

GOOD TIMES

Cord, Rope, and Chain

Stories as emotional value

Right in Plain Sight

Live easy in hard times

Community Grill Set

The first line in self-preservation

The Apocalypse Catalogs

How it all began

In the End

How it all ends



GOOD TIMES

GOOD TIMES

A thesis presented in partial fulfillment of the requirements for the degree Master of Industrial Design in the Department of Industrial Design of the Rhode Island School of Design, Providence, Rhode Island.

by Tim Stoelting 2017

Approved by Master's Examination Committee:

Daniel Cavicchi
Dean of Liberal Arts
Rhode Island School of Design

Scott Geiger
Critic, Industrial Design
Rhode Island School of Design

Natasha Jen
Partner
Pentagram

Copyright 2017

*for Daisy Girl
LBJ 1964 presidential
ad campaign*



ABSTRACT

In this body of work, I set out to show an exaggerated display of the manipulation consumers face everyday. Attaching stories to objects drastically increases their value. In benign settings, this might elevate a simple trinket into a family heirloom or drive a bidding war for a piece of gum chewed by a celebrity. On the adverse side, a story can play with our emotions to turn a desire into a need.

In this way, fear-based stories are a particularly powerful motivator; they can drive people to the most extreme actions. When used as a tool, fear can persuade even without being noticed.

This book explores how visual language, and especially the manipulation of text and image, preys on emotions and our drive to protect ourselves. These case studies and bodies of work break down the curation of text and image and critique it using contextual awareness of global issues.

The critique seeks to bring a better awareness and understanding to consumers about how these manipulations work so they can make informed and rational decisions.

CORD, ROPE, and CHAIN

Stories play powerful roles in our decision making. An object with a story, like a belt buckle that saved your life, is valued significantly more because of its emotional connection. People latch on to, project, and are heavily influenced by feeling over logic. Even something inanimate like material conveys a visceral association: wood is natural and alive, brick sturdy and robust, glass ethereal and pristine. A few choice words can heighten desirability: “secret” has a hidden allure, “depot” suggests everything in one place, “imports” implies exotic rarity.

It is the story, invented or experienced, given to the object that transforms it from an ordinary ashtray into a relic of a past weapons development program. In just the right combination, details can overwhelm the original meaning and build a jarring new context—for better or for worse. Take the three words: “cord,” “rope,” and “chain,” then place them next to an image of a child on a swing. The intention is to advertise swing set materials; the unconsidered connotation is quite dark and sinister.

What is it about fear that provokes such strong reactions? There is no better motivator than fear: protecting ourselves is our most basic instinct. As a preconscious emotion, fear will often surpass the rational part of the brain and be placed into long-term memory. Like a rat conditioned to receive a shock every time it hears a



certain tone, when we hear the term “home invasion,” it’s enough to evoke our insecurities and suppress our logic. Companies trigger our fears then offer products or services to ease them. Fear coupled with a solution can sell us anything.

*This book is riddled with
jokes and puns at both
consumers and capitalists*

This book is riddled with jokes, puns, and slants at both consumers and the companies that prey on them. It explores the use, role, and impact that a simple description or pointed graphic can have on our emotional lives. The critique holds both consumer and company accountable: we should know when something is extreme versus reasonable, and the exploitation of consumers’ emotional security shouldn’t be the driving advertising tactic. By exposing our susceptibility to sensational remarks, the body of work raises awareness of these tactics, enabling us to better understand how to make logical decisions. By exaggerating product, value, and market, the work critiques companies for exploitation and willingness to pursue easy profits over thoughtful, well-made solutions to actual needs.

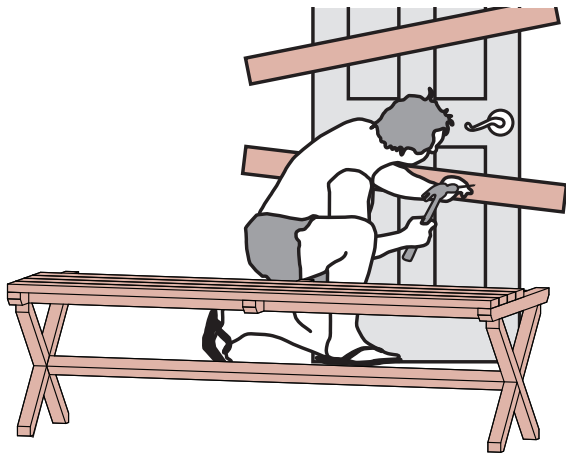
The following experiments, case studies, and analyses break down the constituent elements of our surroundings and display how, by manipulating our emotions, a few subtle details can infiltrate decision making.

BARRIQUE TABLE

Made from American long grain ash hardwood, the resilient and robust Ash Table meets OSHA barricade standards for securing your home.

