Instructor: Jonathan Schuppert, AICP  
Office location: WSQ 218 (URBP Student Lounge)  
Telephone: Email preferred  
Email: jonathan.schuppert@sjsu.edu  
Office hours: Thursdays from 6:15pm to 7:30pm on the following dates:  
September 15, September 29, October 20, November 10, December 1, and December 8  
Class days/time: Saturdays from 10am to 3pm on the following dates:  
September 10, September 24, October 8, October 29, November 19, and December 3  
Classroom: WSQ 208  
Prerequisites: None  
Units: 2

Course Catalog Description
Lab-based course in digital visualization for urban spatial representation using industry standard software such as Adobe Photoshop, Adobe Illustrator and Trimble Sketch-Up.

Course Description and Course Learning Objectives
Planners rely on visualization tools to communicate complex spatial information to a diverse array of stakeholders. Although charts, graphs, sketches, and maps are important ways of visualizing places, quantitative data, and community member narratives, new digital visualization technologies provide planners and designers with a powerful set of tools to make their message clearer, engaging, and more inclusive.

This course focuses on digital visualization and its application to urban spatial representation and analysis. Through demonstrations and hands-on activities, the course will introduce a variety of methods for representing urban places and their users, simulating changes, presenting visions for the future, and engaging multiple actors in decision-making processes.

Students will identify a conceptual project and will prepare graphics that practicing planners would typically utilize for plans, reports, and presentations. Graphic assignments will be incorporated into a
The course introduces students to visualization software tools that include Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and Trimble SketchUp. The course will also introduce students to graphic communication and layout by utilizing Adobe InDesign. Incorporation with other software tools including ArcGIS and Google Earth will be addressed.

Upon successful completion of the course, students will be able to:

1. Use basic SketchUp skills to create a conceptual 3D model of a streetscape corridor improvement project.
2. Use basic Illustrator and SketchUp skills to create 2D and 3D cross sections of existing conditions and a preferred improvement concept.
3. Use basic Illustrator skills to create a map series that illustrates relevant project components.
4. Use basic Photoshop skills to create a photo simulation of a streetscape to conceptually illustrate a conceptual project.
5. Use basic InDesign skills to create a poster/brochure and document template and organize content in a logical and easy to understand format.

**Planning Accreditation Board (PAB) Knowledge Components**

This course partially covers the following PAB Knowledge Components: 1.e., 2.b., 2.c., 2.d., 2.e., and 3.b.

A complete list of the PAB Knowledge Components can be found at http://www.sjsu.edu/urbanplanning/courses/pabknowledge.html.

**Required Course Texts**

There are no required course texts. A list of recommended resources for each program will be provided with the appropriate lecture. Additionally, students will be asked to document any useful resources they found during the term. A consolidated list of collected resources will be distributed to students for future reference.

**Course Requirements and Assignments**

Your grade for the course will be based on the following assignments:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Due Dates</th>
<th>Percent of Course Grade</th>
<th>Course Learning Objectives Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assignment 1:</strong></td>
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<tr>
<td>3D Model (Existing): Students will create a 3D model of the existing conditions along corridor using SketchUp.</td>
<td>September 24</td>
<td>15%</td>
<td>1</td>
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<tr>
<td><strong>Assignment 2:</strong></td>
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<tr>
<td>A) 3D Model (Proposed): Students will</td>
<td>October 6</td>
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</tbody>
</table>
create a 3D model of the proposed conditions along corridor using SketchUp.

**B) Animation and Shadow Analysis:**
Students will prepare an animated video of the proposed conditions of the corridor along with a shadow analysis of both the existing and proposed conditions of the corridor.

**Assignment 3:**

**Cross Sections (2D and 3D):** Students will create 3D cross sections from their SketchUp model and prepare 2D cross sections using Illustrator for both the existing and proposed conditions of the corridor.

**Assignment 4:**

**Plan View Map:** Students will create a series of plan view maps illustrating land use, circulation, and project highlights.

**Assignment 5:**

**2D Photo Simulation:** Students will use Photoshop to enhance a photograph of existing conditions and then manipulate that photograph to reflect the envisioned environment.

**Assignment 6:**

**A) Poster or Brochure:** Students use InDesign to create a poster or brochure illustrating the conceptual improvements.

**B) Document Template:** Students will use InDesign to create a document template layout with graphics and filler text.

Additional details on each assignment will be provided in the respective class.

**Final Examination or Evaluation**
This course does not have a final examination. Final course grades will be based on assignments.

**Grading Information**
The course grade consists of six assignments, each of which may include multiple parts. Each assignment is worth different points, which correspond to percentage points of the final course grade. The first assignment is worth 15 points. The second assignment is worth 10 points for part A and 10 points for part B. The third assignment is worth 15 points. The fourth assignment is worth

San José State University
Urban and Regional Planning Department
15 points. The fifth assignment is worth 15 points. The sixth assignment is worth 10 points for part A and 10 points for part B. If a student named “Joe” obtains 14 points on Assignment 1, 9.5 on Assignment 2A, 10 on Assignment 2B, 14.5 on Assignment 3, 13 on Assignment 4, 14 on Assignment 5, 9 points on Assignment 6A, and 8.75 points on Assignment 6B, his final letter grade can be calculated using the following steps:

a) Identify the score for each assignment.
   - Assignment 1: 14
   - Assignment 2: 9.5 + 10 = 19.5
   - Assignment 3: 14.5
   - Assignment 4: 13
   - Assignment 5: 14
   - Assignment 6: 9 + 8.75 = 17.75

b) Add the score for each assignment to arrive at the final score for the course. Round the final score to the nearest whole number and refer to the grading scheme.
   - Final score = 14 + 9.5 + 10 + 14.5 + 13 + 14 + 9 + 8.75 = 92.75
   - Final score rounded to nearest whole number = 93

c) Grading scheme: A+ (97 and above); A (93 to 96); A- (90 to 92); B+ (87 to 89); B (84 to 86); B- (81 to 83); C+ (78 to 80); C (75 to 77); C- (72 to 74); D+ (69 to 71); D (66 to 68); D- (63 to 65); F (below 63)

d) Use the conversion scheme provided in step “c” to arrive at the letter grade.
   - The score of 93 for “Joe” equals a letter grade of “A.”

