

USC Architecture 530

Syllabus Fall 2017 (readings and field trips will be update in August 2017)

Landscape Architecture Professional Practice

3 Units:

No Prerequisites

Class Meets in Watt 212 Wednesdays 8:30 am to 10:20 am

Instructor: Esther Margulies ASLA

Contact Information:

Office: 213 364 7397

Email: emarguli@usc.edu

Office hours: Wednesdays 11 am to 12pm or By Appt.

Blackboard address:

Introduction and Purposes

Course Objectives:

The purpose of this course is an introduction of the principles, practices, ethics, areas of concern, and types of organizations in the landscape architecture profession. Students will be introduced to a wide variety of practice types and practitioners. Topics include history of the profession, practice management, project management, risk management, practice ethics, licensure, marketing and the laws and guidelines that guide landscape architecture. Guest lecturers and field trips will illustrate the importance of collaborative relationships between landscape architecture and the allied professions of architecture, urban design, civil engineering and planning. Students will develop tools to think critically about their goals for practice type and structure.

Students will be required to attend local field trips to offices of landscape architects to observe their work and the office environment. These field trips will require travel time before and after the class time. It is the student's responsibility to arrange transportation, arrive on time and prepare a summary of each field trip.

Students will utilize all of the communication skills required in practice including writing assignments, verbal presentations and graphic assignments.

Readings and project assignments will be distributed in class and on the Class Blackboard. Readings must be completed before the class meeting. In-class assignments are mandatory. Field trips are mandatory. All work in this class is expected to meet the established USC standards of academic integrity.

This syllabus is subject to change based on the availability of guest lecturers and field trip sites.

Part 1 – Knowledge of the Profession

Week 1

Class Intro /Where did this Profession come from? Who invented Landscape Architecture? Where is it going?

1. Review of Class Semester Objectives, Evaluation Criteria, Assignments and Contact Information
2. Student Self Introductions
3. A quick history of the profession

Discussion : What is Landscape Architecture Now and Future?

Food for thought - <https://vimeo.com/album/4012058>

Assignment # 1 What is recognized as the best work of the Profession? Choose a project from the following sources: <http://www.publicspace.org/en/prize>, <https://www.asla.org/honorsawards.aspx> write a 2 page essay on why the project is considered to be the best work of the profession. Document the historical precedents and relate the work to the body of work of the firm or designer.

Deadline Tuesday August 30th 8 pm

Reading Assignments to be completed BEFORE CLASS

- Rogers Pages 1 – 20
- Landscape Planning: A Brief History of Influential Ideas, Carl Steinitz 2009 posted on Blackboard

Week 2

Private and Public Practice, Project and Client Types

Exploration of practice types, project types, and client profiles. Client due diligence research.

1. Private Practice
2. Public Sector
3. Alternative Project Delivery

In Class Work – Development of Preferred Client/Project Lists

Assignment # 2 Resume and 2 page spread Portfolio Due TBD

Reading Assignments for this class:

- Rogers, Pages Chapter 2 Clients and Projects pages 53 – 168, Read pages 53 – 58, 148 -164 skim pages 59-147.

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Week 3

Project Services, Phases and Proposals, Contracts and Risk Management

Understanding typical project phases and types of services provided. Introduction to the structure and strategy of proposals. Conversion into contracts. How to manage design and performance risk.

A. Project Services and Phases

- PD, SD, DD, CD, CA

B. The Landscape Architect's Responsibilities, Client Responsibilities

C. Proposals, and Contracts

- Proposal Scope
- Fee Estimation
- Contracts Key Clauses

Reading Assignment this class:

- Rogers Chapter 4 pages 236 - 262
- XL Insurance Contract Guide for Design Professionals Pages 1 – 45 - Blackboard

Week 4

Practice Types, Sizes , Structure

Project Management

Understanding the roles of practitioners in various firm structures. Building an understanding of office project management infrastructure.

A. Practice Size – Does it matter?

S,M,L,XL Examples

What are the options, costs and benefits?

B. Tools to Manage Projects

- a. Scope
- b. Schedule
- c. Budget
- d. Project Team

In Class Work – Develop a Project Budget and Schedule

Reading Assignments for this class:

- Skim Rogers p. 171 - 234
- Landscape Architecture Magazine Firm April 2016 Office - Blackboard
- Rogers Chapter 10 p. 471 - 506

Assignment # 3 Linkedin Profile Deadline TBD

Week 5

Business Fundamentals: Accounting and Administration

- Office Finances
 - Time Keeping
 - Billing
 - Income Statements and Balance Sheets
 - Accounts Receivable and Accounts Payable
 - Projections
 - Strategic Planning
 - Work flow management

Reading Assignments for this class:

- Rogers p. 292 – 310, 324 – 350

Week 6

Practice laws and Codes

Review specific local, state and federal laws applicable to site design practice. Application of zoning codes, CC&Rs and other laws related to the practice of landscape architecture. Case study project.

A. Planning and Building Codes and Guidelines

- Local Zoning and Building Codes
- CA Building Codes
- Federal ADA Laws
- State CA 1881, Local Water Conservation

B. State Practice Act - CA

Discussion: What does protection of health safety and welfare mean?