Regular 856

Member 742





RIGHT IN PLAIN SIGHT

Currently, the objects people use for survival are bulky and utilitarian. There is good reason for this as it is rooted in the functionality of the equipment. To approach and address the question of “can survival equipment be better integrated into everyday life” I spoke to several members of the prepper community. Preppers are groups of people who take precautions for a wide variety of risks like power outages, natural disasters, disruptions in supply chains, economic collapse, and even nuclear attacks. Some preppers have stockpiles of guns and ammo, some have stockpiles of canned food.

In the conversations I had with preppers, they frequently brought to my attention that everybody is prepping to some extent by surrounding themselves with tools. They used examples like a spare tire in a car, band-aids in your home, and health insurance. Even my pursuits in higher education were equated to investing for the future, something people are doing all the time, or should be.

The idea of being ready for common disruptions—flat tires, broken legs, power outages—is very reasonable; it is worth questioning why prepping is not perceived as a constant and normal act. The Church of the





MODEL DS-1000v

Delivering a powerful boom with bass that you'll feel in your chest, the DS-1000v is a life saver featuring a fully automated electronic defibrillator and robust sound.

Regular 1400

Member 1050

Latter Day Saints requires their members to stockpile enough food, water, money, and other necessities to last up to three months, just in case.

What is the Swiss Army Knife of couches?

How do you live with these stockpiles and equipment in everyday life? Typically new functions are added onto familiar objects. The calculator watch, futon, and smartphone are all products with an added function to make them more useful and convenient—one object, two uses.

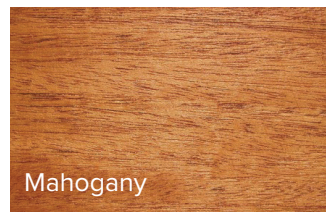
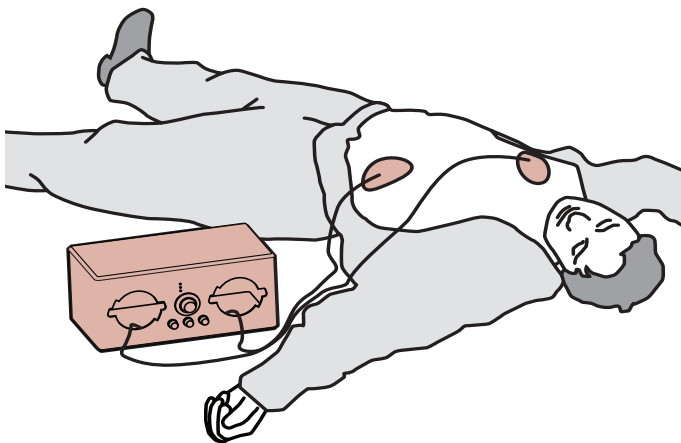
The multi-tool has been a godsend for the Every Day Carry community—people who, either by necessity or by choice, carry the same set of objects like knives, flashlights, screwdrivers, etc. at all times.

What is the Swiss Army Knife of couches? Following suit with the multi-tool, home objects can be used in ways other than what they were intended such as of home defense or self-reliance.

This is the design opportunity I've landed on. I offer up three possibilities to suggest how our homes can be more fortified for our wellbeing and how we can live with and use survival gear everyday: a coffee table that breaks down to board up a door or window, a stereo with an automatic electronic defibrillator setting, and a bean bag chair filled with rice and beans.



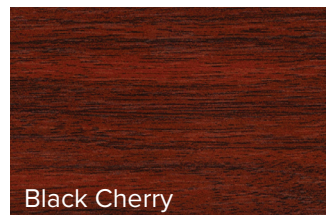
Available in four unique hardwood choices



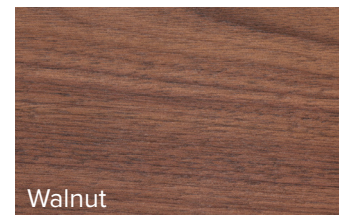
Mahogany



Beech



Black Cherry

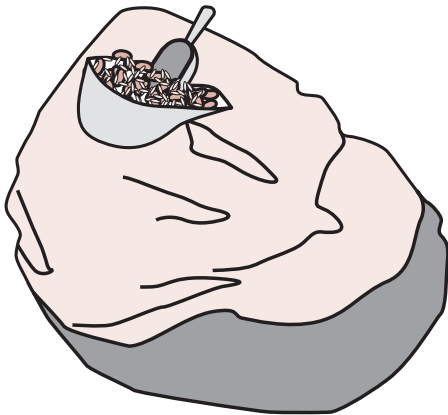


Walnut

RICE and BEAN BAG CHAIR

Over 150 lbs of comfort in your living room. Inside is a mix of rice and beans with flavor packs. Double bagged for sanitation.

