

University of Southern California

School of Architecture

Spring 2017

Syllabus: Arch525, 3 Units (v.010917)

M-W: Noon to 1:50 PM

Office Hours: W: 11:00 AM or by appointment

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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

Class Participation/Attendance/Presentations	20%
Class Quizzes* (12-15 "pop" quizzes)	40%
Assignment	10%
Mid-Term Exam	15%
Final Exam	15%

*** 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. DSP 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/>

8. Required Text

The Architecture Student's Handbook of Professional Practice, 14th Edition, 2008, Wiley & Sons. Michael Hricak, FAIA, Editor. ISBN 978-0-470-08869-2 (alk. paper/cd)

Additional, Optional Texts

Professional Practice 101, Business Strategies and Case Studies in Architecture, Second Edition, 2006 Andrew Pressman, FAIA, Wiley & Sons,

ISBN 0-471-68366-3

Ethics and the Practice of Architecture, Wasserman, Sullivan and Palermo, 2000, Wiley & Sons

ISBN 0-471-29822-0

The Ethical Architect, The Dilemma of contemporary Practice, Tom Spector, 2001, Princeton Architectural Press,

ISBN 1-56898-285-2

Be Good: How to Navigate the Ethics of Everything. Randy Cohen, 2012, Chronicle Books.

ISBN-1-452-10790-4

Part 1: The Profession

Readings/Notes

Introductory Lecture

01/09/16 00-00-01 Running a Design-Focused Practice
Like You Mean It!

Lecture

Chapter 1: Professional Life

01/11/17 Ch1, 1.1,1.2 The Profession

Pgs. 2 thru 14

01.16.17 Holiday Martin Luther King Day: No Class meeting

01/18/17 Ch1, 1.2 Ethics and Professional Conduct
a. AIA Code of Ethics

Pgs. 15 thru 18

<http://www.aia.org/aiaucmp/groups/aia/documents/pdf/aiap074122.pdf>

b. CAB, Architects' Practice Act, Rules of Professional Conduct

<http://www.cab.ca.gov/pdf/publications/architectspracticeact.pdf>

01/23/17 Ch1, 1.3, 1.4 Leadership
Participating in Professional Organizations
Stewardship

Pgs. 19 thru 29

Chapter 2: Legal Dimensions of Practice

01/25/17 Ch2, 2.1 Architects and the Law

Pgs. 30 thru 44

a. Intellectual Property

b. Codes and Regulations

c. Laws governing Business

GUEST SPEAKER: Jennifer Hughes, Attorney at Law, Hughes Media Law

01.30.17 Last day to drop without a "W" and with 100% refund.

02/01/17 Ch2, 2.2 The Regulation of Professional Practice
a. Licensing

Pgs. 44 thru 50

<http://www.ncarb.org/Getting-an-Initial-License.aspx>

b. IDP

<http://www.ncarb.org/en/Experience-Through-Internships.aspx>

c. NCARB

<http://www.ncarb.org/Experience-Through-Internships/IDP2-Experience-Categories-Areas.aspx>

Chapter 3: Professional Development

02/06/17 Ch3, 3.1 Developing Leadership Skills

Pgs.51 thru 64

Ch3, 3.2 Mastering Communication Skills

Pgs. 64 thru 73

GUEST SPEAKER: Krista Becker FAIA, Zimmer Gunsul Frasca Architects LLP, "Mastering Communications"

Part 2: The Practice

Readings/Notes

02/08/17	Chapter 4: Firm Development (Developing a Practice)		
	Ch4, 4.1	Starting an Architecture Firm	Pgs. 76 thru 87
	Ch4, 4.2	Firm Legal Structures	Pgs. 87 thru 97
02/13/17	Ch4, 4.3	Firm Identity and Expertise	Pgs. 97 thru 109
	Ch4, 4.4	Team Building	Pgs. 110 thru 120

GUEST SPEAKERS: Film Producers: Stephen Nemeth, Michael LaFetra...

