical and less distracting.
Dissemination

The Open Door Mission will disseminate the brochures to both the housed and homeless communities. Students, faculty and persons interested in academia and art were exposed to the brochures at the thesis show. The thesis show dissemination also provided verbal communication relaying opinions about the website and the printed materials which was used for later revisions. Distribution to wider audiences could happen through locations which house the brochures. The actual brochures can be found in this book's back pocket.
Managerial
Stricter enforcement of the thesis time line would have allowed more time for unforeseen problems. It seemed that almost every aspect of the project took double the time originally anticipated. For future projects, a good rule of thumb will be to allow for two weeks delay on major aspects of a work in progress.

Group meetings were difficult to collaborate because of inconsistent schedules of the Committee members. In the future, online technology may circumvent scheduling problems among committee members. There was unclear communication between the Open Door Mission, the printer, and myself. In the future, communication will be more specific to reduce assumption.

Technical
The technical aspects of the thesis worked out smoothly. There were no unforeseen dilemmas regarding media nor technical problems that were very difficult to solve. This thesis illustrated how one must define goals and achieve them one-at-a-time. It is important not to get behind on the deadlines and to be sure to communicate the thesis progress to everyone involved.

Ann Howard commented on how the project caused her to think more concretely about the Learn and Serve Grant. People at the Mission told me how beautiful they believed the designs to be and many students and faculty became more aware of the dangers and truths about homelessness in Rochester. It is my hope that once aware, people will feel compelled to aid in improving the situation.

Audience
Graphic design must communicate its message clearly and effectively, using aesthetics to achieve this aim. It is important in design, to remain focused on the goal of the application and to keep the audience’s responses in mind at all times. The process of identifying audience and basing the message on their needs was the first step in this thesis’ application process, a step that was integral to its success.

If this project had been extended, efforts would have been made to determine the best way to motivate different audiences specifically composed of several social groups not already directly linked to volunteerism. There are many sub-cultures in Rochester, and the applications’ distribution could have occurred by identifying several of these cultures as audiences and disseminating the literature throughout related locations, thereby extending the brochures influence to a much wider variety of people.
Conclusion

Designing for public service allows designers to work with clients who are committed to and care deeply about their work. Design of this type is met with favor and appreciation by the general public. Designing for public service maximizes the profession’s power and influence on society.

The relationship between design and culture is symbiotic—design influences culture as much as it is influenced by culture. Graphic design therefore is a strong and receptive tool which may be used in support of society.

Perhaps the most rewarding aspect of this project were the ties formed within the community. Through the project its author met many members of the community and its leaders who were interested in helping others in Rochester. Feeling the project made a difference, that it was not just a hypothetical question was also of great satisfaction.

This thesis also taught that in order to learn, one must be open to new ideas and able to set aside preconceived notions of how things ought to be. RIT embraces this role in the community and is flexible enough to pursue opportunities such as the Learn and Serve Grant. The grant project shows that it is never too soon to begin applying theoretical knowledge to the real world which, in this instance, benefits both the RIT student and Rochester.

Working with the Open Door Mission taught humility, and how to learn. Through this thesis its author learned that pride and insecurity are both illusions, whereas in fact no person is greater than any other.
Glossary

Activism

*n.* The theory, doctrine, or practice of assertive action, used as a means of opposing or supporting an issue, entity, or person.

Community

*n.*
1. A group of people living in the same locality and under the same government.
2. The district or locality in which such a group lives. This thesis refers to the community of Rochester.

Disseminate

*v.* To distribute, To become diffused; spread.

Homelessness

*n.* A complex set of circumstances which require people to choose between food, shelter, and other basic needs.

Impoverish

*v.*
1. To reduce to poverty; make poor.
2. To deprive of natural richness or strength.

Soup Kitchen

*n.* The *Open Door Mission*’s outreach program that provides food for the poor.

Open Door Mission

*n.* Established in 1952, the Open Door Mission is a privately funded 501.c-3 non-profit organization chartered in the state of New York and does not receive any government funding, but relies entirely upon donations from the community to run its programs.

Volunteerism

*n.* Use of or reliance on volunteers, especially to perform social or educational work in communities.