Regular 86
Member 72



These pieces question the spectrum of use value and functional absurdity. They explore the added or detracted value of weaving together functions from two different objects and call attention to the consumer desire to surround ourselves with more functionality and protection.





HOME ALONE²

LOST IN NEW YORK

25 YEAR ANNIVERSARY

Case Study: Home Alone

With a shocking knowledge of thermodynamics, mechanical engineering, and physics, eight-year-old Kevin McCallister, played by Macaulay Culkin in Home Alone and Home Alone 2: Lost in New York, fortifies his home and defends himself by misusing home objects to thwart intruders' attempts to burglarize his house like a paint can booby trap and a grill starter on a door handle.





Back Page

The New York Newspaper

THIEVES ESCAPE!

COMMUNITY GRILL SET

Packaging takes advertising into three-dimensions and serves as a container for the very object that it's showcasing. The indestructible clam shell blister pack is the container we love to hate, proudly and pristinely displaying the product. A godsend for anti-theft efforts, there is no discrete method of extracting its contents.

Of all the blister packs, my favorite is the one containing scissors which requires an additional scissors to cut open and retrieve the new scissors.







Community is your first line
in self-preservation.

Regular 2647.95
Member 1985.96

GOOD TIMES

Keep your friends close and your neighbors closer. Bring the block together with the *Community Grill Set*, to build a strong tribe of effective teammates.

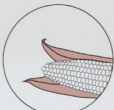
"Grill together or cook alone."



18 Patties: Certified Angus beef. Never any hormones or antibiotics.



51 Hot Dogs: All beef. Screened and approved. Stadium quality.



18 Ears of Corn: Non-GMO. Pesticide-free. Heirloom seeds.



1.2 gallons Sauce: Everybody's favorite sauce.



1.2 gallons Beans: Grandma's oldest recipe. Made to last.



90 Plates: Plates. Pure cotton paper grip. Bleached to perfection.



60 Forks: Heavy duty sharp. For the no-messure party.



60 Spoons: Super smooth. Shatter resistant. BPA Free. No metallic taste.



60 Knives: Serrated. Reinforced for carving the toughest meats.



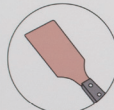
100 Napkins: Brushed cotton. Can clean and dress a wound.



2lbs Mustard: Classic, stone ground. Pre-electricity recipe.



2lbs Ketchup: Red ripe tomatoes. Triple washed by hand.



1 Spatula: Cold forged steel. Capable of flipping any meal.



1 Tongs: Blackened steel. Firm grip and 18 inch reach.



200 Matches: Strike on pack. Extra-durable flame. Burns clean.



7lbs Charcoal: 100% American hardwood. Purified by fire.



1 Gas Lighter: Blast. Always dependable. Light anything up.



1 Grill: 32 sq. in. of pure cooking. Plenty of room for the crowd.

Upgrade with these *Essential Expansion Packs*

Work together with your neighbors to build the best community possible with the *Good Times Expansion Packs*. Everything you need for everyone you need.

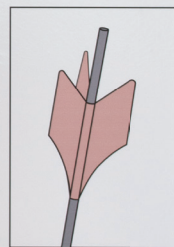
Adult Pack: Over 175 beers, 50.7 gallons of mixer, all the garnishes, and 90 cigarettes.

Vegetarian Pack: Root vegetables, collard greens, and bean burgers.

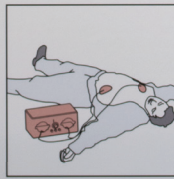
Game Pack: Lawn darts, bean bag toss, and water balloons - fun games, useful tools.

Beats Pack: All the music you'll need.

Independence Pack: Declare your freedom with sparklers, rockets, and flares.



Bean and Bean Bag Chair (BB): Be of comfort in your living rooms. Inside is a mix of rice and beans with flavor packs. Double bagged for sanitation.



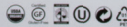
Model DS-1000s: Delivering a powerful beam with laser, the DS-1000s is a life saver featuring a fully automated electronic defibrillator and well-rounded sound.



Banquet Table: Made from American long grain hardwood, this resilient and robust table meets OSHA barstool standards for securing your investment.

Keep the GOOD TIMES in your home with our *Right in Plain Sight* furniture.

\$2647.95



The more you adapt, the more interesting you are.

Martha Stewart

The Good Times Community Grill Set is not a "use in case of emergency" object, but instead a preparatory object to strengthen relationships. Fear mongering and scare tactics typically encourage the idea of isolation and exclusion. The grill set subverts these tactics to encourage community bonding.

By encouraging stronger communal ties, the grill pack will bring on a behavioral change in consumers that awakens their natural pack animal mentalities. In dire times, the pack will naturally encourage them to protect each other as if they were protecting one of their own.



