



Community, Environment and Planning

Caleb Bing-En Shih

# Individual Study Plan



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# LETTER OF INTRODUCTION

Some say information makes the world go round. At least, that is the vision I can see with our society. Parallel to the bursting technological advances, the circulation of information and data flows faster by the day and has a big hand in being our dependent. I have always been intrigued by design and the aesthetics, however, my growing interest and awareness of information has presented me with a new mission. Accordingly, by infusing my fascination in both design and information, I am eager to explore the possibilities in developing a fusion of the urban form with the circulation of information.

To achieve my mission, as well as to sharpen my focus and further my understanding of both areas of study, I will be bringing my emphasis to courses in informatics, urban planning, landscape architecture and marketing. These courses will be taken along side the six core CEP classes. By investigating higher-level informatics courses, I wish to develop an understanding of the intricate information and communication systems from a technological, social and data standpoint. Undertaking in urban planning and landscape architecture courses will instruct me to build a core understanding of urban design that will allow me to become specialized in the field of urban form. This I believe will equip me for not only the academic but also the practical nature of the profession. Additionally, a foundation in marketing will be a great asset in the real world, as it is to my understanding that skills in advertising and negotiating are advantageous side arms in this profession.

My life leading up to college has presented me with numerous opportunities in drawing roots in different communities and serving in leadership roles. Due to my father's work, I have had the privilege of living in four distinct countries and have studied at three different schools (both private and public). Having been studying at Harrow International School in Bangkok (British curriculum) for 11 years, I took advantage of the opportunity to gain the knowledge of customs and traditions from overseas international students. Thus, growing up in an international community has accustomed me to become very comfortable and efficient in working with colleagues of various backgrounds.

During my junior year, I was appointed the responsibility as House Captain for Byron House in which I continued through my senior year. This placed around 100 students in my care. Along side my Head of House, I have organized teams for many

intramural competitions in sports, academics and music, all of which I too have participated. However, most glorifying is that in my two years as Captain, Byron House has been the back-to-back House Cup Champions.

In my senior year, I have also been given the privilege to be a prefect (equivalent to Student Council and Student Model) and the Head of School Circle (equivalent to President of Student Government). Being apart of the prefect team, we demonstrated admirable role models and worked to improve the school community for our fellow students to be leaders of the future. As the Head of School Circle, my colleagues and I worked to achieve a better environment within the school for both students and staff. This accustomed me to the maturity required while investigating a major issue and the organization skill to balance my time between prefect duties, schoolwork and my extracurricular activities.

I was also a starter on the junior varsity and varsity basketball teams, representing Harrow to complete in BISAC tournaments. Through basketball, I understood the importance of teamwork and strategic performance, and my commitment has presented me with the prestigious School Colors (equivalent to MVP award).

It is evident that my experience in life has been heavily weighted on the people and community. The privileges I hold most dear are the opportunities I had not to lead but to assist and guide my underclassmen, supporting and seeing those around me grow and inherit the same privileges I have received. The elements that has shaped me as a character has now manifested into my career mission.

# QUARTERLY PLANS

[Autumn 2011]

## CEP 301 The Idea of Community

This course studies the construct of a community by reading in depth, the works of past philosophers. Through the study of the different theories and ideologies on what is justice and the ideal community and state, triggers my understanding and awareness of vital aspects that shape society and those that exist around me. This course also encourages a building of a healthy working environment amongst CEPsters.

## INFO 101 Social Networking Technologies

INFO 101 studies today's popular social networks, gaming applications and search engines. This course breaks these cases down into three categories, technology, social implications and information structure. In taking this course, I have inherited the awareness of basic fundamental information structures of websites and social applications. What I also found useful and certainly beneficial is the different business models implemented by major social-technological based companies such as Facebook, Blizzard and Google, and how they impact society. However, the greatest asset I have gained from this course is fluency in the specialized language of the information and technology realm.

## CSE 142 Computer Programming I

CSE 142 covers all the basic programming abilities and concepts. I believe that to incorporate the study of information circulation into urban planning, I must not only have the understanding of information structures and social issues but also the practical skills to accompany it. To have knowledge in programming will be a good cornerstone to bolster my goal.

