CRP 6010
Innovation in City and Regional Planning

COURSE SYLLABUS AND SCHEDULE

Important Note: Any syllabus updates and new information that are made via emails and/or announced in class supersedes this syllabus.

Kyle Ezell, AICP, Associate Professor of Practice (You may call me “Professor Ezell,” “Professor Kyle,” or simply “Professor.”)

THE OHIO STATE UNIVERSITY City and Regional Planning Program
AUTUMN 2012
CLASSROOM: Knowlton 190
DAYS: Tuesdays and Thursdays
TIME: 3:55-5:18 pm
OFFICE HOURS: 2:00 pm to 3:00 pm on Tuesdays and Thursdays
CREDITS: 3

GET IN TOUCH WITH PROFESSOR EZELL:

Email: ezell.5@osu.edu. I check emails as much as possible throughout the week. When you email me, please write “6010: YOUR NAME” in the subject line.
Phone: You may call me any time between 9 a.m. and 9 p.m. at 614.580.8564. Leave a message and I will return your call as soon as possible.
Office: Knowlton 223. My schedule is tight this quarter but I will be in my office on Tuesdays and Thursdays from 2:00 pm to 3:00 pm. If at all possible, due to the significant number of students I teach this year, it is best if you make an appointment to see me during this time. I can also meet with you after class lectures.

COURSE DESCRIPTION: What will it take for you to learn to become a true leader who can offer up big, cutting-edge, yet implementable ideas? In this class, you will learn to become a city planning innovator by individually researching planning innovations and proposing out-of-the-box solutions for Franklin County, Ohio.

FRANKLIN COUNTY, OHIO: Franklin County is the second largest populous county in Ohio with a population of 1,163,414 (Census 2010). Unlike many Ohio counties, Franklin County is growing. (The county increased nearly 9% from 2000.) Franklin County itself makes up around 10% of the state population.

PREREQUISITES: For the course to be successful you must be open to the idea of becoming a confident planning innovator and leader. You also must bring a positive attitude that will contribute to the class’ progressive tone, tempo, and discourse that I insist on.
COURSE PARADIGM: You will understand and analyze the concept of innovation in places (both international and domestic) by scrutinizing existing ideas, processes, programs, projects, and developments, and determining their levels of stability/status quo, risk/reward, “boringness,” and audacity. You will measure/define the outcomes (and transferability) of a variety of planning ideas and (generally) seek answers to the following questions (among others):

- The definition of “innovative” and “innovation.”
- Where and how does the spark of innovation begin, how does it grow, and what steps / hurdles are needed for the idea to be implemented?
- Why are some cities seen as “sexy” and others as boring, and how (or if) this determination relates to innovative urban planning principles and whether or not they are implemented?
- What innovations cause a city to be considered a model?
- Are some cities universally innovative? In other words, can a city be national or world leader in one aspect of planning and lag in others?
- Does innovation breed more innovation? (A: Yes)
- What is the relationship between the level of local innovation and successful cities?
- Is there a relationship between a city’s level of local innovation and the educational attainment of its residents?
- What is innovation’s relationship to globalization and managing change?
- What (and where) are copy-cat cities? What is innovation (imitation) diffusion? Will innovations that work in one city work in all cities?
- Which cities are not innovative and how is this measured?
- What is the difference between real and abstract innovations?
- Why is innovation rare in cities?
- What are the positive (and negative) outcomes of innovations in cities?
- Is Franklin County, Ohio innovative?
- Is the word and concept “Innovative” innovative?
- How do you take what you have learned and offer a remarkable, game-changing idea that can be implemented in a professional and effective way?

COURSE GOAL: Growth and discovery by every student and a clear understanding for what is possible in the field of urban planning.

Course Format
Class lecture, student debate and discussion, group and individual research, student presentations and critiques, research, report writing, and graphic design.

REQUIRED BOOKS:

_Poke the Box_ by Seth Godin. (On Amazon at time of writing for $7.18)

Recommended book:

COURSE READINGS:

You will be assigned many course readings over the quarter. Please read these and be ready to discuss them in class.

WHY IS THERE NO SCHEDULE IN THIS SYLLABUS?

