



Creative Placemaking Certificate

Define, design and relate the story of creative placemaking by using arts and cultural strategies to implement community-led change, increase vibrancy and improve economic conditions.

2020

NJIT Launches
Creative Placemaking Hub

21M

Grants Issued
by the NEA

90

Professional
Development Hours Earned

Course Description

Creative Placemaking is a tool used to transform neighborhoods, cities and communities through the revitalization of arts and culture. It can help revitalize local economies, stabilize neighborhoods, promote businesses and provide jobs.

Develop the skills to initiate, collaborate and contribute to community renewal as a Certified Creative Placemaker.

Who Should Attend?

Anyone who chooses to be a leading agent of change in a community including civic leaders, planners, community and economic development professionals and artists.



Topics Covered

- Core Concepts & Case Studies
- Team Mission & Visioning
- Creative Assets Inventories
- Working Across Sectors
- Creative Placemaking Plan
- Funding & Policies
- Getting the Message Out
- Building the Case for Creative Placemaking
- Community Engagement
- Real Estate/Housing-Residential
- Commercial Real Estate
- Local Regenerating & Partners
- Social Equity
- Focus on Trauma-Informed Placemaking
- Transportation
- Sustainable Growth
- Public Art
- Importance of Design
- Evaluating the Impact

Key Benefits

During this course you will develop strategies for infusing arts and culture into community and economic development planning.

- Build and direct effective leadership teams
- Understand sector-specific vocabulary
- Establish cross-sector communication
- Demonstrate inclusive and sustainable visioning and planning

Why NJIT?

NJIT is recognized as a top 10% university nationally* and one of only 32 polytechnic universities in the United States. Over 75,000 employees, working in 665 New Jersey organizations, have been trained by NJIT's Division of Continuing Professional Education since 1990.

*QS World University Rankings® 2020



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