Service Learning

*n.* A credit-bearing educational experience in which students participate in an organized service activity that meets identified community needs and reflect on the service activity in such a way as to gain further understanding of course content, a broader appreciation of the discipline, and an enhanced sense of civic responsibility.
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Books


Essays


Websites


ServeNet.org. “Quotable Quotes” http://servenet.org/cont/control _cont_item_view.cfm.contentTypeId=38

Appendices

Interview with Psychology Professor, Maryann Garrity Ph.d.
Photography
Quarter Planner
Needs Assessment
Interview with Psychology Professor, Maryann Garrity Ph.d.  
(Informal transcript by email)

...caring is the beginning of learning to care more, to love outside yourself, and those you live with.

I've got a few answers, for you. I have a Bachelor's from Texas Woman's University in Psychology, a Masters in Counseling Psychology from the University of West Fla., and Ph.D in Industrial Psychology from Souther Mississippi. I've been teaching at Jackson State University since 1987, one or two classes each semester. JSU is a black university. I've taught Organizational Behavior, under and graduate levels; Management, Human Resource and Research Design for Business.

I worked for Mississippi Authority for Educational Television, started as their HR Manager and when I left I was the Deputy Director. (2nd in charge). Did that for about six years, started their development (fundraising office) so learned something about marketing. I've received salary for teaching, consulting, and babysitting. I did a lot of work when my kids were in school before I started working- scouts, church, PTA.

Working with volunteers in scouting (other mothers) and at Mississippi Educational Television were different. At MAET the volunteers were people who had a mission, to see MAET continue to thrive. They often identified socially with other agency volunteers and the staff. They were a part of a national group, the public broadcasting supporters. Public television is very well entrenched, supported by influential people. It's a status thing to ride around with a PBS, Public Radio bumper sticker, makes you part of a special group.

Scouting and church were different. The volunteers were moms, offering to help out in some way. they were not as committed to the group. It was not a social thing, it was an obligation. I found that in order to keep my mom's happy and productive, I had to make it an enjoyable thing for them, give them some reinforcement for giving cookies, driving, helping with projects. Church was the same. I taught sunday school for about 6 years. The church moms were more dependable, they didn’t want anyone in the church to think they were not supportive, to be a good mom, they did it.

Research says that people are motivated for a variety of reasons. To put food on the table, to be safe and secure, to have some status or recognition, for affiliation or love, and for some ideal or what Maslow calls Self Actualization. Of course it's more complex than that but if you look up Maslow, you'll find he talks of a hierarchy of needs. Later he modified the hierarchy to be dependent on the individual.

Think of your needs, if you’re hungry or thirsty, you aren’t going to be too concerned with recognition, you’ll get food. ‘Course the kind of hunger I’m speaking of you or I have never experienced. Additionally an artist will forgo food for the drive to produce a work of art. Now the discussion comes in on what motivated the artist, recognition or an insatiable urge to create, to self actualize? Don’t know. Some writers say it's to be immortal, have your name in print. That’s not self actualization.
Another theorist says motivation come from the need for power, for achievement, or for affiliation. Achievement is related to Maslow’s recognition, affiliation to maslow’s same need.

So let’s say some do things for power, some for achievement and others to be loved or belong, or to be loveable. I personally think that in the broadest sense most of us do things to be loved, to be worthwhile, loveable. I think that men and women who excel in the business world do it for a sense of power, which then makes them more "loveable". Better clothes, prettier, handsomer, more money, more loveable. In my way of thinking most of us work to be loved by someone, the world, or ourselves.

I think, and I may be wrong, that most homeless lack a sense of lovableness, and must feel hopeless in getting to a state of lovableness. Homeless people need to be able to begin to believe— that once again, or maybe for the first time they can be loveable.

*A journey of a thousand miles begins with just one step.*

I cannot imagine what it must be like to have no resources at your command, and to know what it will take, time and effort wise to get them. It must be overwhelming. I didn’t feel that way in getting my degrees, I knew what school was like. But when I started to write my book, I had to conquer the fear that I had no way of knowing how to do it. I could read about it. But some of it didn’t work. I had to do it, one step at a time. I couldn’t say next week I’ll write my book, ’cause I knew it would take many mistakes to begin to see where they were.

I don’t think you volunteer to benefit you. I think you volunteer to benefit something, someone, some ideal social plan. So I don’t think I’d say you will be better, although you will, because you will have cared, and caring is the beginning of learning to care more, to love outside yourself and those you live with.
Use pictures, shoot what you feel you would like to see. Shoot a lot and then pick the ones that speak.

In answer to your question 4, maybe all they can do is depend on someone else, until they feel competent enough to depend on themselves. There’s a psychological technique called shaping. You’ve done it because you have had pets. You don’t say Come Rover, and only praise him when he comes to you. You shape his behavior by giving him reinforcement when he looks at you. You say Come rover, he looks, you say good boy! He wags his tail and faces you a little and you say oh you are such a good boy. He takes a step and you say, rover you are a genius!

