Professional Practice: Pre-Design, Project and Office Administration

Design methodology, typology programming, site analysis, budget formulation and pro forma procedures, office management emphasizing professional service and ethics as well as project management focusing on the architect’s responsibilities during construction.

1. Course Overview and Objectives

As an overall examination of the activities and skills that make up the daily activities of the architect, the course is designed to introduce the student to the scope of services and areas of responsibility that are encountered in the practice of architecture.

The course is divided into 4 main topic sections:

1. The Profession
2. The Practice
3. The Project
4. The Promise—Contracts and Agreements

The goal of the course to develop in the student a broad understanding of the basic areas of professional practice balancing architectural services with business practices.

2. Grading: Final grade as a percentage of course requirements/activities

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<thead>
<tr>
<th>Requirement</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class Participation/Attendance/Presentations</td>
<td>20%</td>
</tr>
<tr>
<td>Class Quizzes* (12-15 “pop” quizzes)</td>
<td>40%</td>
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<tr>
<td>Assignment</td>
<td>10%</td>
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<tr>
<td>Mid-Term Exam</td>
<td>15%</td>
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<tr>
<td>Final Exam</td>
<td>15%</td>
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*NOTE: All quizzes will be based on the assigned readings for that day

3A. Protocols and Class Attendance:

Attending all class meetings is essential to earn 20% of your grade. No absences will be excused without proper documentation. Late arrivals, disappearances or early departures will be considered absences. Quizzes will be given during most class sessions. Often times the quizzes will be given in two parts during different portions of the class. Unexcused absences will affect your grade. Each quiz score does affect your grade—unless otherwise noted. Absences may lead to failure of the course, even if the course work is completed and test scores indicate a passing grade. Refer to current USC School of Architecture Approved Attendance Guidelines for additional information. These guidelines will be enforced throughout this course.

3B. Timeliness and Deadlines

All work is to be done on time to receive full credit. Work not completed at the time of the due date will receive a reduction of one full letter grade. Unsatisfactory performance reports will be issued to students whose work is not satisfactory. An “Incomplete Grade” (IN) is limited by University policy to cases of extended documented illness or family emergency and will be only be issued to students having a passing grade in the last weeks of the semester.
4. Plagiarism
University guidelines regarding plagiarism pertain to original student work. Each student is expected to perform their own class assignments, take quizzes and complete exams. Assistance received or the flagrant appropriation of the work of others will be considered as non-original work and will be treated as plagiarism.

5. Accreditation
The USC School of Architecture’s five-year BARCH degree is an accredited professional architectural degree program. All students can access and review the NAAB Conditions of Accreditation (including the Student Performance Criteria) on the NAAB Website http://www.naab.org/accreditation.

6. Students with Disabilities
Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to the instructor as early in the semester as possible. DPS is located in STU 301 and is open 8:30AM-5PM, Monday through Friday. The phone number for DSP is (213) 740-0776.

7. Academic Integrity
USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one’s own academic work from misuse by others as well as to avoid using another’s work as one’s own. All students are expected to understand and abide by these principles. Scampus, the Student Guidebook, contains the Student Conduct Code in Section 11.00, while the recommended sanctions are located in Appendix A: http://www.usc.edu/dept/publications/SCAMPUS/gov/ Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: http://www.usc.edu/student-affairs/SJACS/.

Membership in the academic community places a special obligation on all members to preserve an atmosphere conducive to the freedom to teach and to learn. Part of that obligation implies the responsibility of each member of the USC community to maintain a positive learning environment in which the behavior of any individual does not disrupt the classes of teachers or learners. It is the responsibility of the individual faculty member to determine, maintain and enforce the standards of behavior acceptable to preserving an atmosphere appropriate for teaching and learning. Students will be warned if their behavior is evaluated by the faculty member as disruptive. Sanctions may include a range of responses from immediate removal from class to referral to the appropriate academic unit and/or the Office of Student Judicial Affairs and Community Standards to review pertinent alleged university violations of ethical and behavioral standards. Significant and/or continued violations may result in administrative withdrawal from the class.
8. Required Text

Additional, Optional Texts

Part 1: The Profession
Introductory Lecture
01/07/19 00-00-01 Running a Design-Focused Practice Like You Mean It!

Readings/Notes

D.1 Stakeholder Roles in Architecture: Understanding of the relationships among key stakeholders in the design process—client, contractor, architect, user groups, local community—and the architect’s role to reconcile stakeholder needs.

Chapter 1: Professional Life
01/9/19 Ch1, 1.1,1.2 The Profession Pgs. 2 thru 21

D.1 Stakeholder Roles in Architecture: Understanding of the relationships among key stakeholders in the design process—client, contractor, architect, user groups, local community—and the architect’s role to reconcile stakeholder needs.

