

URPL 6265: Visualization for Planning

Department of Urban and Regional Planning
College of Architecture and Planning
University of Colorado Denver

COURSE SYLLABUS

Term:	Fall 2020
Class Meeting Hours:	Friday 2:00-4:45pm MT, though many classes will be conducted asynchronously
Instructor Details:	Sam Suter samantha@mettaurbandesign.com 650-892-9143
Class Location:	Online using zoom - https://ucdenver.zoom.us/j/91353660853 Slack Workspace - https://join.slack.com/t/urpl6265visualization/shared_invite/zt-gpmi8tzl-vg~EuLLRzWljw6Q7HuFwsg
Office Hours:	Slack and zoom office hours on Thursdays 10:00am-12:00pm or by appointment https://ucdenver.zoom.us/j/97692521980

I. Course Overview

This course teaches students key skills in visual communication for planning and design. Students will be provided instruction in the Adobe Creative Suite (InDesign, Illustrator, and Photoshop) and Sketchup, and will learn how to use the programs in an effective, efficient manner. The class will include presentations, discussions, graphic software demonstrations, in-class exercises, individual desk critiques, and work submissions, and will culminate in students creating a portfolio of their work.

Key topics that will be covered in the class include infographics, logos, charts, document templates, page layouts, board layouts, color schemes, mapping at various scales, street sections, building massing and 3d renderings. Students should be ready to learn, practice, and spend time developing their graphic skills and individual style.

II. Course Goals and Learning Objectives

As a result of completing the course, students will understand:

1. Critical thinking and effective story telling techniques
2. Discerning graphic eye
3. Professional graphic techniques and efficient workflows
4. The types of visualizations commonly used in planning and their appropriate applications
5. How to use Adobe Creative Suite (Illustrator, InDesign, and Photoshop) and Sketchup, and when to use what program

III. Course Prerequisites

Students are expected to have taken Planning Workshop, or another studio class. Students who have not taken Planning Workshop should contact the instructor directly to determine if they have the minimum qualifications for the course.

IV. Required Materials

1. Adobe Creative Suite, at a minimum including InDesign, Illustrator, and Photoshop
2. Sketchup
3. Slack (free subscription)
4. Zoom

V. Optional Materials

1. Fotosketcher, free application, <https://fotosketcher.com/>
2. *Presentation Zen*, https://www.amazon.com/Presentation-Zen-Simple-Design-Delivery/dp/0135800919/ref=sr_1_1?dchild=1&keywords=presentation+zen&qid=1597335717&s=books&sr=1-1
3. *The Designer's Dictionary of Color*, <https://www.amazon.com/Designers-Dictionary-Color-Sean-Adams/dp/141972391X>

VI. Draft Schedule

Each week will include a variety of lectures, demos, videos, in-class exercises, readings, one-on-one check ins, presentations, and online group discussions. Instructor will email the lesson plan for that week prior to class time, including whether any of the class time will be conducted synchronously. At a minimum, the **classes below in bold will be synchronous classes**, but it is strongly advised that you block class time off every week, as that time will be held for one-on-one time with the instructor to address any questions or to advise students on the class exercises. Topics are expected to follow the timeline below, however, exact order may vary.

Week 01 - Aug 21 - Introduction and Syllabus**Week 02 - Aug 28 - Fundamentals of Graphic Design**

Week 03 - Sep 03 - InDesign / Document Layouts

Week 04 - Sep 11 - Illustrator / Project Branding and Infographics

Week 05 - Sep 18 - Illustrator / Mapping

Week 06 - Sep 25 - Photoshop and Illustrator / Analysis Diagrams

Week 07 - Oct 02 - Midterm presentations Part 1**Week 08 - Oct 09 - Midterm presentations Part 2**

Week 09 - Oct 16 - Photoshop / Rendering

Week 10 - Oct 23 - Sketchup / 3d Modeling Part 1

Week 11 - Oct 30 - Sketchup / 3d Modeling Part 2

Week 12 - Nov 06 - Sketchup, Fotosketcher, Photoshop / Renderings

Week 13 - Nov 13 - Common Questions / Recap

Week 14 - Nov 20 - Desk Critiques

Week 15 - Nov 27 - No class / Fall Break

Week 16 - Dec 04 - Final presentations Part 1**Week 17 - Dec 11 - Final presentations Part 2**

VII. Class Format and Attendance

The class format will vary throughout the semester and will include a combination of lectures, demonstrations, in class exercises, assignments, group discussions, and slack discussions. We will use a combination of synchronous and asynchronous classes throughout the semester depending on content for the week and to support a rich learning environment. The instructor will communicate expectations and schedule requirements for each week no later than the beginning of that week so students can plan their week accordingly.

Asynchronous classes will be used throughout the semester and will include video presentations, demonstrations, and in class exercises. Students are expected to watch all class videos and are expected to keep up with videos on a weekly basis.