02/15/17	Ch4, 4.5	Marketing Strategy & Planning	Pgs. 121 thru 133
	Ch4, 4.6	How Clients Select Architects	Pgs. 133 thru 144

GUEST SPEAKER: Matt Clayman, Innovation Protocol, "USC & Branding YOU"

02.20.17 Holiday President's Day: No Class meeting

Chapter 5: Running a Practice

02/22/17	Ch5, 5.1	Financial Planning	Pgs. 145 thru 154
	Ch5, 5.3	Maintaining Financial Health	Pgs. 165 thru 173
02/27/17	Ch5, 5.4	Risk Management Strategies	Pgs. 174 thru 185
	Ch5, 5.5	Insurance Coverage	Pgs. 194 thru 200

GUEST SPEAKERS: Ryan J. Kohler, Attorney at Law, Collins Collins Muir + Stewart LLP

03/01/17	Ch5, 5.7	Information Management	Pgs. 218 thru 224
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Arch 525 Midterm distributed on 03.01.17. Due: 03.08.17, 12 Noon SGM123

03/06/17	Ch5, 5.8	Computer Technologies in Practice i. Building Information Modeling	Pgs. 225 thru 238
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GUEST SPEAKER: Kate Diamond, Design Principal, HDR Architects, "Integrated Project Delivery"

Part 3: The Project

Chapter 10: Building Codes and Regulations

03/08/17	Ch10, 10.1	Building Codes and Standards	Pgs. 533 thru 554
	Ch10, 10.2	Community Planning Controls	Pgs. 554 thru 568

GUEST SPEAKERS: LADBS Building & Safety/ Green Building/ Inspection Bureau

03.12.17 -03.19.17 Spring Break

Chapter 6: Project Definition

03/20/17	Ch6, 6.1	Defining Project Services	Pgs. 240 thru 248
	Ch6, 6.2	Professional Services & Compensation	Pgs. 249 thru 259
03/22/17	Ch6, 6.3	Programming	Pgs. 260 thru 267

Course Outline : Reading Assignment
Arch 525: Professional Practice, Spring 2017
School of Architecture, SGM 123

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03/27/17	Ch6, 6.4	Research & Analysis	Pgs. 267 thru 281
	Ch6, 6.5	Evidence Based Design	Pgs. 281 thru 292
03/29/17	Ch6, 6.6	Integrated vs. Traditional Practice	Pgs. 293 thru 302

Chapter 7: Project Development

04/03/17	Ch7, 7.1	Sustainable Design and Current Regulations	Pgs. 303 thru 318
	Ch7, 7.2	Sustainable Product Selection	Pgs. 318 thru 330

GUEST SPEAKER: Bill Schmalz, Technical Principal, Perkins + Will “Writing for Architects”

04/05/17	Ch7, 7.3	Building Design/Project Phases	Pgs. 330 thru 341
	Ch7, 7.4	Value Analysis & Life Cycle Costing	Pgs. 341 thru 355

Part 3: The Project

Chapter 8: Project Delivery

04/10/17	Ch8, 8.1	Project Delivery Methods	Pgs. 371 thru 387
	Ch8, 8.2	Integrated Project Delivery	Pgs. 387 thru 391

04/12/17	Ch8, 8.3	Construction Documentation	Pgs. 391 thru 402
	Ch8, 8.4	Bidding or Negotiation Phase	Pgs. 422 thru 433

04.12.16 Deadline Last Day to Drop with a Mark of “W”

Chapter 9: Project Management

04/17/17	Ch8, 8.5	Construction Contract Administration	Pgs. 433 thru 451
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**GUEST SPEAKER: Nicholas Butcher, Principal, Basis, LLC. <http://www.basisllc.com/>
“Costs & Project Management”**

04/19/17	Ch9, 9.1	The Effective Project Manager	Pgs. 452 thru 459
	Ch9, 9.2	Managing Architectural Projects	Pgs. 459 thru 478

04/24/17	Ch9, 9.3	Project Controls	Pgs. 478 thru 490
	Ch9, 9.5	Maintaining Design Quality	Pgs. 510 thru 521
	Ch9, 9.6	Project Closeout	Pgs. 522 thru 532

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

Chapter 11 & 12: AIA Documents and Types of Agreements

04/26/17	Exam Review (Final Class Meeting)		
	Ch11, 11.1	Agreements with Owners	Pgs. 576 thru 585
	Ch11, 11.3	Project Design Team Agreements	Pgs. 602 thru 611
	Ch12, 12.1	AIA Documents, An Overview	Pgs. 622 thru 634

04.29.17 to 05.02.17 Study Days

05.05.17 Final Exam: Mon. 05.05.17 11:00 to 1:00 PM, Location TBA