01/14/19 Ch1, 1.3, 1.4 Ethics and Professional Conduct Pgs. 22 thru 43
a. AIA Code of Ethics
b. CAB, Architects’ Practice Act, Rules of Professional Conduct

D.5 Professional Conduct: Understanding of the ethical issues involved in the exercise of professional judgment in architectural design and practice and understanding the role of the NCARB Rules of Conduct and the AIA Code of Ethics in defining professional conduct.

D.4 Legal Responsibilities: Understanding of the architect’s responsibility to the public and the client as determined by regulations and legal considerations involving the practice of architecture and professional service contracts.
D.1 Stakeholder Roles in Architecture: **Understanding** of the relationships among key stakeholders in the design process—client, contractor, architect, user groups, local community—and the architect’s role to reconcile stakeholder needs.

**01.21.19 Holiday**  
**Martin Luther King Day: No Class meeting**

**01.25.19**  
**Last day to register and add classes or drop without a “W” and with 100% refund.**

**01.28.19**  
Ch1.4,1.9, 1.10  
The Regulation of Professional Practice  
Pgs. 34-45,71-81

- a. Licensing  
- b. IDP  
- c. NCARB  

D.5 Professional Conduct: **Understanding** of the ethical issues involved in the exercise of professional judgment in architectural design and practice and understanding the role of the NCARB Rules of Conduct and the AIA Code of Ethics in defining professional conduct.

**Chapter 2: Legal Dimensions of Practice**

**01.30.19**  
Ch2, 2.3  
Architects and the Law  
Pgs. 91 thru 134

- a. Intellectual Property
- b. Codes and Regulations
- c. Laws governing Business

**D.4 Legal Responsibilities:** **Understanding** of the architect’s responsibility to the public and the client as determined by regulations and legal considerations involving the practice of architecture and professional service contracts.

**B.3 Codes and Regulations:** **Ability** to design sites, facilities, and systems that are responsive to relevant codes and regulations and include the principles of life-safety and accessibility standards.

**GUEST SPEAKERS:** **Jennifer Hughes, Partner, Hughes Media Law, Beverly Hills, CA**  
[http://www.hughesmedialaw.com](http://www.hughesmedialaw.com)
Course Outline: Reading Assignment
Arch 525: Professional Practice, Spring 2019
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Chapter 1, 2, 3: Professional Development
02/04/19 Ch1, 1.7 Developing Leadership Skills Pgs.57 thru 61
Ch1, 1.8 Mastering Communication Skills Pgs. 61 thru 71

D.1 Stakeholder Roles in Architecture: Understanding of the relationships among key stakeholders in the design process—client, contractor, architect, user groups, local community—and the architect’s role to reconcile stakeholder needs.

GUEST SPEAKER: Krista Becker FAIA, Zimmer Gunsul Frasca Architects LLP, “Mastering Communications and Developing Leadership Skills”

Part 2: The Practice
Chapters 2, 3 & 4:
02/06/19 Chapter 2 & 3: Firm Development (Developing a Practice)
Ch2, 2.1 Starting an Architecture Firm Pgs. 93 thru 101
Ch2, 2.2 Firm Legal Structures Pgs. 102 thru 111

D.1 Stakeholder Roles in Architecture: Understanding of the relationships among key stakeholders in the design process—client, contractor, architect, user groups, local community—and the architect’s role to reconcile stakeholder needs.

D.4 Legal Responsibilities: Understanding of the architect’s responsibility to the public and the client as determined by regulations and legal considerations involving the practice of architecture and professional service contracts.

02/11/19 Ch3, 3.1 Firm Identity, Image & Expertise Pgs. 135 thru 141

D.3 Business Practices: Understanding of the basic principles of a firm’s business practices, including financial management and business planning, marketing, organization, and entrepreneurship.

GUEST SPEAKER: Matt Clayman, Brand Strategist, Clayman Co. LLC, “USC & Branding YOU”

02/13/19 Ch3, 3.2 Marketing Strategy & Planning Pgs. 137 thru 153
Ch3, 3.3 How Clients Select Architects Pgs. 154 thru 165

D.2 Project Management: Understanding of the methods for selecting consultants and assembling teams; identifying work plans, project schedules, and time requirements; and recommending project delivery methods.

02.18.19 Holiday President’s Day: No Class meeting

02/20/19 Ch4, 4.1 Financial Planning Pgs. 185 thru 194
Ch4, 4.3 Maintaining Financial Health & Navigating Economic Cycles Pgs. 201 thru 209

Fulfills B.10 Financial Considerations: Understanding of the fundamentals of building costs, which must include project financing methods and feasibility, construction cost estimating, construction scheduling, operational costs, and life-cycle costs.
D.4 Legal Responsibilities: *Understanding* of the architect’s responsibility to the public and the client as determined by regulations and legal considerations involving the practice of architecture and professional service contracts.

