UP312 Communication for Planners
Fall 2016

Class Meetings:
Lectures: Mondays; 1:00 PM - 1:50 PM, RM 225, Temple Buell Hall (TBH)
Lab: Wednesdays; 1:00 PM – 2:20 PM, 022 ACES ACF Instructional Lab

Instructor:
Prof. Arnab Chakraborty, arnab@illinois.edu
Office: TBH M230: Office Hours: Wednesdays 11:00 AM – 12:00 PM

Teaching Assistant:
Rojan Thomas, rtj2@illinois.edu
Location: TBH 227, Office Hours: Thursdays 12:30 PM to 1:30 PM

Introduction:
Excellent analysis is useful only when it is communicated clearly and effectively to its intended audience. To adopt or implement their recommendations, professional planners work with and often rely on others such as, coworkers, public officials, and community leaders. As a result, good communication is considered one of the primary, if not the primary, tool in a planner's toolbox. Mastery of different communication skills comes from understanding the broader field as well of specific planning situations that call for different approaches. It also requires practice.

Towards that goal, this course will help you explore and develop verbal, graphic, and quantitative communication skills. Our concern is with the development and integration of these skills, and their application to planning situations. You will develop these skills by doing exercises, critiquing them, and building on what you have learned from one week to the next.

The emphasis in this course will be on learning by doing. Readings and lectures will complement laboratory and take-home exercises. This kind of learning can be time consuming. Keep in mind too that this course satisfies an advanced composition requirement, and will involve thirty-five to forty pages of writing not including graphic work. **You must, therefore, be prepared to spend a significant amount of time on class-work and weekly exercises**.

At the end of this course, you should expect to:
1. have enhanced your verbal, graphic, and quantitative communication skills.
2. have a sense of the relevance of these skills in practical planning situations.
3. be comfortable with using different software applications taught in this course (but not necessarily become an expert user).

Organization:
This course is built around weekly cycles of learning and applying skills. Typically, on Mondays there will be a detailed discussion or demonstration of particular topics, we will review the prior week's work, and homework will be assigned. On Wednesdays you will learn technical aspects of particular programs and have the opportunity to work on exercises in class. You will

be able to discuss exercise related questions with the course instructor/TA. You may also visit us during our office hours so that we can provide additional help.

Weekly exercises and larger assignments are designed to build on previous ones. The feedback on one exercise will often be useful to a following exercise. So it is particularly important that you submit assignments on time. It is only by doing so that we can give you timely feedback.

Weekly Exercises
Weekly exercises will focus on the development of specific skills. Exercises will be graded on a scale of zero to 10. Most submissions will be due at 5:00 PM on Sundays (*except when noted otherwise),* so that we can return them to you in lab by following Wednesday. In addition, certain exercises will require presentations and printed submissions. All exercises require electronic submissions in PDF format on Illinois Compass by the deadline. ***Late submissions of weekly exercises will not receive any credit***. There will also be a few in-class exercises to track your progress and provide feedback. These will not be graded, unless otherwise noted.

Major Assignments
There will be two major assignments for the course. Each will receive a letter grade. The assignments will build on weekly exercises. A dedicated student with command of the materials will be able to incorporate work from many of the weekly exercises into the larger assignments with some modifications.

Final Project
The final project will be a planning process simulation in which the class will be divided into groups (such as planning department, chamber of commerce, homebuilders, etc.) and each group will develop a detailed argument advocating for their proposal or perspective. Grades for the final project will be based on an interim report, a final presentation and a report, and an individual assessment of the project and group work.

Participation and Attendance
Your active and interested participation in the course is counts for 10% of the grade. Attendance to all lectures and lab sessions is mandatory. More than two unexcused absences (or late arrivals; 3 late arrivals count as 1 absence) will result in a lowered grade.