[Winter 2012]

## CEP 302 Environmental Response

Focuses on building and maintaining a sustainable society through community based efforts. History should be studied so that errors won't be repeated. In this case, by studying cross-disciplinary critical literature on the history, sources, scale, dimensions and complexities of the environmental crisis, I will be able to collectively select potential directions to head for. I believe it will be most beneficial for me in this course that I will have studied cases of what has worked and what hasn't, both globally and locally. In almost every area of study today, I will have to touch upon the environmental crisis.

## L ARCH 362 Designing Urban Landscapes: Theory and Politics

M

This course is an introduction to landscape design in urban contexts. Additionally, this course projects an overview of major urban design theories and examples of historical and contemporary works. Urban design will be my focus and I envision the urban processes of urban processes: visions of city, social and cultural factors, public and community process, and the discourses of nature, urban ecology, and ecological design, discussed in this course will weigh in heavily to what I hope to achieve.

## INFO 380 Information Systems Analysis and Management

Efficient management and distribution of information is vital for an organization to be successful. This, I believe is also the case on a city-scale. INFO 380 examines the evolution of how information is defined and managed in order to add value to organizations. Systematic circulation of information will create or improve relationships, process, competitiveness, products and services. This effect is evident in the description of my goal: to improve relationships in a community through the refinement of communication.

## MKTG 301 Marketing Concepts M

An urban planner has to consider three things: social equity, environmental protection and economic development. Therefore, I feel taking a course in marketing concept is a valuable asset to keep in my arsenal. The economic market will always be a factor in all profession; this course offers tools, factors and concepts used by management in planning, established policies and solving marketing problems.

## URBDP 498 Planning as a Profession

I am interested in seeing what an urban planner does on a day-today basis to have some idea of what my career will be like. This course sounds promising in shedding light on my curiosity.

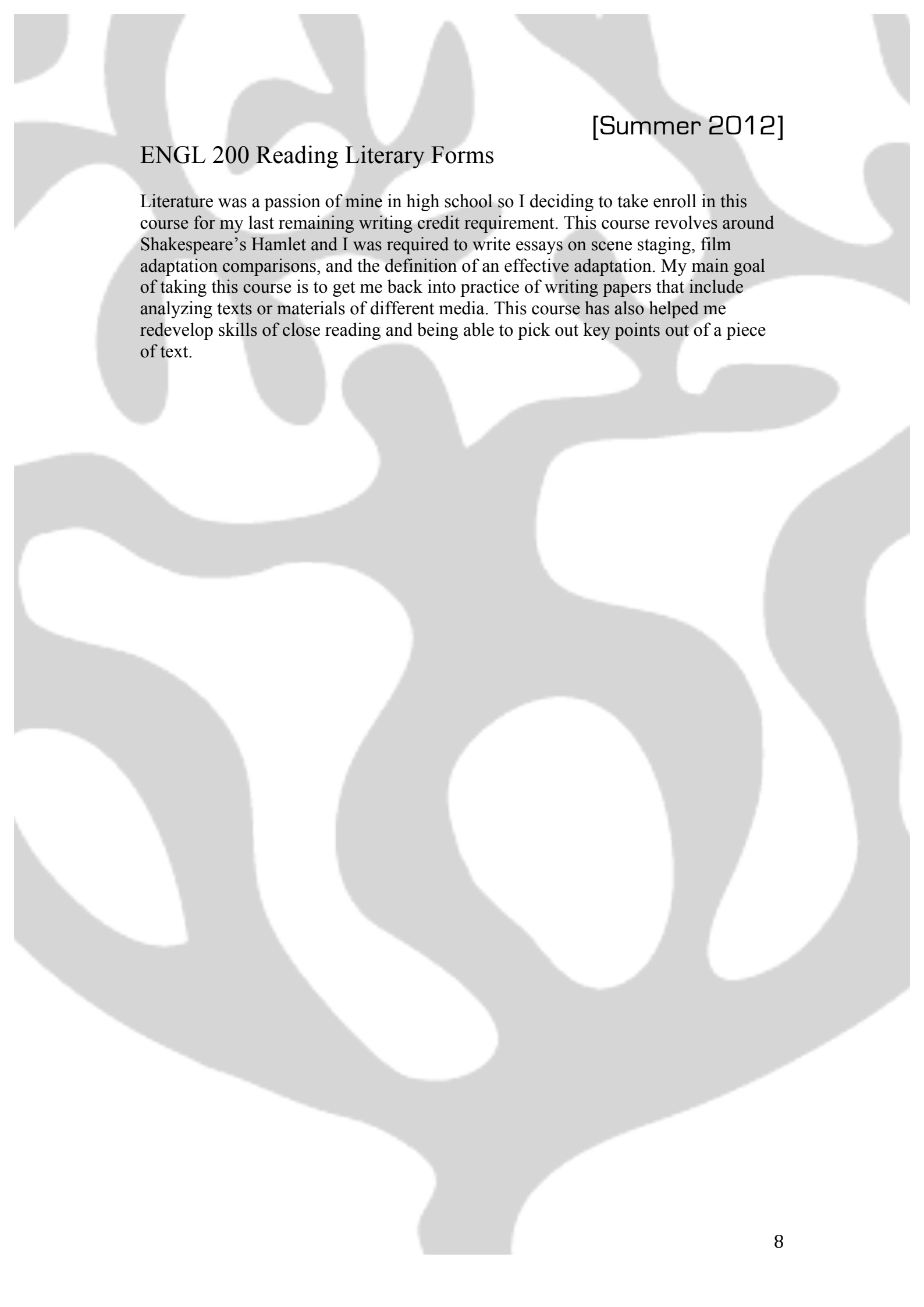
[Spring 2012]