The Grill Pack is much more than a device for tricking neighbors into being neighborly. The contents of the pack, though deceptively presented in bulk, are simply in standard grocery store quantities. The Grill Set alludes to convenience and market savvy but is no more than all the things in one inconveniently large, packaged case.

What they sell is comfort

Moreover, the pack is a mix of immediate consumables and perishables as well as long lasting objects—a grill, spatula, lots of matches, etc.

This is a nod towards our over consumption of reusable objects and our willingness to discard them because of a more convenient option: “Let’s have another block party, go get another grill pack,” says the patron with a grill stored in a garage and two more rusting in his backyard.

Good Times is not your average run of the mill brand. It is a line of luxury, elegance, and leisure. What they sell is comfort, whether in the form of sitting in a nice rice and bean bag chair, enjoying a well supplied cookout, or knowing the stereo could save a life. Its packaging is airy and light to suggest carefree trustworthiness. The gingham pattern conveys the feeling of outdoor celebration. The tightness of the pattern suggests elegance and sophistication which is reinforced by its minimal food packs.



Despite its cheeriness, just below the surface there is a menacing undertone. Like David Lynch films, the scene appears perfect but hints at a darker reality. Opaque white packaging contours to the food's unappealing textures while obscuring its image.

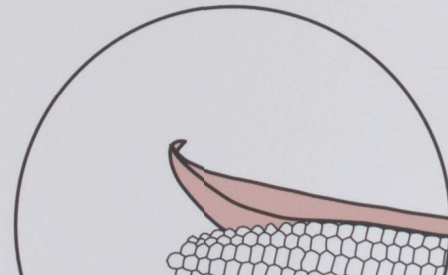
Not being able to see the food contents is off-putting. Like an MRE (Meals Ready to Eat) pack, the food is concealed to protect its shelf life but also reaffirms its trustworthiness by appearing tactical and secure. This industrial aesthetic alludes to a concern for preservation.

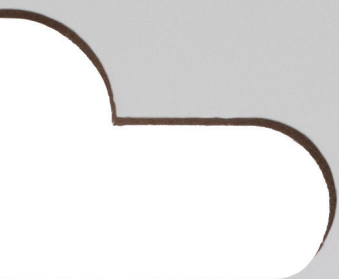


GOOD TIMES[®]

Keep
close
Comm
of eff

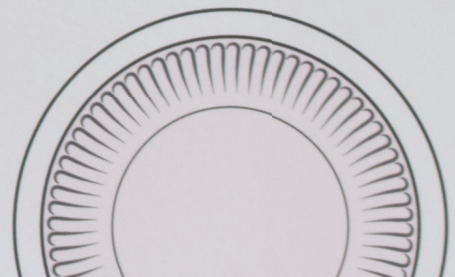
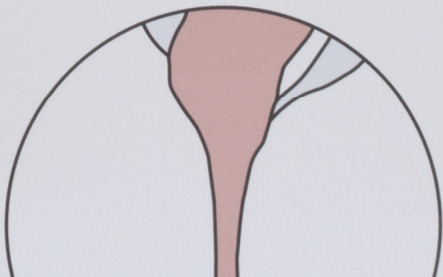
“Grill





to your friends close and your neighbors
er. Bring the block together with the
Community Grill Set™ to build a strong tribe
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together or cook alone.”



Upgrade with these *Essential Expansion Packs*

Work together with your neighbors to build the best community possible with the Good Times Expansion Packs. Everything you need for everyone you need.

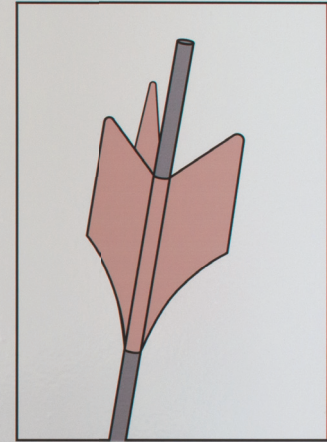
Adult Pack: Over 175 beers, 10.7 gallons of mixers, all the garnishes, and 365 cigarettes.

Vegetarian Pack: Root vegetables, collard greens, and bean burgers.

Game Pack: Lawn darts, bean bag toss, and water balloons – fun games, useful tools.

Buns Pack: All the multi-use buns you'll need.

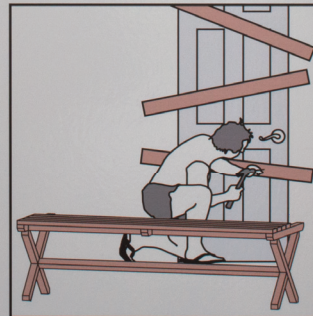
Independence Pack: Declare your freedom with sparklers, rockets, and flares.