Mandatory synchronous classes are those when the students and instructor are online at the same time and use video conferencing and screen sharing capabilities to communicate in real time. Some synchronous classes are mandatory, such as midterm and final class presentations. Attendance for mandatory synchronous classes counts toward the final grade. If a student is unable to attend class, they must communicate in advance with the instructor to determine a makeup strategy/assignment and to avoid being counted as absent.

Optional synchronous classes. Some classes may be held synchronously throughout the semester, but attendance in real time is optional. Students who attend the class in real time will be able to ask questions and direct the content of the lecture/demo, and those who do not attend in real time will be able to watch a video recording of the class.

VIII. Submittal Instructions

Submittals must be exported images as jpgs or pngs. If the submittal is a document, it must be exported as a pdf. Working files, such as .ai or .indd files, will not be accepted. This applies to both in-class exercises and assignment submittals.

1. In-class exercises - Students will be required to submit weekly in-class exercises via slack to demonstrate participation and show progress throughout the semester. Students are expected to post content at least once a week and are expected to respond to another student's post at least once a week, in order to receive full credit for participation.

Students will have class time to work on the exercises, however, they should anticipate spending at least three times the credit hours of work per week on coursework outside of class time. Students are expected to keep up with the in-class exercises and turn them in on time. Posts must be made by Thursday at 11:59pm in order to receive credit for that week's participation.

2. Assignments. Students will be required to turn in two assignments throughout the semester - a midterm and final portfolio. These two assignments shall be uploaded to the corresponding assignment page in canvas, and specific requirements for each will be posted in canvas. Late submissions will not be accepted.

IX. Grading

The final grade will be made up of three parts, as described below.

1. Participation and attendance - 25%

Throughout the semester, students will be asked to share in-class exercises via slack. In-class exercises will be graded on a complete/not complete basis and will not be graded for quality.

2. Midterm - 25%

Students will be asked to present their work halfway throughout the semester. This is important since it will give the student a chance to identify areas in need of improvement prior to the final portfolio.

3. Final Presentation - 50%**4. Portfolio - up to 10 extra credit points**

Students will create a packaged portfolio, including at least one type of each graphic we cover in class, as their final project. Students will both present their work to the class and turn in a final packaged document. Portfolios will be graded on completion and quality.

X. Grading Scale

The standard letter-number grade equivalency is as follows:

93-100% A
 90-92% A-
 88-89% B+
 83-87% B
 80-82% B-
 78-79% C+
 73-77% C
 70%-72% C-
 60-69% D
 59% or below F

A | Above proficient: work is above and beyond the expectations. The student exceeds, in an exemplary manner, all primary objectives for the course. Work and effort are consistently at a very high level, and the student demonstrates resourcefulness in the execution of assignments, strong leadership qualities, and participation in class culture. The student is able to demonstrate enhanced skills, sound critical thinking ability, and a high level of initiative and self-direction.

B | Proficient: work is complete and competent. The student meets the expectations and learning objectives of the course. The quality of executed work is generally above average and, in some ways, goes beyond the requirements of the instructor. Initiative and consistency are above average. The student contributes to the class dynamics in a positive and effective manner.

C | Below proficient: work is lacking depth and student does not have an understanding of the material. Work and effort of the student are marginal, and a limited basic understanding of the learning objectives for the course is demonstrated. Initiative is weak and the student requires constant encouragement by the instructor. Contributions to the class environment are nominal.

D-F | The student does not demonstrate the understanding, knowledge, and abilities expected of student performance at this course level. Work and/or process of the student are deficient with respect to one or more of the major course objectives. The student has not demonstrated adequate mastery of the lessons and knowledge set out in the course objectives and has an attitude of indifference to class procedures, the quality of the work, and their approach to learning.

XI. University Wide Policies

Student Code of Conduct. Students are expected to know, understand, and comply with the ethical standards of the university, including rules against plagiarism, cheating, fabrication and falsification, multiple submissions, misuse of academic materials, and complicity in academic dishonesty.

<http://www.ucdenver.edu/life/services/standards/students/pages/default.aspx>

Accommodations

<http://www.ucdenver.edu/student-services/resources/disability-resources-services/accommodations/Pages/accommodations.aspx>

Academic Freedom

<http://www.ucdenver.edu/policy/pages/academic-Freedom.aspx>

Family Educational Rights and Privacy Act (FERPA)

<http://www.ucdenver.edu/anschutz/studentresources/Registrar/StudentServices/FERPA/Pages/default.aspx>

Attendance

http://www.ucdenver.edu/faculty_staff/employees/policies/Policies%20Library/OA/StudentAttendance.pdf

Discrimination and Harassment Policy and Procedures

<http://www.ucdenver.edu/about/departments/HR/HRPoliciesGuidlines/Documents/Nondiscrimination.pdf>

<https://www.cu.edu/sexual-misconduct>

Grade Appeal Policy

<http://www.ucdenver.edu/policy/Documents/Process-for-Grade-Issues.pdf>