In other words people go through eons of counseling not because some one can’t figure out what they have to do differently but because, change is made in little, tiny steps. You make a little change, try it for a while, find out what the consequence of your changed behavior is and then you’re ready for the next step. Very time consuming.

You deal with people with injured sense of self esteem. Of little sense of worthiness in our social scheme of things, so the task is great. Maybe one way to motivate them may be to require them to help each other out. It would create lovableness. They would become more loveable by their actions.

**Excerpts from the Homeless of Manhattan**

“I’ve never been to a shelter. I just heard that and I avoided them. I don’t look at myself as a homeless person that would be goin’ to shelters. I look at myself as a homeless person that has it together. We were on operations in Cambodia and I was taken prisoner with three other people, and had a gun held to my head and the trigger pulled and it was mis-fired, and...uh...I wound up gettin’ out of it. I can’t claim that because it was fake. Black Ops is like there’s no proof of that. Also I was in a helicopter wreck. We got shot down, and...uh...I also had to retrieve body parts in another helicopter that was shot down. Those things really got to me.”

-Michael Hartman, Manhattan
“I would go down to Harlem and sell dope to people you know. Just to keep getting a fix. They knew that I had to sell it. I needed it, you know what I mean? So no matter what I would stay out there and sell it all night. Two and three days because I had to have that stuff. Finally one day the cops busted the place. And I was sick as a dog. I didn’t have no job or nothin’ so I wound up in the hospital, man you know. So they put me in a rehab and I kicked it. I went cold turkey man, you know. In that rehab I learned that I loved my life. I left the rehab when I felt that I was OK. But I could’ve stayed and they would’ve helped me more but I just left. And then I wound up back on the street. You know, and I came back up here you know. And I have been out here ever since.

When I came out of the mental hospital I wound upon the street. You know--and basically-- When I got out of that hospital I said to myself I refuse to rob anyone to get somewhere to eat and sleep.

So I wound up right here on 116th. I got off the 1 train and I just started walking. So I asked the guy. I don’t even remember who he was. But I asked him--well at that time I had too much pride to ask anybody for anything. It was like just take what you want, no matter what.

I refused to rob somebody to get somewhere to eat and sleep. So I said, "excuse me sir, could you buy me something to eat?" And this individual, you know, he really like cursed me out- get a job- and things like that. So that really fucked me up I was like, "Damn," you know. I finally, you know, asked and this individual rejected me. But then I said I’ll try again. So I asked the next individual. And they took me right to the deli right there and they bought me something to eat and I sat right here by the college and ate it. And I had no where else--nowhere to go. I didn’t know what I was going to do from there. I thank God I’m alive.”

- Homeless author
## Needs Assessment

### Goals

| To research homelessness and how to alleviate the situation |
|---|---|
| Objective | To learn about homelessness |
| Strategy | Research on the internet |
| Strategy | Meet with Tracey Hamner |
| Objective | To learn how to alleviate the situation |
| Strategy | Interview professors of social work and psychology |
| Strategy | Meet with Tracey Hamner |
| Strategy | Research on the internet |

### To determine how to present data

| Objective | Create awareness of homelessness |
| Strategy | Interview professors of psychology |
| Objective | To affect positively the audience in order to promote change |
| Strategy | Get general public's opinion on similar materials |
| Strategy | Interview professors of psychology |

### To create a visual communications system

| Objective | To dispel illusions about homelessness |
| Strategy | To research the homeless' needs and problems |
| Strategy | To illustrate the above with forms of printed graphic design |
| Strategy | Define an audience |
| Objective | To encourage volunteerism and show how to alleviate the situation |
| Strategy | To create a design system that will inspire activism |
To create prototype for final application

Objective To have a functioning system
Strategy Consult with printers and designers
Strategy Create mock-up of brochures

Evaluate prototype

Objective To have revisions suggested and corrected
Strategy Consult thesis committee
Strategy Consult the Open Door Mission

To install hope to the homeless community of Rochester, NY

Objective To create uplifting graphic materials for the homeless
Strategy Work in conjunction with the Open Door Mission
Strategy Present those who have been helped

To meet RIT thesis standards

Objective To evaluate the project’s usefulness and efficiency
Strategy To evaluate project outcomes with the project plan
Strategy Create a form of evaluation for the Open Door Mission