Other Grading and Assignment Issues
Assignments are due on the respective due date by 10:00 AM, unless otherwise noted. Assignments will be accepted through Canvas. It is recommended that assignments be turned in when they are finished in advance of the due date. Late assignments will be accepted at a reduced grade. Late assignments will receive a deduction of 1% for each 24 hour period. For example, if the assignment is due on Saturday at 10:00 AM and it is turned in Monday at 11:00 AM, there will be 3% penalty.

Course Workload
Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of forty-five hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

Classroom Protocol
Insert your expectations for participation, attendance, arrival times, safety, cell phone use, etc. here.
University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ Syllabus Information web page at http://www.sjsu.edu/gup/syllabusinfo/”

Plagiarism and Citing Sources Properly

Plagiarism is the use of someone else's language, images, data, or ideas without proper attribution. It is a very serious offense both in the university and in your professional work. In essence, plagiarism is both theft and lying: you have stolen someone else's ideas, and then lied by implying that they are your own.

Plagiarism will lead to grade penalties and a record filed with the Office of Student Conduct and Ethical Development. In severe cases, students may also fail the course or even be expelled from the university.

If you are unsure what constitutes plagiarism, it is your responsibility to make sure you clarify the issues before you hand in draft or final work.

Learning when to cite a source and when not to is an art, not a science. However, here are some common examples of plagiarism that you should be careful to avoid:

• Using a sentence (or even a part of a sentence) that someone else wrote without identifying the language as a quote by putting the text in quote marks and referencing the source.

• Paraphrasing somebody else's theory or idea without referencing the source.

• Using a picture or table from a webpage or book without reference the source.

• Using data some other person or organization has collected without referencing the source.

The University of Indiana has developed a very helpful website with concrete examples about proper paraphrasing and quotation. See in particular the following pages:

• Overview of plagiarism at www.indiana.edu/~istd/overview.html

• Examples of plagiarism at www.indiana.edu/~istd/examples.html

• Plagiarism quiz at www.indiana.edu/~istd/test.html

If you still have questions, feel free to talk to me personally. There is nothing wrong with asking for help, whereas even unintentional plagiarism is a serious offense.

Citation style

It is important to properly cite any references you use in your assignments. The Department of Urban and Regional Planning uses Kate Turabian’s A Manual for Writers of Research Papers, Theses, and Dissertations, 8th edition (University of Chicago Press, 2013, ISBN 780226816388). Copies are available in the SJSU King Library. Additionally, the book is relatively inexpensive, and you may wish to purchase a copy. Please note that Turabian’s book describes two systems for referencing materials: (1) “notes” (footnotes or endnotes), plus a corresponding bibliography, and (2) in-text
parenthetical references, plus a corresponding reference list. In this class, students should use any of the styles, as long as one is used consistently throughout the assignment.

**Library Liaison**
The SJSU Library Liaison for the Urban and Regional Planning Department is Ms. Toby Matoush. If you have questions, you can contact her at toby.matoush@sjsu.edu or 408-808-2096.
URBP 248/148 and DSGN 248/148 Spatial Visualization Technologies in Urban Planning
Fall 2016
Course Schedule

Subject to change with fair notice in class or by email.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignments due</th>
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</thead>
<tbody>
<tr>
<td>Sat. 9/10</td>
<td>SketchUp Basics</td>
<td></td>
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<tr>
<td>Thu. 9/15</td>
<td>&lt;Office Hour&gt;</td>
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</tr>
<tr>
<td>Sat. 9/24</td>
<td>SketchUp Extras and Animations</td>
<td>Assignment 1</td>
</tr>
<tr>
<td>Thu. 9/29</td>
<td>&lt;Office Hour&gt;</td>
<td></td>
</tr>
<tr>
<td>Sat. 10/8</td>
<td>Adobe CS Overview and Illustrator Basics</td>
<td>Assignment 2</td>
</tr>
<tr>
<td>Thu. 10/20</td>
<td>&lt;Office Hour&gt;</td>
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<tr>
<td>Sat. 10/29</td>
<td>Illustrator Extras and Photoshop Basics</td>
<td>Assignment 3</td>
</tr>
<tr>
<td>Thu. 11/10</td>
<td>&lt;Office Hour&gt;</td>
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<tr>
<td>Sat. 11/19</td>
<td>Photoshop Extras and InDesign Basics</td>
<td>Assignment 4</td>
</tr>
<tr>
<td>Thu. 12/1</td>
<td>&lt;Office Hour&gt;</td>
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<tr>
<td>Sat. 12/3</td>
<td>InDesign Extras</td>
<td>Assignment 5</td>
</tr>
<tr>
<td>Thu. 12/8</td>
<td>&lt;Office Hour&gt;</td>
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<tr>
<td>Thu. 12/15</td>
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<td>Assignment 6</td>
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