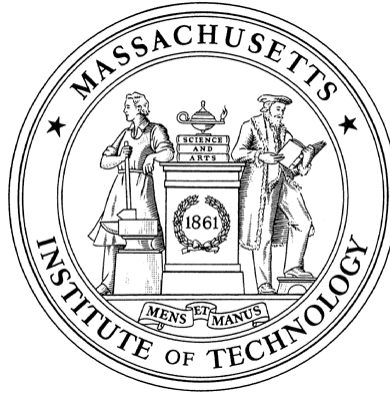


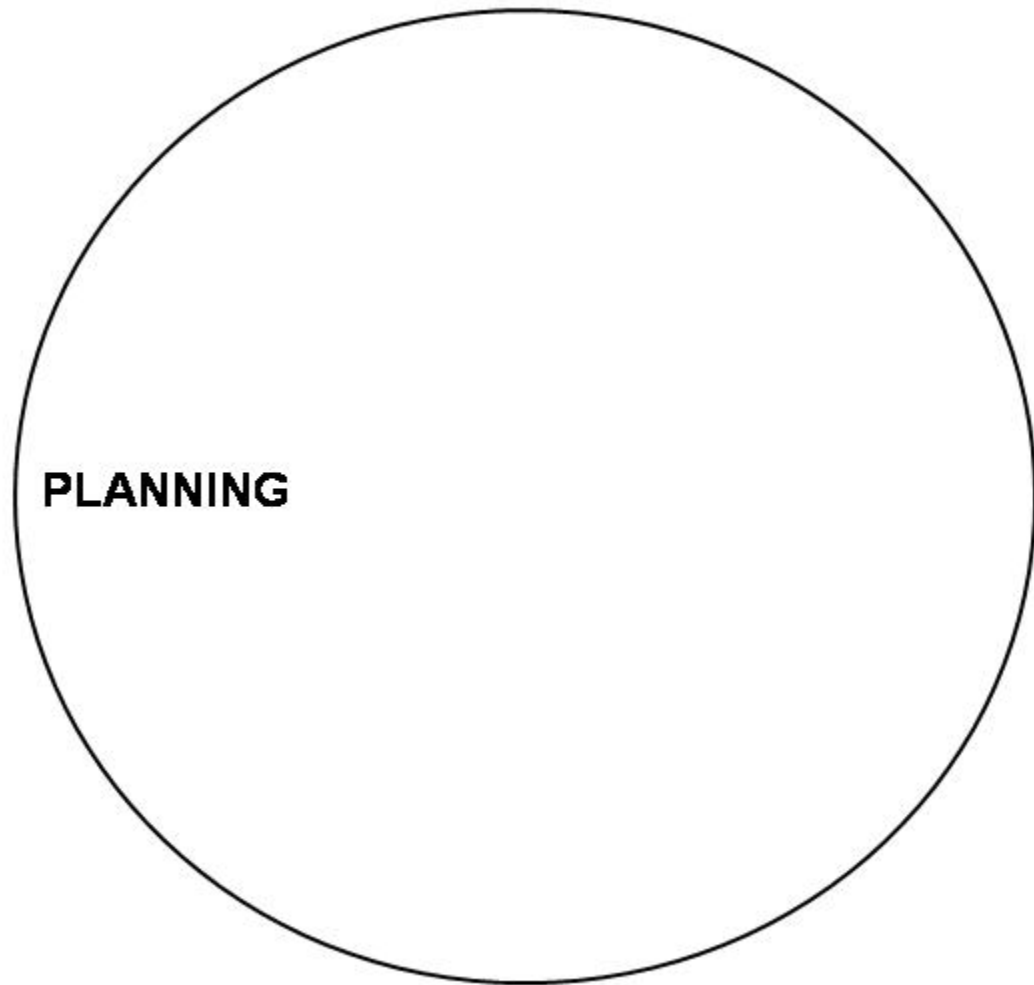
**Massachusetts Institute of Technology
Department of Urban Studies and Planning**