Objective Aid the Open Door Mission in meeting its goals
Strategy Examine the Open Door Mission’s needs
Strategy To create an employee manual
Photography
Pur (be) without \( \text{In} \), \( \text{ji} \), but \( \text{ii} \) if \( \text{!} \), but life through our Lord.
The Way to God is through Jesus
The Fall Quarter Planner was created the semester before any work on the actual thesis began. The Planner included elements such as developing a timeline for the project, problem identification and some initial research for the thesis. Some parts of the thesis documentation were extracted from this quarter planner.
The Mission: Design

Cristine Beckley
Rochester Institute of Technology
College of Imaging Arts and Sciences
Graduate Graphic Design
Contents

Title Page ........................................................................................................................................... 2
Contents ............................................................................................................................................... 3
Resources ........................................................................................................................................... 4
Needs Statement ................................................................................................................................. 5
Problem Statement .............................................................................................................................. 6
Mission Statement ................................................................................................................................ 7
Goals / Objectives / Strategies .............................................................................................................. 8–9
Time / Task Plan ................................................................................................................................. 10
Project Plan ......................................................................................................................................... 11
Inputs / Processes / Outputs .................................................................................................................. 12–13
Evaluation Plan .................................................................................................................................... 14
Works Cited .......................................................................................................................................... 15
Glossary ................................................................................................................................................ 16
Resources

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Designer:
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Associate Advisor............................................. Professor M. Ann Howard, Liberal Arts
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There are often misunderstandings about the causes of homelessness and who it affects in American society. For instance, many people believe most homeless are middle aged men. Astonishingly, 40% of the population who fall below the poverty level are children.\(^1\) During the last thirty years, single women with children were not eligible for welfare because they were not married. Many of these families became homeless, as homelessness and poverty are inextricably linked.\(^2\)

A nationwide study indicates that 12 million adults have been homeless at some point in their lives.\(^3\) Between 1989-1994, 6.6 million adults have experienced homelessness. According to the 1990 census, Rochester lists the number of people living below poverty as: 23.5% in Rochester, 10.4% in Monroe County, and 9.8% in the entire metropolitan area. Based on Monroe County’s 1995 CGR study, 5,900 people are homeless at least once a year. There are between 380 and 405 homeless persons in the County on a typical night.\(^4\)

The focus throughout this thesis is homelessness. Federal aid to the homeless and impoverished is now funded at a State level. However, these funds are often insufficiently delegated. Donations and volunteerism are the main contributors which support those who can not help themselves. It is important that common illusions about homelessness be dispelled and the truth be clarified. Volunteerism can be a powerful tool for shaping attitudes and promoting change in this area. An employee of Timberland footwear, a company which uses volunteerism to develop positive attitudes in its staff, described her volunteering as “a religious experience”.\(^5\) The benefits of volunteering are great even the slightest involvement contributes greatly to aiding a community.

In the City of Rochester, The Open Door Mission gives aid to those in need, with food, shelter, recovery from addictive dependency and more. The shelter itself has an image problem in that “many people are not aware that The Open Door Mission has many different outreach programs in addition to those at its soup kitchen” -Kenneth Fox. A critical need is for materials that clarify and support the needs of the homeless and those who give aid to the homeless.

*Italic phrases are defined in the Glossary*
Problem Statement

To meet these needs I propose to create a visual communications program that will promote volunteerism and provide inspiration for the homeless community. I will do so by working in conjunction with The Open Door Mission to create brochures for the Mission's three main outreach projects. These outreach programs are: The Substance Abuse Program, After Care, and The House of Hope. I will also create any other visual media that may help to lessen the needs of the homeless and enable the community to clearly see the circumstances of homelessness.
Mission Statement

Our future as a planet, a culture, and as individuals lies in our ability to understand the needs of our fellow man. I will use my talents to help make positive change in the homeless community of Rochester. I will create a visual communications program that will depict the truths of homelessness and foster hope and encouragement within the community in conjunction with The Open Door Mission.
Goals / Objectives / Strategies

Goal (2.0)  To research homelessness and ideate how to remedy the situation
          Objective: To learn about homelessness
          Strategy - Research on the internet
          Strategy - Meet with Tracey Hamner
          Objective: To learn how to alleviate the situation
          Strategy - Interview professors of social work & psychology
          Strategy - Meet with Tracey Hamner
          Strategy - Research on the internet

Goal (3.0)  To determine how to present data
          Objective: Create awareness on the issue of homelessness
          Strategy - Interview professors of psychology
          Objective: To positively affect the audience in order to promote change
          Strategy - Get general public's opinion on similar materials
          Strategy - Interview professors of psychology