In this particular elective, it is important that the class be as nimble as possible; therefore, it is not practical to provide a rigid timeline with specific items on a week-by-week schedule (as might be found in an undergraduate course.) Please be alert to announcements made in class and/or over email.

GRADING

1. Your Innovative Idea and its associated ‘Implementation Plan’ for a specific geography of Franklin County, Ohio (80 points)

2. >1.5 minute promotional video (20 points)

Scale:

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
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<tr>
<td>A-</td>
<td>90-92.9</td>
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<tr>
<td>B+</td>
<td>87-89.9</td>
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<td>B</td>
<td>83-86.9</td>
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<tr>
<td>B-</td>
<td>80-82.9</td>
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<td>77-79.9</td>
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<td>C</td>
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<tr>
<td>C-</td>
<td>70-72.9</td>
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<td>D+</td>
<td>67-69.9</td>
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<td>D</td>
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<td>D-</td>
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A more detailed breakdown of how you will be graded follows below:

3. Your Innovative Idea and its associated ‘Implementation Plan’ for a specific geography of Franklin County, Ohio (80 points)

3 drafts worth 20 points and 20 points for your final product.

You will provide several drafts of your designed document for implementing a great idea for Franklin County. The Franklin County Planning Department will review your work (and your classmates’ work) and choose which of the ideas will be presented to the Franklin County Commissioners.
Each of the three drafts will be reviewed by me and by your peers. Three entire class periods will be used for peer review and comment.

Required software: Adobe CS6 including Photoshop, Illustrator and InDesign. (Older packages are acceptable.) All planners should know these tools. (If you don’t, it’s not difficult, simply take the time to learn it.) For videos, prepare in advance to make sure your video is produced in a timely manner and to avoid potential frustration.

Research outside of class:

In order to come up with an innovative idea for Franklin County, you will need to know the particular geography of Franklin County that you will be researching. Therefore, you will be required to visit and get to know your idea’s geography.

Grading criteria:

**Content quality: (56 points)**
(14 points X 3 drafts and final draft 14 points.)

Requirements:

- Concise writing.
- Proof that your idea will work.
- (If applicable) How the idea is used in other cities and how your idea will become a Franklin County original?
- Provide detailed information so that Franklin County officials and Franklin County planners will be able to implement your idea. Give them an easy “how-to.”
- Be as creative as possible.
- These documents work best in a two-sided 8 ½ X 11 color booklet, but please use the format that is best for your project.
- **You will be required to print off color copies of your InDesign Report and provide a .pdf file (for final draft).**

**Document Design: (24)**
(Drafts X 3: 6 points / Final: 6 points)

Requirements:

- quality images
- smart, professional design
- content that universally-understandable.
- a stunning document that will please/excite/inspire Franklin County officials and residents
• a piece you will be proud to add to your professional portfolio

4.  >1.5 minute promotional video (20 points)

Videos have power. They influence opinions. Shooting, producing and editing a short video is an excellent way to hone your skills as a professional communicator. You will produce a project video (maximum length of 1:30) that describes/advertises your plan proposal in a compelling way. Your video quickly, clearly, and comprehensively describe your idea for a Franklin County geography. Any videos that are longer than 1.5 minutes will not be accepted and will receive an E. (Absolutely no exceptions.)

You may use any video editing software program that works for your project that will produce a high-quality video. It is your responsibility to learn video editing software and you will have to train yourself how to do this. Do not wait until the last minute to learn and become expert in video software. Prepare in advance to make sure your video is produced in a timely manner and to avoid potential frustration.

Video grading criteria:

Graphics/AudioVideo Quality (10 points)
Overall Effectiveness (Message/Story/Conclusion) (10 points)

You will start the video-making process when your document is in good shape and you are satisfied with the direction it is taking. Near the end of the term, peer and instructor video critiques will be scheduled.

Important: In this course I stress that one of the major points of this class is for you to “put yourself out there” as a planning innovator. In order for this to be accomplished you will have to be willing to share your ideas outside of the classroom. I will be distributing a waiver to release your video to the press (which could include the KSA website and local media in the Columbus area including blogs and other internet outlets, television, radio, and newspapers (or perhaps none of these). Don’t be afraid! Be an innovator.