Reading Assignments This Class:

- Rogers Chapter 11 p. 508 - 540
 - State of California Landscape Arch Practice Act - Blackboard

Week 7

Ethics

What are the ethical responsibilities in the practice of Landscape Architecture from project to global scale? Research tools, project legal requirements, practice discretion, future imperatives.

- Sustainable Sites Initiative
- LAF Project Performance Series

Discussion: What are our ethical responsibilities?

Reading Assignments This Class:

- *Peak Everything*, Eldar Shafir Metropolis July/August 2016 - Blackboard
- Rogers Chapter 11
- Sustainable Sites Overview pages vi – xxv Blackboard

Week 8

Research on Mid Term Paper Due tbd

Week 9

**Field Trip #1 – The Satellite Office -
Attendance is mandatory**

Readings: tbd on Blackboard

Week 10

Creativity and Collaboration

How can designers cultivate creativity? How do factors like environment, collaboration, experience affect your ability to be creative? Can we learn from other similar professions? What is your personality and how will it affect your role? [Jung Personality Test](http://www.humanmetrics.com/cgi-win/jtypes2.asp)
<http://www.humanmetrics.com/cgi-win/jtypes2.asp>

Reading Assignments This Class:

- Case Studies and articles tbd

Class Discussion – What makes you more creative/productive? What is your personality type?

Week 11

Field Trip #2

Attendance is mandatory

Reading/Viewing Assignments for This Class:

- <https://www.youtube.com/watch?v=k66yuVCdAmI>
- <http://www.architecturaldigest.com/story/rios-clementi-hale-studios-ad100>

Week 12 Practice Licensing, Professional Organizations and Marketing

In this class we will review the licensing process for Landscape Architects in the US and the value of professional organization membership. We will also discuss firm marketing and business development.

- **The Licensing Process**
- **CLARB**
- **ASLA and other professional groups**
- **Marketing and Business Development**

Reading Assignments for This Class:

- Rogers Chapter 1 pages 21 – 42, 373 – 406

Assignment # 4 Office Planning and Design Deadline TBD

Week 13 November 16 – Collaborative Practice

The importance of collaborative practice. Guests will include a panel discussion on the role of the landscape architect as seen by allied professionals and the value and necessity of integrated practice.

Guests: Rick Davis KPFF Engineers, tbd

Reading Assignments This Class:

- Tbd - Readings posted to Blackboard

Final Project Assignment will be introduced in this class.

Week 14 November 23, 2014 – No Class Thanksgiving Break

Week 15 November 30, 2016 Landscape Architecture Practice Panel

In this meeting we will have a panel discussion from a variety of local landscape architects in the Los Angeles Area. Firm leaders will talk about their offices, what kind of work they are doing and how their practices compare.

Panelists tbd

Study Week Dec 3 – 6

Exam Date Arch 530 – TBD

MLA Studio Final Reviews TBD

Required Text

Rogers, Walter, The Professional Practice of Landscape Architecture Second Edition, Wiley and Sons, Inc., 2011 Note: the first edition of this text is not acceptable

Bibliography – Readings from the following will be supplied via the class blackboard or distributed in class

Bibliography:

Rogers, Walter, The Professional Practice of Landscape Architecture Second Edition, Wiley and Sons, Inc., 2011 Note: the first edition of this text is not acceptable

Steinitz, Carl A Brief History of Planning Ideas, JOLA 2012

X.L. Insurance Companies, The XL Insurance Contract Guide for Design Professionals, 2007

IFLA, Code of Ethics,

<http://www.iflaonline.org/>

<http://www.iflaonline.org/index.php/profession/landscape-architecture>

Other International Associations

<http://www.chsla.org.cn/english.htm>

<http://www.kila.or.kr/>

<http://www.landscapeinstitute.org/>

California Landscape Architects Practice Act

http://www.latc.ca.gov/laws_regs/pa_all.shtml

City of Los Angeles Documents

Downtown Design Guidelines

<http://www.urbandesignla.com/resources/DowntownDesignGuide.php>

State of California Documents

Case Study Sources

<http://lafoundation.org/research/landscape-performance-series/>

Course Requirements and Grades

Students are required to attend lectures and field trips

Weekly reading assignments from the assigned text book and other selected articles generally posted to the class Blackboard are required reading and should be completed prior to the class for which they are assigned. Students must post a question on the reading on the Google Document for the class prior to the class meeting. Class discussions will be based on required readings and assignments.

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| • 4 Class Assignments | 40% |
| • Mid Term Paper | 25% |
| • Final Project | 25% |
| • Participation + Responses` | 10% |

Assignments submitted after the announced deadline will be penalized at a rate of 1/3 letter grade for each day late unless an acceptable excuse is presented by the student in advance of the deadline.

All assignments will be submitted via Blackboard. The Mid Term paper will be submitted via Turnitin.

Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu> or to the *Department of Public Safety* <http://adminopsnet.usc.edu/departments/departments-public-safety>. This is important for the safety of the whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage <http://sarc.usc.edu> describes reporting options and other resources.

Support Systems

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is

not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

Our class will be conducted in a way that reduces carbon and green house gas emissions.