**Part 3: The Project**

Chapters 5 thru 10:

- **02/27/19**  Ch5, 5.1  Life of a Project  Pgs. 275 thru 291
- **02/27/19**  Ch5, 5.2  Defining Project Services  Pgs. 292 thru 300

Fulfills B.10 Financial Considerations: *Understanding* of the fundamentals of building costs, which must include project financing methods and feasibility, construction cost estimating, construction scheduling, operational costs, and life-cycle costs.

D.2 Project Management: *Understanding* of the methods for selecting consultants and assembling teams; identifying work plans, project schedules, and time requirements; and recommending project delivery methods.

**Arch 525 Midterm distributed on 02.28.18. Due: 03.07.18, 12 Noon SGM123**

- **03/04/19**  Ch5, 5.2  Architectural Services & Compensation  Pgs. 292 thru 300
- **03/06/19**  Ch6, 6.1  Programming  Pgs. 301 thru 311

**03.10.19 - 03.17.19 Spring Break**

- **03/18/19**  Ch6, 6.2  Evidence-Based Design  Pgs. 311 thru 311
- **03/20/19**  Ch6, 6.3  Sustainable Design  Pgs. 318 thru 331
- **03/20/19**  Ch6, 6.4  Environmentally Preferable Product Selection  Pgs. 332 thru 343

Fulfills B.10 Financial Considerations: *Understanding* of the fundamentals of building costs, which must include project financing methods and feasibility, construction cost estimating, construction scheduling, operational costs, and life-cycle costs.

**Chapter 7 & 8: Project Development**

- **03/25/19**  Ch7, 7.1  Design Phases  Pgs. 344 thru 355
- **03/27/19**  Ch7, 7.3  Bidding or Negotiation  Pgs. 386 thru 394
  Ch7, 7.4  Construction Contract Admin  Pgs. 395 thru 422
- **04/01/19**  Ch7, 7.4  Project Closeouts  Pgs. 395 thru 412

GUEST SPEAKERS: Ryan J. Kohler, Attorney at Law, Collins Collins Muir + Stewart LLP
### Course Outline: Reading Assignment

**Arch 525: Professional Practice, Spring 2019**  
**School of Architecture, SGM 123**

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<th>Chapter</th>
<th>Topic</th>
<th>Pages</th>
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<tr>
<td>04/03/19</td>
<td>Ch8, 8.1</td>
<td>Project Delivery Methods</td>
<td>Pgs. 423 thru 432</td>
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<tr>
<td>04/05/19</td>
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<td><strong>Deadline Last Day to Drop with a Mark of “W”</strong></td>
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<td>04/08/19</td>
<td>Ch8, 8.2</td>
<td>Integrated Project Delivery Overview</td>
<td>Pgs. 433 thru 444</td>
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<td>Ch8, 8.3</td>
<td>Emerging Issues in Project Delivery</td>
<td>Pgs. 444 thru 451</td>
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<td>04/10/19</td>
<td>Ch9, 9.1</td>
<td>Managing Architectural Projects</td>
<td>Pgs. 452 thru 470</td>
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<td></td>
<td>Ch9, 9.2</td>
<td>Project Scheduling</td>
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<td>04/15/19</td>
<td>Ch9, 9.3</td>
<td>Construction Cost Management</td>
<td>Pgs. 475 thru 490</td>
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<td>04/17/19</td>
<td>Ch9, 9.4</td>
<td>Project Controls</td>
<td>Pgs. 491 thru 503</td>
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<td>04/22/19</td>
<td>Ch10, 10.1</td>
<td>Community Planning Controls</td>
<td>Pgs. 504 thru 524</td>
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<td></td>
<td>Ch10, 10.2</td>
<td>Building Codes and Standards</td>
<td>Pgs. 525 thru 540</td>
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<td>04/24/19</td>
<td>Ch11, 11.1</td>
<td>Agreements with Owners</td>
<td>Pgs. 542 thru 551</td>
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<td>Ch11, 11.3</td>
<td>Project Design Team Agreements</td>
<td>Pgs. 568 thru 578</td>
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<td>Ch12, 12.1</td>
<td>AIA Documents, An Overview</td>
<td>Pgs. 590 thru 648</td>
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**D.4 Legal Responsibilities**: Understanding of the architect’s responsibility to the public and the client as determined by regulations and legal considerations involving the practice of architecture and professional service contracts.

**Part 4: “The Promises” (Contracts and Agreements)**

Chapter 11 & 12: AIA Documents and Types of Agreements

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**D.4 Legal Responsibilities**: Understanding of the architect’s responsibility to the public and the client as determined by regulations and legal considerations involving the practice of architecture and professional service contracts.
B.3 Codes and Regulations: Ability to design sites, facilities, and systems that are responsive to relevant codes and regulations and include the principles of life-safety and accessibility standards.

04.27.19 to 04.30.19 Study Days

05.03.19 Final Exam: Fri. 05.03.19 11:00 to 1:00 PM, Location TBA