Rice and Bean Bag Chair: 150+ lbs of comfort in your living room. Inside is a mix of rice and beans with flavor packs. Double bagged for sanitation.



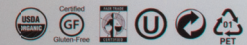
Model DS-1000v: Delivering a powerful boom with bass, the DS-1000v is a life saver, featuring a fully automated electronic defibrillator and well-rounded sound.



Barrique Table: Made from American long grain hardwood, this resilient and robust table meets OSHA barricade standards for securing your homestead.

Keep the **GOOD TIMES** in your home with our *Right in Plain Sight™* furniture.


\$2647.95




The sinister world of Good Times continues in the description of the Grill Set on back side of the pack. Mentions of “shatter-resistant” spoons and tongs with “an 18-inch reach” invite scrutiny as to what these utensils are intended for. Other mentions are quick to deceive and over-glorify, like the grill being listed as 332 sq. inches

of cooking space; 332 sq. in. is not much more than 18x18 inches, a relatively ordinary sized grill. The most chilling piece of Good Times rests within one object and its description:


7lbs Charcoal: 100% American hardwood. Purified by fire.



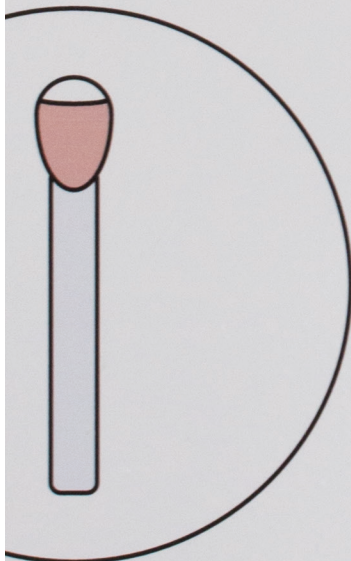
errated. Reinforced
e toughest meats.



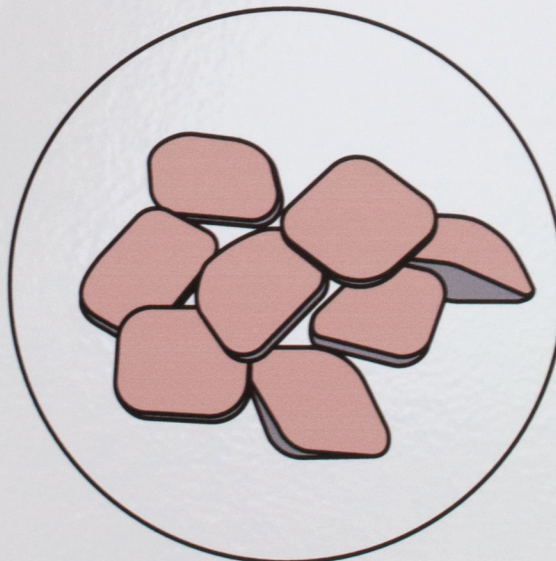
100 Napkins: Brushed cotton.
Can clean and dress a wound.



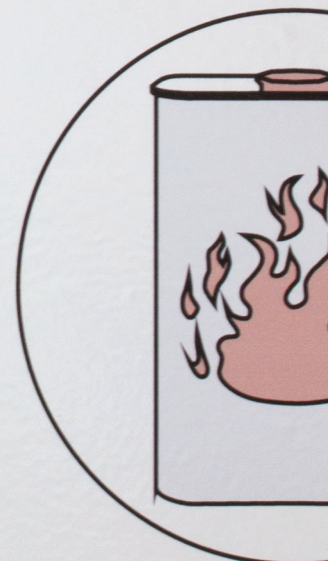
20oz Mustard: Classi
Pre-electricity recipe



Strike on pack.
e flame. Burns clean.



7lbs Charcoal: 100% American
hardwood. Purified by fire.

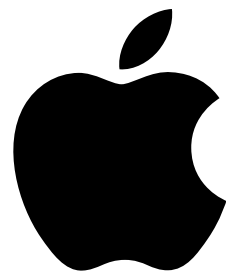


32oz Lighter Fluid: A
dependable. Light an



Case Study, Apple and software packaging:
Apple has carved itself a unique position in the psychology of packaging design. With its austere packaging—either completely white or black with minor embellishments—it has flipped the paradigm of adornment and desirability and replaced it with clean white space and perfect edges.

What is more interesting about software packaging is the irony—my Windows 8 packaging is the size of a CD case but once opened all that is inside is a small printed pamphlet with instructions, a url, and a serial number. As improvements in technology continually cause form to no longer follow function what will become of packaging?





The Surley Brothers Co

The Surley Brothers Company's character is based off of early 1900s department stores, specifically in that era's belief in surety. It's meant to attract intelligent and skilled outdoors men who seek out all possible options and know their gear well. Instead of the biggest or most extreme products, they buy what they know is the right product for them. The Surley Bros' catalog is an earnest and sober catalog dutifully selling equipment for survival.