**11.204: Planning, Communications & Digital Media
Fall 2002**

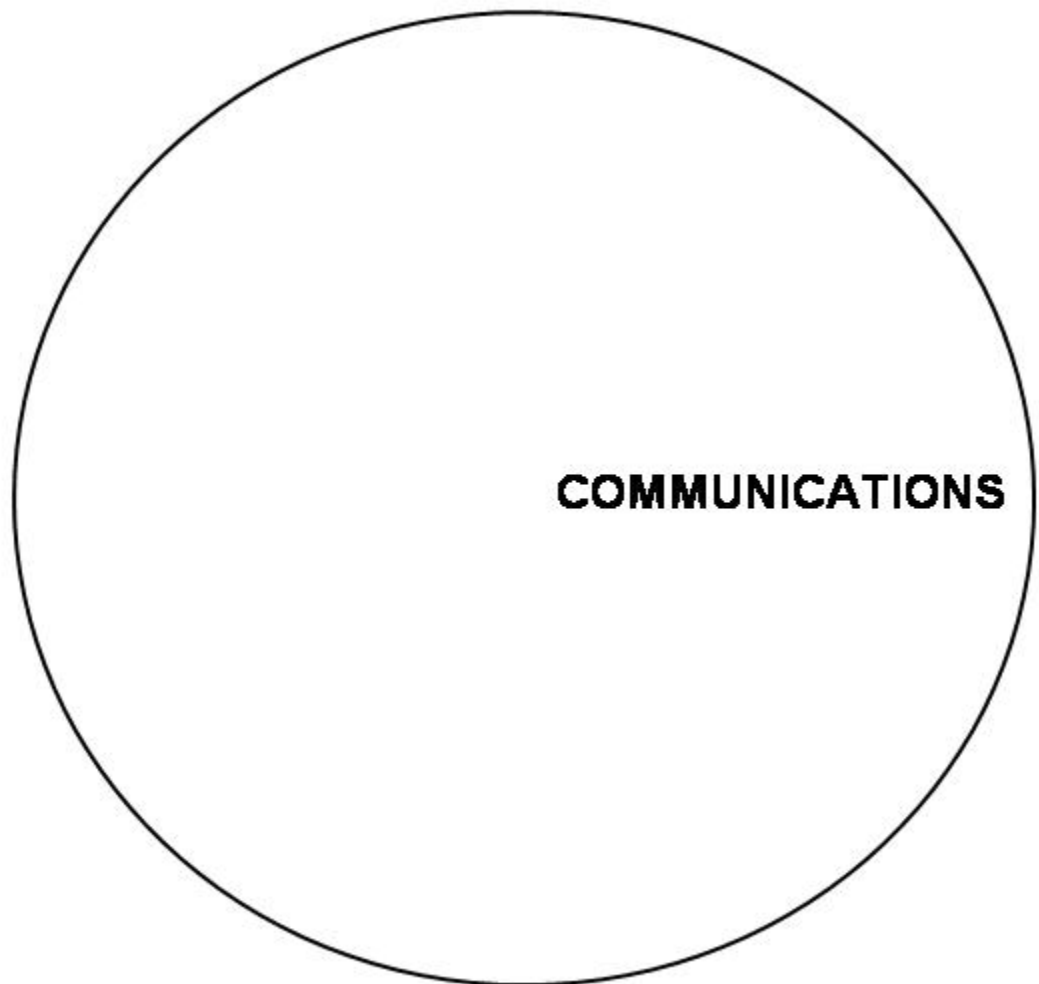
Lecture 1: The Planner's Toolbox

I. Exploring the Venn



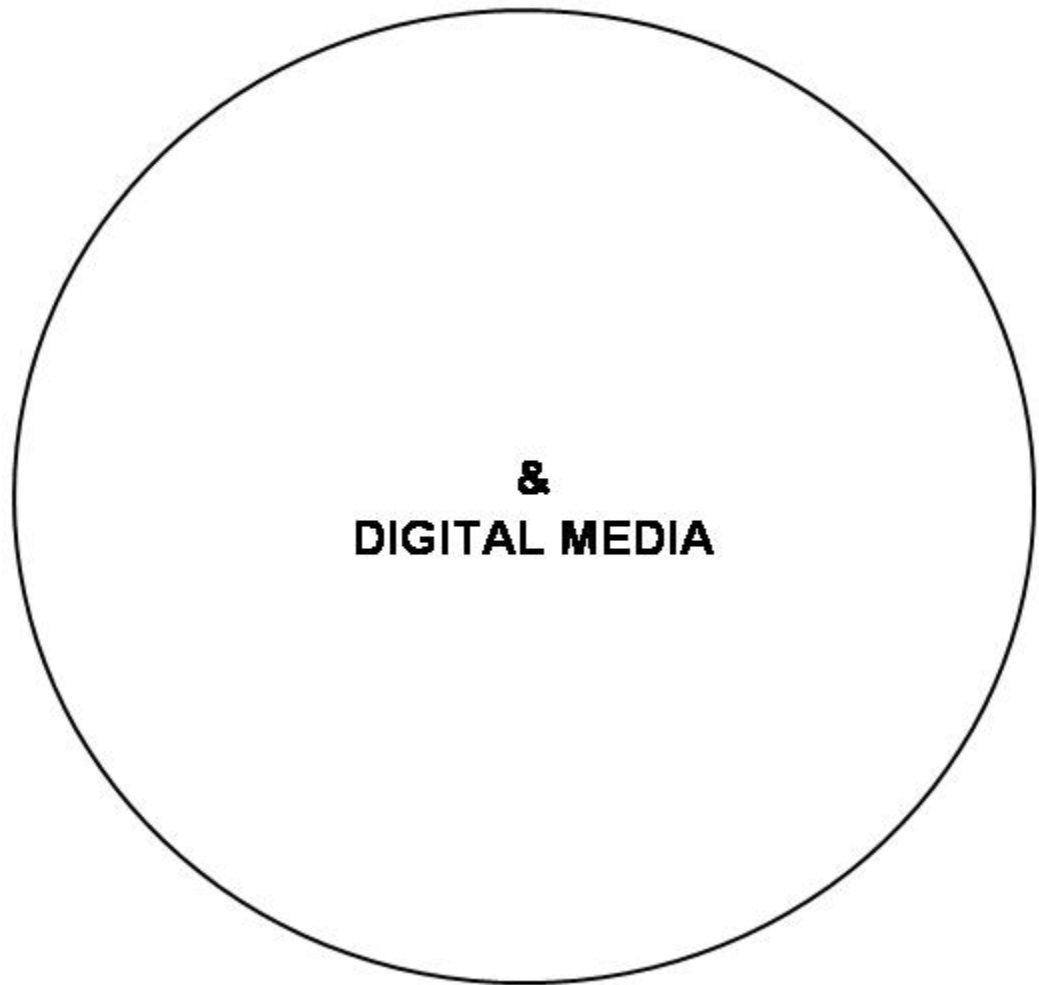
What do we mean by "planning?"

- Planning requires an understanding of present conditions; it is context driven
- It involves linking knowledge and action to improve the quality of (development and other) decisions
- Planning activities focus on issues of equity, efficiency, and democratic involvement
- It is a systematic and creative way to influence the future of a neighborhood, city, region, etc.



What do we mean by "communications?"

