



IMAGE AND VISUAL PREFERENCES:

A participatory graphic and image-oriented vision activity which involves the development of maps and visual representation of what the community hopes to look like in the future.

H. Image and visual preferences: Creating participatory concept maps/visions for your community

Purpose and value

- Develop a participatory graphic and image-oriented vision activity which involves the development of maps and visual representation of what the community hopes to look like in the future. This vision of success provides a graphic and tangible target for actions and strategies which, when implemented, would move the community toward its vision.

Techniques

- This process for a participatory mapping/vision development event will require at least one prerequisite learning or foundations session such as Activity A or D on page 30 or 33. It will also require significant background community research, instructions and process guideline preparation, facilitator training for break-out groups and base map/aerial photo preparation. (Examples from a UW-Extension in-service are provided as figures including: "Your Town" Narrative for Fort Atkinson, base maps/aerial photos for the Fort Atkinson community and the Fort Atkinson downtown area, workshop instructions, facilitator's prompting guide, and the symbol and mapping key.) See page 39.
- This format is based on the National Endowments for the Arts "Your Town" Program.
- Facilitator distributes resource materials for orientation to invited participants prior to the facilitated event.
- Facilitator arranges for necessary workshop resource materials (including markers, maps/aerials, background packets, flip-charts, etc.) necessary for this participatory workshop.
- Facilitator describes the exercise and summarizes key resource materials.
- The outcomes will be alternative concept maps/footprint visions (from each break-out group) for desired community places, functions and relationships represented spatially on maps/aerials.

- Typical participatory processes will include an opportunity for all or a selection of break-out groups to share their group concepts with the assembly.
- Follow-up activities should be designed into an overall process to assure that this community work gets integrated into more formal and recommended community plans (Note: An example would be to have an established "planning body" or steering committee consider these alternative concept maps, and develop/select a preferred concept.)

Audience

- Community development professionals,* community leaders,* community members* (*denotes more typical audience)

Length of presentation/program

- This program requires extensive preparation time to develop resource materials and arrange the event. Depending on resource availability, this could take weeks or months. Likely time for the "stand-alone" participatory event is 4 to 8 hours.

Mapping workshop instructions

- Familiarize yourselves with the aerial photos of existing land use.
- Use colored pens to mark dots on the aerial photos where no land use is identified.
- The first ideas to be mapped are the red dots for "Special Places." Place red dots on those areas you believe are special according to the principles.
- Place yellow dots for "Opportunities for Improvement." List suggested opportunities below each yellow dot.
- Start sharing your ideas about other mapped features (those identified icons on your key).
- In areas of general agreement, start coloring with the designated colored marker.
- Use the colors shown on the "Symbol and Mapping Key-Version 1." (See key on the next page.)