### CEP 303 Social Structures and Processes

This course aims to develop in CEP students, a conceptual understanding of social structures in terms of their foundations, their impacts and the ways to maintain and transform them. With an understanding of social structures, I will be able to have a firm set of methods in which to study real world communities. To understand the structure is to understand what to implement in certain scenarios. This skill will be essential to the practice of urban planning.

### CEP 498/URBDP 573 Digital Design Practicum

As I am passionate about aesthetics, I therefore hold high information on a visual level. Applications are always more popular to public use when it is visually intriguing as well as easily understandable. This course focuses on developing skills in Adobe InDesign, Photoshop, GIS ArcMap10, and Google SketchUp. The topic for the quarter revolves around the theme of developing 'bike-friendly environments' in 'West of 15<sup>th</sup>'. I am already familiar with InDesign, Photoshop and SketchUp, therefore, this was a good opportunity to polish up my skills and learn more advanced tools. My main gains in this course were the integration of all four software to create my final project, which focused on creating a bike-friendly neighborhood around 50<sup>th</sup> St so that residents (especially youth) can have safer access to the University Playground.



[Summer 2012]

## ENGL 200 Reading Literary Forms

Literature was a passion of mine in high school so I decided to take enroll in this course for my last remaining writing credit requirement. This course revolves around Shakespeare's Hamlet and I was required to write essays on scene staging, film adaptation comparisons, and the definition of an effective adaptation. My main goal of taking this course is to get me back into practice of writing papers that include analyzing texts or materials of different media. This course has also helped me redevelop skills of close reading and being able to pick out key points out of a piece of text.



## CEP 460 Planning in Context

CEP 460 examine planning's history and essential features, locate it in the social fabric, and consider how it can address the chief issues and dilemmas of our era. To have historical backing, I will be able to assess today's societies and identify its flawed aspects that hinder social and environmental advancement.

## HCDE 310 Communication Design and Rationale

This course examines functions of, and relationships among, major software tools in the context of common human centered design problems. I'll get a chance to practice explaining and justifying design solutions in terms of key features and user characteristics. This will be a good preparation for the later HCDE courses I desire to take.

## ESRM 320 Marketing and Management From a Sustainable Perspective

This is an introductory course to marketing and human resource management concepts, concerned with small businesses and entrepreneurship. All of this is placed in context of environmental resource management. The good thing about this course is that it covers all the major aspects of marketing and human resource management within one quarter. I took this course because it is important to understand the need for environmental sustainability within businesses these days and it will be a great asset if I can convey it to businesses in a language they will understand.

## CEP 400 Governance Practicum

The Governance credit is a revision CEP has made at the end of Spring 2012. I will still be participating in the Communications Committee and will also be Point this quarter.