Assignments and Grading
Your grade for this course will be based on the following:

- **Weekly Exercises: 20%**
- **Assignment 1: 20%**
- **Assignment 2: 20%**
- **Final Project: 30%**
- **Participation: 10%**

Final course grade will be based on the following distribution: 100-94 points = A, 93.9-90 = A-, 89.9-87 = B+, 86.9-84 = B, 83.9-80 = B-, . . . 59.9 – 0 points = F

Course Materials
Readings for this course are limited but important. Most instructional readings are for Monday lectures only. They include some chapters from each the following books and some journal articles:

- Berke, P., D. R. Godschalk, E. J. Kaiser, and D. Rodriguez. Urban land use planning. University of Illinois Press, 2006.
- Dandekar, H. C. The planner's use of information. Planners Press, 2003.
- Lynch, K. The Image of the City. Cambridge, Mass: MIT Press, 1960.

Digital copies of all the above readings will be posted on Illinois Compass. You do not need to purchase these books. Additional lectures, readings, exercises, and a number of tutorials will also be posted on Illinois Compass in advance of the classes. For all the assigned readings, you may print them out or read on-line. The syllabus will also be posted on Illinois Compass.

This course involves considerable computer-based work. *You must have an account on the Department's network and be able to use the network* (students registered in UP courses are assigned an account automatically). We will be utilizing Illinois Compass for communications, discussions and exercise management.

Prerequisites
You will be expected to understand basic planning vocabulary and have the ability of using Internet research tools and basic word processing software.

Course Policies
The volume of material to be covered and the cumulative nature of the material require your consistent participation and punctual attendance to scheduled classes and lab sections. Remember that this is a professional communications course, and our professional behavior is one of the most important aspects of it.

Arriving late or leaving early disrupts the class and may result in a reduction in your participation grade. Please avoid **cell phone use in class. If you have to use laptops, please ensure that they are not distracting to students sitting around you.** During lab sessions, students should also avoid using earphones and visiting websites that are unrelated to the instructional objectives. This course may elicit discussion of controversial topics. Please remain respectful of your peers.

You will be exposed to different software applications in this course by stepping through special tutorials after the instructor/TAs demonstrates its use. These tutorials, when possible, will be provided on the course site on Illinois Compass.

All homework assignments are to be submitted electronically through Illinois Compass and **should be in PDF file format only.** For online submissions, please put your name in the name of the file *in addition to* in the actual document. Other file formats will be penalized, and if we are unable to open them it may lead to your submission being considered void. **Do not submit any work files via email attachments**.

You are encouraged to talk to us in the class, during office hours and via the discussion board on Compass. You are encouraged to post content-related questions on the discussion board, rather than emailing to the instructor or TA, so that your fellow students can participate and benefit

from the discussions such questions generate. Initiating and contributing to discussions in the class and on Compass discussion boards is the best way to score high on the participation grade.

Academic Integrity
Please be aware of the university guidelines regarding academic integrity, which can be found under Article 1, Part 4 of the student code (http://www.admin.uiuc.edu/policy/code/). Academic dishonesty includes such things as cheating, inappropriate use of university equipment/material, fabrication of information, plagiarism (presenting someone else's work from any source as your own such as copying someone else's post), and so on. Academic dishonesty may be reported to the student's home department, the College of Fine and Applied Arts, and to the Senate Committee on Student Discipline.

Special Accommodations
If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as outlined or which will require academic accommodations, please notify me during the first week of the course.

COURSE OUTLINE

Week 1: 8/22, 8/24

Lecture: Course Overview;

Lab: Lab overview and organization

Introduce Assignment 1: Does your community need Complete Streets?

In-class exercise: "The Sprawl Brawl"

Week 2: 8/29, 8/31

Lecture: Professional Communications

Reading: Reference: Guzzetta, J. D., and S. Bollens. "Urban Planners" Skills and Competencies" Journal of Planning Education and Research 23, no.1 (2003) 96

Introduce Exercise 1: Briefing memo, and Exercise 2: Visual Display of Quantitative Information

Lab: Writing Memos

Week 3: 9/5, 9/7

Lecture: NO CLASS (Labor Day)

Lab: Visual Display of Quantitative Information; MS Excel Training

Reading: Yen, M. and York, G., Chapter 3: Information from secondary sources. Dandekar, H. C. (Ed.) The planner's use of information. Planners Press, 2003

Week 4: 9/12, 9/14

Lecture: Developing Planning Arguments

Reading: Kneupper, C. W. "Teaching argument: An introduction to the Toulmin model." College Composition and Communication 29, no. 3 (1978): 237-241.

