CRPLAN 4430:

Creative Placemaking I: Building Creative Communities, Economies, and Analyses

Instructor: Leo Vazquez

This is the first of two courses on Creative Placemaking (the second is in Spring 2014). Each course has three modules. Between each module is a week for written summative work. After all six modules, students can choose to add on a one-credit independent studio project to earn a Master Practitioner Certificate in Creative Placemaking.

Module I: Building creative communities
This module introduces the theory of creative placemaking and describes how it can be used to enhance quality of life in communities. Students will explore the recorded and potential impacts of the arts on such issues as community building, cultural expression, civic participation and enhancing personal well-being.

By the end of this module, students should be able to:

- Explain the theory and history of creative placemaking
- Explain how creative placemaking can and does enhance individual and collective well-being in communities.
- Identify model practices in creative community building

Outline:
Week 1: Theory and history of creative placemaking
Week 2: Community building through creative placemaking
Week 3: Enhancing civic participation through creative placemaking
Week 4: Enhancing personal well-being through creative placemaking

Module II: Building creative economies
In this course, students explore the role of creative placemaking in building stronger and more sustainable local economies. Students will get an overview of such topics as cultural tourism, the artist’s dividend, creative economy development, and the role of creative placemaking in enhancing the climate for investment.

By the end of this course, students should be able to:

- Identify the wide variety of economic benefits creative placemaking can provide to communities.
- Explain how creative placemaking can promote more sustainable and resilient local economies.
Explain how arts and culture-based economic development strategies can both enhance and inhibit community development goals.

Outline:
Week 1: Theories of economic development through arts and culture
Week 2: Creating jobs and increasing wealth through creative placemaking
Week 3: Enhancing market conditions for investment unrelated to creative placemaking
Week 4: Revitalization and gentrification: When economic development strategies help and hurt community development goals

Module III: Analysis for creative placemaking
What information do creative placemakers need? How do they get it? This course explores methods of quantitative and qualitative analysis that are most relevant for creative placemaking. Students will be introduced to commonly used sources of statistical information, such as County Business Patterns; develop their ability to critique planning and land use documents; and explore the benefits and limitations of qualitative analysis such as focus groups, surveys, and image-related content analysis.

By the end of this course, students should be able to:
- Identify and demonstrate the use of sources of quantitative data
- Assess planning and regulatory documents to determine the extent to which they promote or inhibit creative placemaking
- Identify and select methods of qualitative analysis.

Outline:
Week 1: What should we know to make well-informed decisions in creative placemaking?
Week 2: Using indicators to see relationships and predict outcomes -- benefits and limitations
Week 3: Asking who, what, where, when, how, why, if and more...
Week 4: Creative tools for gathering information