- (A) Businesses and products that have been established for generations are more appealing as they are seen as more credible. The assumptions are that if they worked pre-electricity, they should work post-electricity; and if an axe has already lasted decades, it should continue to last decades more.
- (B) Early department stores were often founded by families appealing to a sense of longevity, trust, and respect as opposed to corporate chain stores.
- (C) Typefaces from the 1900s suggest older and long lasting business.
- (D) Seasonal editions typically release products to set the trend for that season; this seasonal release sets the trend for an apocalypse.
- (E) Montgomery Ward first implemented the "satisfaction guaranteed or your money back" warranty in 1875, which was unprecedented at the time. This creates a point where the responsibility and liability are released from the consumer, creating the feeling of a low risk purchase.
- (F) Available in three different paper types for different uses: waterproof, flammable, and toilet-paper. (not listed on cover)

- (A) Thematic description of the product heightening its appeal by showcasing its versatility with the use of consonance to increase memorability.
- (B) Thorough and active description to help consumer envision using the product.
- (C) Very detailed material description appealing to the obsessive desire to evaluate and know all possible attributes.
- (D) Shipping perk, typical of most mail and online order services, helps make purchase easier and more appealing.
- (E) Review website The Wire Cutter places multiple products next to each other with in-depth reviews on each, including top picks and other highlighted products. How would the standard model of catalogs function if they too included second choice and budget buy options?

ALL-WEATHER SHELTER

Catoma Stealth 1 Tent
 The most versatile shelter for the worst conditions.

The Stealth 1 tactical tent has clips and sleeves for fast, easy setup in windy or night-time conditions. The tent is light-weight and packs small for easy carry on multiple operations. The large fly stakes out to provide a vestibule over the single door. With a full 8 feet in length the Stealth 1 provides ample living space, weather protection, breathability, durability, and storage.

Weight: 4.95 lbs 2.25 kg Packed
 Dimensions: 24" x 8" x 8"
 Center Height: 31" Floor
 Area: 96" x 36" Floor
 Material: 150 Denier Polyester Oxford

**AVAILABLE NOW
 FREE SHIPPING**

Runner-Up
 The NEMO 1 Person Switch
 This tent is a great option. Its cot style bed brings added comfort and protection from wet weather Conditions. With the rain-fly attached this little giant becomes a worthy tool for a variety of conditions.

Product # 405911 \$325.95

42 Surley Bros - Spring 2017



Other Uses F

The rain-fly can also be strung up between trees to collect dew or keep your belongings high off the ground away from unwelcomed guests.

Product # 505576 \$295.95

Tried and Tested G

I spent 3.5 months in winter conditions in my Stealth. This is an excellent small stealthy tent. I would rate it as a cool weather tent as it doesn't breath well and does hold heat in very well. It fits a Coleman single camp air mattress perfectly. This is a real piece of kit for longer term backcountry.

- Cindy, MN



Budget Buy

The Tanto SE Tent

A perfect for grab and go back packing. Its compact size reduced weight and allows for other essential items. A versatile shelter for milder weather conditions and rainy, tropical environments.

Product # 438918 \$175.00



Surley Bros - Spring 2017 43

F Preppers value versatility and multi-use: if a tool only has one function, it probably won't make the cut. If it can perform more tasks, it has more value.

G Most products that preppers use have been tried and tested by themselves, others they know, or thoroughly researched through reviews.

- (A) Highly regarded and well known brand with a long history. Having an esteemed endorsement elevates trust, credibility, and desire.
- (B) Legal requirements for purchasing and shipping firearms are listed; offering all possible information in one place enhances convenience and ease of purchase.



A

Smith & Wesson

Model 1500 30-06 Rifle Lamp

A beautiful display for a light versatile sporting rifle for a wide variety of game.

Here's a very nice Smith & Wesson Model 1500 Deluxe sporting rifle. Chambered for the .30-06, this rifle wears a 22" barrel that is clean of sights. Features include a convenient thumb operated safety, hinged floorplate and skip-line checkered stock. Excellent overall condition without rust, pitting, cracks or chips. There are a few minor handling marks only and I'd grade this rifle at 97% metal/94% wood. Stock has beautiful color and nice figure. A super soft "Limbsaver" pad (which shows some wear) has been installed for a LOP measuring 14-1/8". Mechanically excellent with a bright sharp bore. Comes with a newer Bushnell Banner 3x9 scope that's in excellent shape as well. This quick and easy to grab stand makes this a truly great sporting lamp.

Product # 914735 \$595.00

Legal Requirements:

Modern firearms must be transferred through a licensed FFL dealer in your area. Bidder to supply a signed copy of local dealer's license before shipment will be made.