Everyone who takes this class must also agree to attend the Franklin County Commission Meeting at the end of the semester where they will watch three student presentations (including the videos) featuring ideas and innovations that will be chosen by the Franklin County Planning Department.

ATTENDENCE, PARTICIPATION, AND PARTICIPATION

The importance of attendance
Unexcused absences are never acceptable and as graduate students you should never miss a class. *Please do not miss.* I reserve the right to deduct points from a final grade for students who decide not to attend. Please consider that even if you miss one class, your grade could suffer. (And if you miss an entire week of class, your grade will most certainly be in jeopardy.) It is your responsibility to sign the attendance sheet that will be passed around during every class. If your name is not on the attendance sheet, you are considered to be absent.

**Participation**

This correlates with attendance, but I will be aware of your level of participation in the class. Unlike many other classes you may have taken before, I believe that graduate students should not be rewarded for participating—something that you should automatically be doing anyway. I reserve the right to deduct points off of your final grade at my discretion if you are not engaging in discussion generally contributing.

**Presentations**

You will be making informal and formal presentations throughout the quarter. I expect you do be very well-prepared in your delivery and I will assume that your passion for and ownership of your idea will be evident. If you are not prepared and you are detached, I reserve the right to deduct points off of your final grade.

**IMPORTANT ADDITIONAL NOTES**

**Grading:** All grading will be done as fairly and as consistently as is reasonably possible. Students wishing to appeal the grading of an assignment must make the appeal in writing within 5 calendar days after an assignment is returned.

**Plagiarism will not be tolerated in the classroom.** Plagiarism is passing off as one’s own ideas, words, writings, etc., which belong to another. You are committing plagiarism if you copy the work of another person and turn it in as your own even if you have the permission of that person. Any instances of academic misconduct will be reported to the Committee on Academic Misconduct (University Rule 3335-5-487).

**You may not do outside work during class:** This class is too busy to become a study hall for other coursework. Please concentrate only on the material from 2110 during the class period.

**Being late for class:** Please don’t be late.

**Turning in Assignments and Assignment Lateness:** Late assignments up to 24 hours will receive a deduction of TWO letter grades. Assignments later turned in later than 24
hours after the official deadline will be considered missing. Missing assignments will receive 0 points. (Except for extreme situations upon approval of the instructor.)

**Texting:** You are prohibited from texting in class and I have a zero tolerance policy for this. If you are caught texting during class OR during the exercises, you will be immediately called out (and potentially asked to leave).

**Phone use:** You may not answer your phone in class. Please turn your ringers down. If you have an emergency please let me know and you may be able to take the call outside. Otherwise you will be courteous by not talking on your phone.

**In-class computer use:** There is no reason for you to use a computer during class lectures so I do not allow them to be used unless otherwise indicated or announced. You will be asked to close your computers during class if you break this rule. Later in the quarter, we will employ the use of personal laptops and the web for class; you will be required to bring and use your computers for the last few periods.

**Incomplete grades:** Please assume that you will not be granted an incomplete due to high course load or time constraints. The material in this fast-paced, team-oriented course will impossible to make up later.

**Professional conduct:** Students are expected to conduct themselves in a professional manner and to abide by the provisions in the Code of Student Conduct. Students should appreciate diversity, and they should conduct themselves professionally with members of the same or opposite gender and/or from different ethnicities and cultures.

Students should represent themselves in a professional manner in forums that have public access. This includes information posted on social networking sites such as Facebook. Information on these pages is often screened by potential employers, and unprofessional material can have a negative impact on job or graduate school prospects.

Any forms of sexual harassment or intimidation will not be tolerated. The University’s Code of Student Conduct and Sexual Harassment Policy are available on the OSU web page. Sexual harassment includes inappropriate behavior among two or more students; between students and faculty; and among faculty. The actions can take place in physical, verbal, or written forms. When a complaint is received, the situation will be investigated by the academic department and possibly by the police even if the harassment was done anonymously or possibly as a jest. Being found guilty of harassment, even if it was nominally done in jest, can be professionally damaging.

**Disability Statement:** Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability
Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.

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