Exercise 3: Analyzing and developing arguments

Lab: Argumentation Activity

Week 5: 9/19, 9/21

Lecture: Report Organization

Reading: Armentrout, V. N., Chapter 9: Written Communication. In Dandekar, H. C. (Ed.) The planner's use of information. Planners Press, 2003

Lab: Adobe InDesign Training

Week 6: 9/26, 9/28

Lecture: Writing Feedback

Lab: Work Session: Polish Assignment 1 submissions: apply multiple software

[Assignment 1 report due 5 PM on Sunday, 10/2; submit on IL Compass]

Week 7: 10/3, 10/5

Lecture: Planning, Zoning and the Development Process

Reading: Berke, P., D. R. Godschalk, E. J. Kaiser, and D. Rodriguez. Urban land use planning. Chapter 10. University of Illinois Press, 2006.

Introduce Assignment 2

Introduce Exercise 4: Looking at plans and ordinances

Lab: Review planning documents and zoning codes

Week 8: 10/10, 10/12

Lecture: Developing a Small Area Plan

Reading: Berke, P., D. R. Godschalk, E. J. Kaiser, and D. Rodriguez. Urban land use planning. Chapter 14. University of Illinois Press, 2006.

Introduce Exercise 5: From alternatives to a plan

In-Class Exercise: Sketch a land use plan

Lab: Adobe Illustrator Training

Week 9: 10/17, 10/19

Lecture: Envisioning Plans

Reading: Frank, A., Chapter 10: Graphic Communication. In Dandekar, H. C. (Ed.) The planner's use of information. Planners Press, 2003

Introduce Exercise 6: Imagining urban form

In-Class Exercise: List of physical changes you'd like to see

Lab: Adobe Photoshop Training

Week 10: 10/24, 10/26

Lecture: Planning for redevelopment

Reading: TBD

Lab: Adobe Tool Refresher

Week 11: 10/31, 11/2

Lecture: Peer-Review Assignment 2 Report Drafts

Lab: Work Session: Polish Assignment 2 submissions: apply multiple software

[Assignment 2 report due 5 PM on Sunday, 11/6; submit on IL Compass]

Week 12: 11/7, 11/9

Lecture: Stakeholders in the planning process

Introduce Final Project and Team Assignments

Lab: Google Sketch Up Training

Week 13: 11/14, 11/16

Lecture: Negotiation

Reading: Fisher, R., and W. Ury. *Getting to Yes: Negotiating Agreement Without Giving In*. Chapters. 1-3, Edited by B. Patton. Second Edition. New York, NY: Penguin Books, 1983

Lab: Work session: Project updates

*[Final Project interim memos (one per group) due at 5:00 pm on **Friday, 11/18** on IL Compass. I will share these reports on Compass for other groups to see.]*

Week 14: 11/21, 11/23

NO CLASSES: Fall Break

Week 15: 11/28, 11/30

Lecture: Other forms of Communication: Resumes and Cover Letters

Reading: Jones, W. W., and N. Macris. A career worth planning: starting out and moving ahead in the planning profession. Planners Press, American Planning Association, 2000.

In-Class Exercise: Prepare a cover letter and resume for an internship position

Lab: Work Session: Project Updates

Week 16: 12/5, 12/7

Lecture: Course summary; Feedback on draft presentation outlines.

Reading: Storey, A. W. Chapter 8. Speaking Skills for Presentations. Dandekar, H. C. (Ed.) The planner's use of information. Planners Press, 2003

Lab: Final Presentations

[Final Reports and Confidential Assessments are due on IL Compass at 5:00 pm on Monday, 12/12]