B

Ships to all 50 states



64 Surley Bros - Spring 2017

Tried and Tested

This new S&W 1500 Model C bolt action rifle shoots like blazes when given the proper ammo, and it'll make a fine sporting rifle for any game suitable for the caliber selected. I'm proud to have it displayed in my home as a valuable tool to my collection. The lamp housing only makes it better and easier to grab the gun when a catch draws in near. And it's damn good lookin!

- Randy, NM

Other Uses

The compact size of this light sporting lamp makes it a versatile piece for home decor. Standing at 30" tall it works as a floor lamp or can be placed on a low table or in a bay window.

**AVAILABLE NOW
SHIPS TO ALL 50 STATES**

Runner-Up



Assault Lamp

For a more aggressive decor and bigger bang this semi-automatic is a great choice. Additional clip doubles as stand.

Product # 412490 \$999.00

Budget Buy



Colt Revolver Desk Lamp

Keeping it small is worth while. This Colt revolver is easy on the wallet and can be placed virtually anywhere at home.

Product # 485338 \$345.00

Surley Bros - Spring 2017 65

- © For preppers, in the balance between quality and cost, being able to buy inexpensive multiples often wins out. According to one prepper I interviewed, it is better to have several less expensive knives in different places (home, car, backpack, etc.) than just one expensive knife.



A

B

D

C

E

THE EVERYDAY
Prepper
January 1, 2017 #23
prepper.com

Prep Like An Elite
Without Breaking The Bank

EXCLUSIVE
Bug Out Tips
You Won't Find
Anywhere Else

Tools Only
The Military
Knows About

The Everyday Prepper

The Everyday Prepper is my tabloid-style sensationalist magazine with outrageous offers exclusively from them and insights into organizations that no one else has. It targets white males, potentially living in rural areas, who have an aversion to the government but covet military skills and equipment.

- (A) Most preppers are not preparing for doomsday but rather for anything from everyday issues to extreme scenarios like large scale disruptions of a supply chain (such as food or power) and natural disasters. One remarked: “My plan is my plan. What will work for hurricanes will also work for zombies, [or a] North Korean Invasion.”
- (B) Strategic cropping of the figure removes his identity, giving the audience the opportunity to fantasize and envision themselves in the pictured scenario.
- (C) Encourages purchase regardless of readers finances without alienating them with mentions of low income. Also referencing banks as an institution susceptible to attack or collapse.
- (D) Claims of insider information appeal to audience’s desire for secret intelligence that has been kept from the public.
- (E) Another photo of an identity-less person to direct the emphasis to the weapon, not the situation. This creates opportunities for readers to envision themselves in multiple use scenarios
- (F) Praising the ruggedness and adeptness of the military intelligence and their tools. In actuality they wear through equipment at a very fast rate.

- (A) The over the top, sensational remarks try to hook the consumer to act impulsively and immediately; if it takes any effort to learn more about this tent or gun lamp, there is a chance the buyer might learn more than they should—such as that there are better products out there or that the threat is less imminent than advertised.
- (B) Empty claim by unknown but seemingly credible authorities to substantiate credibility.
- (C) Bold and Italic type—a redundancy of emphasis for super visual attraction.
- (D) Less than considered typography, product information is not seen as the primary focus.
- (E) Uses the audience's conflict with and distrust of the government to elevate and celebrate the product.

**“YOU CAN B
LIFE ON THIS
TENT!”**

*EXPERTS agree,
best tent on the
market!*

ONLY \$295!!

The Stealth 1 Tactical Tent has clips and sleeves for fast, easy setup in windy or night-time conditions. The tent is light-weight and packs small for easy carry on multiple operations.

The large fly stakes out to provide a vestibule over the single door. With a full 8 feet in length the Stealth 1 provides

ample living space, weather protection, breathability, durability, and storage.

Weight: 4.95 lbs 2.25 kg
Packed Dimensions: 24" x 8" x 8"
Center Height: 31"
Floor Area: 96" x 36"
Floor Material: 150 Denier Polyester Oxford

The White House is nothing com

**GET YOUR
S**



F

F A photo of product in use but without much useful context—filler graphic for extra credibility.

G Creating a moment for audience to relate to an elite and admired group of soldiers.

Product # 505576

**DO NOT TAKE THE RISK
WITH ANY OTHER TENT!**

Compared to this!

NAVY Seal
tested!

G

- (A) The mention of a vague, menacing “they” immediately implicates someone else as the target.
- (B) There is only one choice in tents or gun lamps available because that is the tent that will save your life—all others are inferior, not to be trusted.
- (C) A reference to Gray Man Theory—a way of disappearing into a crowd by dressing completely normal based on surroundings.

**‘THE LAMP THE
WILL NEVER
SUSPECT’**

ONLY \$595!!

