SAN JOSÉ STATE UNIVERSITY
URBAN AND REGIONAL PLANNING DEPARTMENT
URBP/DSGN 248 SPATIAL VISUALIZATION TECHNOLOGIES IN URBAN PLANNING
FALL 2015

Instructor: Jonathan Schuppert, AICP
Office location: WSQ 218 (URBP Student Lounge)
Telephone: Email preferred
Email: jonathan.schuppert@sjsu.edu
Office hours: Tuesday, September 15; Tuesday, November 3; Tuesday, December 1 from 3pm to 5pm, or by appointment
Class days/time: Saturday, August 29; Saturday, October 17; and Saturday, November 14 from 10am to 3pm
Classroom: WSQ 208
Prerequisites: None
Units: 1

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
Urban planners and designers 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 document template and a final presentation. The document template and final presentation should mimic a real-life plan/report and presentation at a community workshop, public hearing, or stakeholder group meeting.

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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 layout software including Adobe InDesign and presentation software such as Microsoft PowerPoint, Prezi, and Google Slides. 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 three-dimensional model of a streetscape.
2. Use basic Illustrator skills to create a map that illustrates relevant project components.
3. Use basic Illustrator and SketchUp skills to create 2D and 3D cross sections.
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 storyboard a document outline and create a document template.
6. Prepare a concise presentation that presents project components in an easy-to-understand manner and utilizes appropriate graphics to explain complex elements of a plan.

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 a 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 Assignments and Grading Policy
Your grade for the course will be based on the following assignments:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Percent of Course Grade</th>
<th>Course Learning Objectives Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 1:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3D Model: Students will create a 3D model of their conceptual project using SketchUp.</td>
<td>25%</td>
<td>1</td>
</tr>
<tr>
<td>Assignment 2:</td>
<td></td>
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<tr>
<td>A) Cross Sections (2D and 3D): Students will create a 3D cross section from their SketchUp model and prepare a 2D</td>
<td>15%</td>
<td>3</td>
</tr>
</tbody>
</table>
cross section using Illustrator.

**B) Plan View Map(s):** Students will create a plan view map or series of maps illustrating land use, roads/paths, and project highlights.

**Assignment 3:**

**A) 2D Photo Simulation:** Students will manipulate a photograph to reflect the envisioned environment.

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

**C) Final Presentation:** Students will prepare a presentation that highlights graphics and their conceptual project.

Additional details on each assignment will be provided in.

**Calculation of Final Course Letter Grade**

The course grade consists of three assignments, each of which may include multiple parts. Each assignment is worth different percentage points. The first assignment is worth 25 points. The second assignment is worth 15 points for part A and 25 points for part B. The third assignment is worth 15 points for part A and 10 points each for parts B and C. If a student named “Joe” obtains 24 points on Assignment 1, 13 on Assignment 2A, 20 on Assignment 2B, 14 on Assignment 3A, 8 on Assignment 3B, and 9 on Assignment 3C, his final letter grade can be calculated using the following steps:

a) Calculate the weighted score for each assignment.

   Assignment 1: \( \frac{24}{25} \times 100 \times 0.25 = 24 \)

   Assignment 2A: \( \frac{13}{15} \times 100 \times 0.15 = 13 \)

   Assignment 2B: \( \frac{20}{25} \times 100 \times 0.25 = 20 \)

   Assignment 3A: \( \frac{14}{15} \times 100 \times 0.15 = 14 \)

   Assignment 3B: \( \frac{8}{10} \times 100 \times 0.1 = 8 \)

   Assignment 3C: \( \frac{9}{10} \times 100 \times 0.1 = 9 \)

b) Add the weighted score for each assignment to arrive at the final score for the course.

   Final score = \( 24 + 13 + 20 + 14 + 8 + 9 = 88 \)

c) Grading scheme A+ (96 and above); A (93 to 95); 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 88 for “Joe” equals a letter grade of “B+.”

Other Grading and Assignment Issues
Assignments are due on the respective due date by 5pm, 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.

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.

Academic Integrity Statement, Plagiarism, and Citing Sources Properly
Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at http://www.sjsu.edu/senate/docs/S07-2.pdf requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.

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 may use either system as long as it is used consistently throughout an assignment.

**Accommodation for Disabilities**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/ace to establish a record of their disability.

You can find information about the services SJSU offers to accommodate students with disabilities at the Accessible Education Center website at www.sjsu.edu/ace.

**Accommodation to Students’ Religious Holidays**

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See University Policy S14-7 at http://www.sjsu.edu/senate/docs/S14-7.pdf.

**Consent for Recording of Class and Public Sharing of Instructor Material**

Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission in writing to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study
purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.

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.

SJSU Writing Center
The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at http://www.sjsu.edu/writingcenter. The SJSU Writing Center is located in Room 126 in Clark Hall.

SJSU Counseling and Psychological Services
The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling and Psychological Services website at http://www.sjsu.edu/counseling.

Dropping and Adding
Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's Catalog Policies section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

Classroom Protocol
Given the nature of this course, attendance at all sessions is mandatory. If a student is unable to attend a session in part or full, he/she must inform the instructor as soon as possible. Students are expected to be set up and ready by the time the class begins.

A break will be provided between lessons. Students who need to leave the classroom to use the restroom are encouraged to do so during open lab instead of during lectures and demonstrations.

Cell phones are prohibited in the classroom. Computers are to be used for the purposes of completing assignments and associated research. Other use of the computers may be permitted outside of class hours and during breaks, as long as the use does not violate any university policy.
# 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>
</tr>
</thead>
<tbody>
<tr>
<td>Aug. 29</td>
<td>Introduction to Graphic Communication and Visualization for Planners</td>
<td>Assignment 1 (due by 5pm)</td>
</tr>
<tr>
<td></td>
<td>Introduction to SketchUp</td>
<td></td>
</tr>
<tr>
<td>Sep. 15</td>
<td>&lt;Office Hours 3-5pm&gt;</td>
<td></td>
</tr>
<tr>
<td>Sep. 18</td>
<td>&lt;Assignment Due&gt;</td>
<td>Assignment 1 (due by 5pm)</td>
</tr>
<tr>
<td>Oct. 17</td>
<td>Introduction to Illustrator</td>
<td></td>
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<tr>
<td></td>
<td>Introduction to InDesign</td>
<td></td>
</tr>
<tr>
<td>Nov. 3</td>
<td>&lt;Office Hours 3-5pm&gt;</td>
<td></td>
</tr>
<tr>
<td>Nov. 6</td>
<td>&lt;Assignment Due&gt;</td>
<td>Assignments 2A and 2B (due by 5pm)</td>
</tr>
<tr>
<td>Nov. 14</td>
<td>Introduction to Photoshop</td>
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<tr>
<td></td>
<td>Introduction to Effective Presentations</td>
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</tr>
<tr>
<td>Dec. 1</td>
<td>&lt;Office Hours 3-5pm&gt;</td>
<td></td>
</tr>
<tr>
<td>Dec. 4</td>
<td>&lt;Assignment Due&gt;</td>
<td>Assignments 3A, 3B, and 3C (due by 5pm)</td>
</tr>
</tbody>
</table>