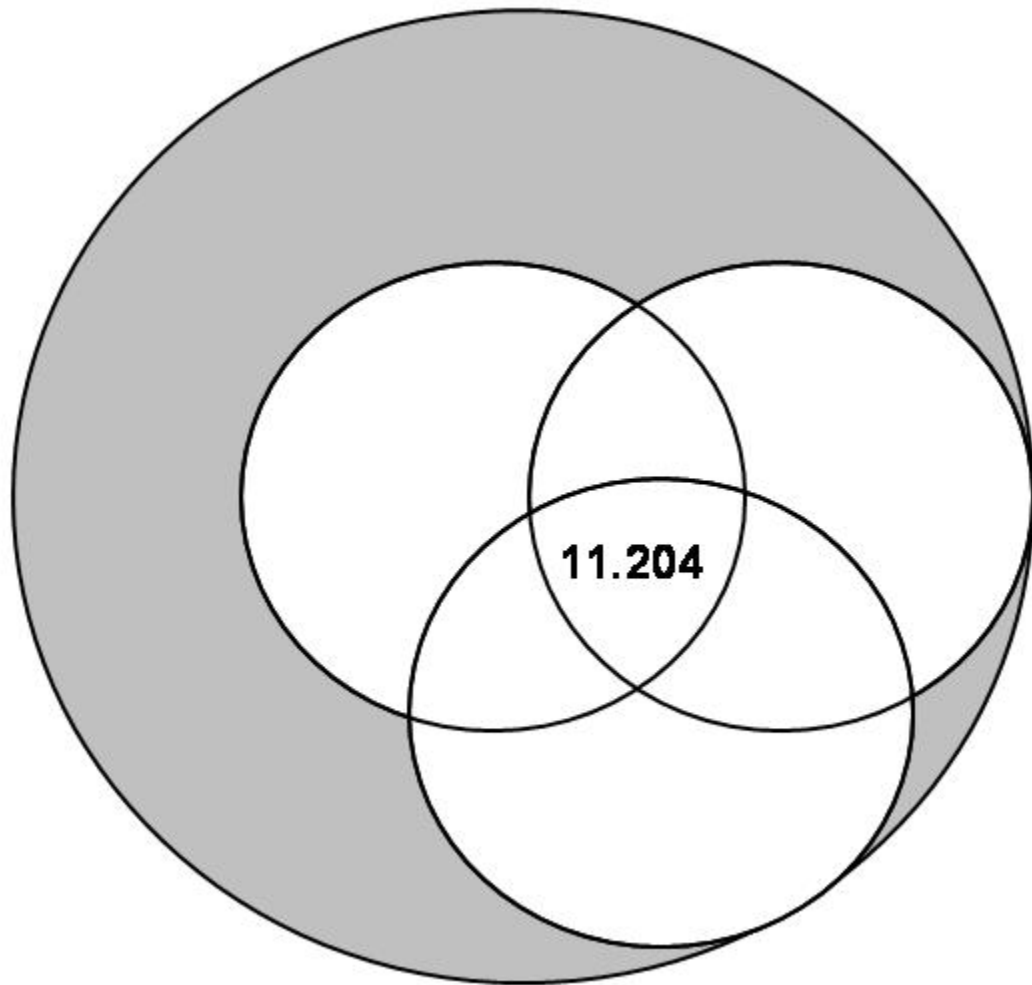
- Communicative tasks may take many forms: written, oral, graphic, etc.
- It involves expressing ideas (and plans) to others
- Communication is persuasive, it is rarely value free
- It is linked to analysis and ranges from the formal and sophisticated to the informal and messy



What do we mean by "digital media?"

- The planner's toolbox consists of instruments he/she relies upon to analyze problems and promoting ideas
- Memos Vs. E-mail; Quick calculations Vs. Spreadsheets, Sketches Vs. Photographs/Video; Overlays Vs. GIS
- We will examine such tools as Dreamweaver, Photoshop, Excel, Access and ArcView

II. This Course



How can we examine these three concepts simultaneously?

- By examining advanced and real-world applications and projects (*lectures*)
- By observing demonstrations of various digital technologies and planning-related software packages (*recitations*)
- Through a "hands-on" approach to working with various digital methods of visualization, analysis, and communication (*labs/projects*)

How do we get started?

- The Team

- A Quick Note on [Certificates](#)
- Syllabus/Calendar
- Lecture Notes
- Sections and Recitations
- Labs
- Required Readings
- Student Work
- [Element K](#)
- Your Grade (*Web-based Portfolio Project, 20%; Cambridge Project, 20%; Lab Exercises, 50%; Attendance/Participation, 10%*)

III. What is a web-based portfolio?

- A portfolio is a collection of work, derived from a tradition of showcasing accomplishments
- A digital portfolio is durable and a web-based portfolio is portable
- It is a container for your planning-related endeavors, a product for potential employers, your professional brochure

Let's take a quick look at some examples,

[Filippo Caprioglio, Architect](#)

[Professor Dirk Donath, Chair Computer Science in Architecture](#)

Created September 2002 by Lorraine Hoyt.