B
Smith & Wesson Model 1500 Deluxe sporting lamp. Chambered for the .30-06, this rifle wears a 22” barrel that is clean of sights. Features include a convenient thumb operated safety, hinged floorplate and skip-line stock.

color and nice figure. A super soft “Limbsaver” pad has been installed for a LOP measuring 14-1/8”.

There are a few minor handling marks only and I’d grade this rifle at 97% metal/94% wood. Stock has beautiful

Mechanically excellent with a bright sharp bore. Comes with a newer Bushnell Banner 3x9 scope that’s in excellent shape as well. This quick and easy to grab stand makes this a truly great sporting lamp.

C
THERE IS NO BETTER H



Product # 505576 \$595.00

NRA
Approved!

**DON'T GET CAUGHT EMPTY HANDED
IT COULD BE YOUR LIFE!**

HIDING PLACE!

- ⓓ Empty claim by authority figure to garner credibility. Further, the NRA only approves policy and training, not equipment
- ⓔ Implies handling gun and suggests negative scenario without product.
- ⓕ No mention of gun laws or regulations—doesn't confront legality to dissuade purchase.

HIGH STAKES

MAGAZINE

BUG OUT EDITION
SPRING 2017

TIP THE ODDS
IN YOUR FAVOR

What you'll need to survive - p 45

GIVE YOURSELF
THE GIFT OF TIME

The right way to protect your family - p 76

High Stakes Magazine

High Stakes Magazine is a little bit of Popular Mechanics, a little bit of IKEA, and a little bit of Survival Guide Magazine. It's based on home invasion, pharmaceutical, and gun advertising as well as the infamous Daisy ad for Lyndon B. Johnson's 1964 presidential campaign. High Stakes preys on fears and features troubling scenarios that can only be remedied with their products. It is aimed at upper middle class suburban homeowners and families.

- Ⓐ Verbiage to suggest that danger is already elevated and present. Also implies that the audience is on the edge of missing their opportunity for safety and security.
- Ⓑ Suggestive solutions convey that the consumer is already at a disadvantage.
- Ⓒ Targeting deep, heartfelt issues to instill fear beyond self protection and alluding to a solution or prevention.
- Ⓓ Children in a grim and dramatic setting to provoke the audience's protective instincts. The Lyndon B. Johnson ad features a little girl picking and counting daisy petals. Once she reaches ten, the baritone voice of man counts down to zero with a missile launch followed by footage of atomic explosions and Johnson's quote: "We must either love each other, or we must die. These are the stakes."

- Ⓐ Large open white space increases dramatic emphasis and forces the reader to only see one context.
- Ⓑ Juxtaposition of pleasant imagery with survivalist quote to build a dramatic context.



STEALTH 1 TENT

The Stealth 1 tactical tent has clips and sleeves for fast, easy setup in windy or night-time conditions. The tent is light-weight and packs small for easy carry on multiple operations.

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Weight: 4.95 lbs 2.25 kg Packed

Dimensions: 24" x 8" x 8"

Center Height: 31" Floor Area: 96" x 36" Floor Material: 150 Denier Polyester Oxford



Product # 505576 \$295.95

- Ⓒ Sparsely constructed imagery and text restricts information shared with audience. Any more detail and there is a chance the buyer might learn more than they should—such as that there are better products out there or that the threat is less imminent than advertised.



Smith & Wesson Gun Lamp

Smith & Wesson Model 1500 Deluxe sporting rifle. Chambered for the .30-06, this rifle wears a 22" barrel that is clean of sights. Features include a convenient thumb operated safety, hinged floorplate and skip-line checkered stock. This quick and easy to grab stand makes this a truly great sporting lamp.

Product # 505576 \$595.00

**"YOUR SECURITY SHOULD
ALWAYS BE WITHIN REACH"**



- Ⓐ Quote referencing interacting with the product to help audience envision using it.
- Ⓑ Product placed in a space with emotional ties to personal sanctuary and comfort to disrupt sense of security and safety.

In the End



This thesis began by investigating the prepper community as they deal with perseverance through extreme scenarios. My initial expectation of their skepticism and paranoia was reaffirmed when they questioned whether or not I was actually a grad student and what my research was for. Despite my efforts to ask questions that purposely avoided responses about any specific information—like what they have stockpiled and where they hide it—I was still met with hesitation.

This gap between real danger and perceived danger is something everybody experiences. For example, I have an irrational fear of spiders and once almost got into a car accident because a spider slowly lowered itself down a line of webbing past my face and into my lap. My biggest motivation for this body of work is to help call attention to that gap in understanding so people can make decisions based on logic and reason, not out of fear.

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Preserve the happy moments now
and protect the happy moments
in the future.

No matter the scenario.