## CEP 490 Senior Project

This Senior Project credit is set aside so that CEPsters can come in and receive regular check ups on our progress. This time should allow me to have maximum feedback so that I can be as efficient as possible in working on my project and developing my ideas.

[Winter 2013]

## CEP 461 Ethics and Identity

This course deals with the place of the human species in the progression of life, the basis for responsible relationship to other humans and the ecosphere, and in particular what it means to live a life of meaning, relevance and significance. Here we see how and under what qualities do people identify themselves with. Ethics play large roles in how we carry ourselves, hence, this course will potentially allow me to develop ethically and establish a firm personal identity and perception.

## HCDE 411 Information Visualization

This course introduces the design and presentation of digital information, using graphics, animation, and other modalities to present information to the user. My initial thought is that this course would be very helpful to my senior project in learning how to present information to an audience most effectively. However, turns out this course deals with presenting complex data through visualizations such as graphs and web applications, so was not as relevant as I hoped. Nonetheless, this course did cover understanding vision and perception and this section was particularly helpful.

## CEP 400 Governance Practicum

The Governance credit is a revision CEP has made at the end of Spring 2012. I will still be participating in the Communications Committee and will also be Point this quarter.

## CEP 490 Senior Project II

This Senior Project credit is set aside so that CEPsters can come in and receive regular check ups on our progress. This time should allow me to have maximum feedback so that I can be as efficient as possible in working on my project and developing my ideas.

[Spring 2013]

## CEP 462 Community and Environment

Here I will be able to reflect on the two years and evaluate the issues that interest me has culminated into. I will get an opportunity to share with my classmates what is important to me and areas where I'm passionate about. A major portion of this class is also devoted our senior capstone. I will be able keep up with my senior project workplan.

## COM 306 Media, Society, and Political Identity

This course explores how society and culture are both represented in and shaped by communication technologies and media content. Specifically how media platforms (including film, advertising, new, entertainment, television, and the internet) affect individual identity, values, and political engagement. I thought that this course was a good one to take as I wrap up my senior project. My project dealt with advertising and design on a smaller scale (CEP message board). This course helped me see advertising in a larger media context.

## CEP 446 Internship

My internship plans are discussed in detail in the Internship Plans chapter.

## CEP 400 Governance Practicum

The Governance credit is a revision CEP has made at the end of Spring 2012. I will still be participating in the Communications Committee. I handled all poster-related projects.

## COURSES TO INCLUDE FROM PREVIOUS QUARTERS

[Winter 2011]

### ART166 Design Foundations

This design course allowed me to develop skills in using adobe creative suite: Photoshop, Illustrator and InDesign. These skills has most definitely assist me on many assignments.

[Autumn 2010]

### SISA 210 Rise of Asia

I believe this course satisfies the diversity credit. As I am predicting I will most likely return to Asia later on in my life, this course has given me a vast knowledge of the many major Asian countries. This course looks at the history, economic development and political evolutions of India, China, Japan and South East Asian countries. This course details through the studies of historical texts, how these countries rose to power against the tides of imperialism, colonialism and the impact of the World Wars and revolutions.

# VISUAL MAP OF COURSE SCHEDULE

Academic Plan for:		Student #:				Last Revised			
Caleb Bing-En Shih		1029451				02/10/12			
<b>CEP Requirements</b>		<b>Academic Year: 2011-12</b>							
<b>Methods</b>	25 credits of upper-division coursework	AUTUMN		WINTER		SPRING		SUMMER	
<b>Diversity</b>	5 Credits at any level	Course	Credit	Course	Credit	Course	Credit	Course	Credit
<b>Core</b>	30 Credits	CEP 301	5	CEP 302	5	CEP 303	5	ENGL 200	5
<b>Internship</b>	120-150 hour internship with CEP 446	INFO 101	5	L ARCH 362	3	CEP 300	1		
<b>Retreat</b>	4, 1-credit CEP 300 Fall and Spring	CSE 142	4	MKTG 301	4	CEP 498	5		
		CEP 300	1	INFO 380	5				
<b>Restrictions/Rules</b>				URBDP 498	1				
Only 15 credit overlap for double majors		Quarter total:	15	Quarter total:	18	Quarter total:	11	Quarter total:	5
Minors have to be 60% different than a major									
Can miss one core course for study abroad		<b>Academic Year: 2012-13</b>							
		AUTUMN		WINTER		SPRING		SUMMER	
		Course	Credit	Course	Credit	Course	Credit	Course	Credit
<b>KEY</b>		CEP 460	5	CEP 461	5	CEP 462	5		
<b>Methods Credits</b>		HCDE 310	5	HCDE 411	5	COM 306	5		
<b>Diversity</b>		ESRM 320	5	CEP 491	3	CEP 300	1		
<b>Core Courses / CEP required</b>		CEP 300	1	CEP 400	1	CEP 446	5		
<b>General Education Courses</b>		CEP 400	1			CEP 400	1		
<b>Alternative Courses</b>									
		Quarter total:	17	Quarter total:	14	Quarter total:	16	Quarter total:	0
<b>Credits to include from previous quarters</b>									
		Quarter/Year	Course	Credit					
		W 2011	ART 166	5					
		A 2010	SISA 210	5					
								<b>TOTAL CREDITS</b>	<b>106</b>