Goal (4.0)  To create a visual communications system
          Objective: To dispel illusions about homelessness
          Strategy - To research the homeless' needs and problems
          Strategy - To illustrate the above with forms of printed graphic design
          Objective: To encourage volunteerism and show how to alleviate the situation
          Strategy - To create a design system throughout this project that will inspire activism

Goal (5.0)  To create prototype for final application
          Objective: To have a functioning ensemble of work
          Strategy - Consult with printers and designers
          Strategy - Create mock up of brochures
Goals / Objectives / Strategies

Goal (5.0)  To evaluate prototype

Objective- To have revisions suggested and corrected
  Strategy - Consult Thesis Committee
  Strategy - Consult the Open Door Mission

Goal (6.0)  To instill hope to the homeless community of Rochester, NY

Objective- To create uplifting graphic materials for the homeless
  Strategy - Work in conjunction with The Open Door Mission
  Strategy - Present those who have been helped
  Strategy - Create a form of evaluation for audience

Goal (7.0)  To meet RIT thesis standards, help the homeless, learn to define an audience, and create a compelling graphics communication design system

Objective- To evaluate the projects usefulness and the efficiency of the design system
  Strategy - To evaluate project outcomes with the project plan
  Strategy - Create a form of evaluation for the Open Door Mission and professors

Goal (7.0)  To support volunteerism with visual communications

Objective- To aid The Open Door Mission in meeting its goals
  Strategy - To examine the Open Door Mission’s needs
  Strategy - To create an employee manual
# Time Task Plan

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<td></td>
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<td></td>
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<td>gather product information audience and media</td>
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<td>Outputs</td>
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<td>communicate benefits of volunteerism</td>
<td>applications promoting volunteerism produced</td>
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<td>research form social work &amp; psychology professors</td>
<td>create brochures for Open Door Mission</td>
<td>uplifting graphic materials for the homeless</td>
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<td>uplifting graphic materials for the homeless</td>
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<td>direct positive influence on homeless community</td>
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<td>applications promoting volunteerism</td>
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<td>encourage volunteerism</td>
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<td>thesis show</td>
<td>present thesis</td>
<td>dispel illusions about homelessness</td>
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<td>questionnaire for The Open Door Mission</td>
<td>review by Kenneth Fox, Chris Scribani</td>
<td>evaluation of client satisfaction</td>
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<td>questionnaire for general audience</td>
<td>evaluation by public</td>
<td>learning enhancement</td>
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<td>thesis plan</td>
<td>compare final output to plan</td>
<td>evaluation of success</td>
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# Evaluation Plan

<table>
<thead>
<tr>
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<th>Where</th>
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<td>Meeting to evaluate research</td>
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<td>Design Studio</td>
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<td>Survey of methods of presenting similar material</td>
<td>Peers</td>
<td>12.10</td>
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<td>Kenneth Fox, Chris Scribani</td>
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<tr>
<td>Meeting evaluation of application prototype</td>
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<td>Review of final application</td>
<td>Peers and Committee</td>
<td>3.15</td>
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<td>Public</td>
<td>4.2 - 4.18</td>
<td>Art gallery</td>
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<td>Project output compared to project plan</td>
<td>Roger Remington, Cristine Beckley</td>
<td>5.1</td>
<td>RIT</td>
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<tr>
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<td>Thesis Committee</td>
<td>5.14</td>
<td>RIT</td>
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</table>
Works Cited


3. Ibid, 1.


Glossary

Activism
*n,* The theory, doctrine, or practice of assertive action, used as a means of opposing or supporting an issue, entity, or person.

Community
*n,* a. A group of people living in the same locality and under the same government.
   b. The district or locality in which such a group lives.
   This thesis refers to the community of Rochester

Disseminate
*v,* To distribute, To become diffused; spread.

Homelessness
*n,* A complex set of circumstances which require people to choose between food, shelter, and other basic needs.

Impoverish
*v,* a. To reduce to poverty; make poor.
   b. To deprive of natural richness or strength

Soup Kitchen
*n,* The Open Door Mission’s outreach program that provides food for the poor.

The Open Door Mission
*n,* Established in 1952, the Open Door Mission is a privately funded 501c-3 non-profit organization chartered in the state of New York and does not receive any government funding, but relies entirely upon the donations from the community to run its programs.

Volunteerism
*n,* Use of or reliance on volunteers, especially to perform social or educational work in communities.