## INTERNSHIP

[Spring 2013]

### Marketing/Design Intern KuKuRuZa Gourmet Popcorn

Interning at KuKuRuZa, my goals were to acquire experience in marketing and advertising, as well as expand my design portfolio. I have been doing a lot of design work within the CEP department and now I really want to experience using my abilities in a professional setting. This internship allowed me to not only develop my skills professionally (by working with regulated design standards) but also teach my colleagues. By shadowing my supervisor I also gained insight into how marketing campaigns are planned. I participated in meetings and brainstorming sessions as well as the decision-making processes.

The biggest responsibility of this internship was that I handled all design projects for KuKuRuZa during this period of time. The tasks enlisted to me ranged from creating posters, coupons and gift guides, to retouching photographs of the popcorn so that it is publishable quality. For many of the projects, I also made templates for the designs so that they can be easily revised for future use when I'm gone. These tasks have allowed me to exercise my design skills at a professional level and are great contributions to my portfolio.

I was also asked to design mailer templates for email campaigns. The lack of functions available in Mailchimp gave me an opportunity to brush up on my knowledge of html coding. This became a self-taught process, as I have to find external sources to learn how to code certain elements. This project has a large project, as I made several mailer campaign templates. I view this task as extremely valuable because I am now quite comfortable in coding html.

The marketing experience was not as rich as I hoped it would be due to the amount of design workload, I had much less time observing and getting involved in the marketing side. That being said, I was able to help plan some marketing campaigns for the months of June and July. My supervisor also took me to the Seattle Marketing Open House event and observing how she markets our brand and gather business connections, helped me learn quickly on the job and I was able to do the same. These two experiences, although short, has given me a firm stance on pursuing a career in marketing and advertising.

## EXTRACURRICULAR

### Christian Students Association

Position: Officer

I became an officer of CSA at the beginning of my sophomore year. My responsibilities fall mainly in the organizing of club events. I also help lead the bible studies that we hold every Wednesday and Thursday at the Paccar library. In addition, I team up with a fellow officer and go around campus to spread the gospel on Wednesdays and well as meeting up with members of the club for appointments to read and study the words of God. This is a great opportunity for me to develop my leadership skills as this is a brand new kind of leadership than I'm used to in high school as well as in the CEP community.

## SENIOR PROJECT

### Look @ ME

*A Study of How Design Can Increase Viewership and Deliver Information Effectively*

### Abstract

My senior project uses the Community, Environment, and Planning (CEP) message board as a platform to study how poster design can more effectively deliver information to passersby. Specifically, my project looked at two key areas: poster design, and usability experimentation. The 'right' design is contextual; therefore I created a series of posters with CEP content (student spotlights, events, etc.) that experimented with different design elements to determine which visuals best support the content. To measure the visual strength of the different design elements, I conducted eye count studies of those walking by. I also conducted usability experiments to determine which feedback methods are most effective at eliciting viewer interaction with the message board. Using the results of these methods I have been able to identify a set of principles categorized into Design, Board Layout, and Viewer Interaction, that make running the message board most effective. The final product of my project is a design guidebook for the major that illustrates all my designs, experiments, and recommended best practices to run the message board.