USC Architecture 530
Syllabus 2014

Landscape Architecture Professional Practice
3 Units:
No Prerequisites
Fall Semester 2014
Class Meets in Harris 102 Fridays 12:00 pm to 1:50 pm
Instructor: Esther Margulies ASLA

Contact Information:
Office: 213 364 7397
Email: emarguli@usc.edu
Office hours: Friday 2 to 3pm 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.

Guest lecturers will include local practitioners, collaborators in related fields. Students will be required to attend local field trips to offices of landscape architects and planners to observe their work and the office environment.

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

Reading 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 and will be graded. 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  August 29, 2014

Class Intro /Where did this Profession come from? Who invented Landscape Architecture?
1. Review of Class Semester Objectives, Evaluation Criteria, Assignments and Contact Information
2. Student Self Introductions
3. History of the practice of landscape architecture.

In Class Work – Self Introductions
Assignment # 1 Linkedin Profile Posting and Portfolio due at Class #2

Reading Assignments for this class:
• Rogers Pages 2 – 20
• Landscape Planning: A Brief History of Influential Ideas, Carl Steinitz 2009 posted on Blackboard
• Selected reading from The Devil in the White City, Eric Larson – posted on Blackboard
• Martin  Genius of Place Justin Martin, Central Park and The White City – posted on Blackboard

Week 2  September 5, 2014

Practice, Project and Client Types
Exploration of practice types, project types, and client profiles. Small, Medium and Large practices. Client due diligence research.

1. Private Practice
2. Public Sector
3. Alternative Project Delivery
4. Alternatives to Traditional Practice

In Class Work – Development of Preferred Client List
Assignment # 2 Firm Micro Bio Due at Class #3

Reading Assignments for this class:
• Rogers, Chapter 2 Clients and Projects
Week 3 September 12, 2014

Firm Roles, Structure and Organizational Practices / Planning and Tracking progress
Understanding the roles of practitioners in various firm structures. Build an understanding of office infrastructure needs.

Practice Business Fundamentals Tools to Run the Office

- Office Finances
  - Time Keeping
  - Billing
  - Projections
  - Strategic Planning
  - Profitability
- Software
  - Auto Cadd
  - Vectorworks 1pm?
  - Land Effects
  - Project Management - Praesto

In Class Work - Present Micro Bios, Develop office Staff List, Org Chart, Infrastructure Projection, Start Up Budget

Reading Assignments for this class:
- Additional articles posted on Blackboard

Week 4 September 19, 2014

Project Services, Phases and Proposals
Understanding typical project phases and types of services provided. Introduction to the structure and strategy of proposals. Conversion into contracts.

In Class Work – Office Design Pin Up, Edit the Proposal

- Project Services and Phases
- Proposals, Qualifications and Contracts
  - RFP/RFQ/SOQ
  - Proposal Scope and fee
  - Contracts

Reading Assignment this class:
- Rogers Chapter 10
- Architectural Record August 2013 Urban Landscapes
Week 5  September 26, 2014

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 downtown Los Angeles project.

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

Reading Assignments This Class:
- Rogers Chapter 9
  - ADA Guidelines
  - City of Los Angeles Downtown Urban Design Guidelines
  - CA Water Efficient Landscape Ordinance AB 1881

Week 6 October 3, 2014

Ethics, Liability and Risk Management

Guest Speaker : Maureen Bernstein Vice President Kaercher Campbell& Associates Insurance Brokerage

Understanding business ethics, application on project work, professional liability and risk management.
- Risks in the Office
- Risks in the Field
- Liability and Insurance
- Ethical Issues of Business Management
- Corporate Worthiness

In Class Work – Ethics Debates

Reading Assignments This Class:
- Rogers Chapter 11
- Ethics for Architects, Fisher
- Additional articles posted on Blackboard
Week 7  October 10, 2014

Sustainability and Environmental Ethics

Comparison of project sustainability criteria and evaluation systems. Exploration of global sustainability issues.

• Sustainable Sites Initiative
• LAF Project Performance Reports
• LEED

Reading Assignments This Class:
• Articles on Sustainability and The Sustainable Sites Initiative – posted on Blackboard
• IFLA Code of Ethics
• Friedman, Hot Flat and Crowded – posted on Blackboard

Week 8  October 17, 2014

Mid Term Examination in Class

Week 9  October 24, 2014

Field Trip #1 – EPT Pasadena

Week 10  October 31, 2014

Project Management and Profitability / Collaborative Practice

Project set up, administration and tracking. The importance of collaborative practice. Guests will include a panel discussion of the value and necessity of practice integrated with engineering, architecture, graphic design, environmental science and economics.

Reading Assignments This Class:
• Rogers Chapter 6
• Additional articles

Assignment #3 – Research topics in Landscape Architecture
Week 11 November 7, 2014

Field Trip #2 Location – KAA Marina Del Rey

Reading Assignments for This Class:

• Rogers Chapter 3

Week 12 November 14, 2014

Local or Global Practice and Research
What are the differences between local and global practice? How does a practice operate on three time zones, in multiple languages and cultures?

In Class Work – Presentation of Research topics

Reading Assignments This Class:

• Case Studies and articles

Week 13 November 21 – Standards of Practice Licensing, Professional Organizations

Guest lecturer Stephanie Landregan, Director of the UCLA Extension Landscape Architecture and Horticulture program, Vice President Council of Landscape Architectural Registration Boards (CLARB), City of Glendale Planning Commission, Landscape Architect’s Technical Committee.

• Professional Standard of Care
• State Practice Act
• Copyrights
• Licensing
• Affiliations/Organizations
• Governmental Affairs and Professional Advocacy

Final Project Introduction
Assignment #4 Office Design – Due December 5, 2014

Reading Assignments for This Class:

• Rogers Chapter 1 pages 21 - 42

Week 14 November 28, 2014 – No Class Thanksgiving Break
Week 15    December 5, 2014
Final Project Office Hours and Research Assistance

Exam Week    December 12, 2011 Final Project Due Date

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

Bassi, Laurie  Good Company; Business Success in the Worthiness Era, Berrett-Koehler Publishers, 2011
Fisher, Thomas; Ethics for Architects, Princeton Architectural Press, 2010
Friedman, Thomas Hot Flat and Crowded, Farrar, Straus, Giroux, 2008

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

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. Class discussions will be based on required readings.

- 4 Class Assignments 40%
- Mid Term Examination 25%
- Final Project 25%
- Participation 10%

Assignments submitted after the announced deadline will be penalized at a rate of ½ letter grade for each day late unless an acceptable excuse is presented by the student in advance of the deadline.

Statement for 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 me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

Statement on 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/.

The USC School of Architecture’s five year BARCH degree and the two year M.ARCH degree are accredited professional architectural degree programs. 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/2009_Conditions.aspx.

The Master of Landscape Architecture degree program (for USC’s +3 students with no prior design education, and our +2 for students admitted with advanced standing) is currently in "Candidacy Status" for accreditation by the Landscape Architecture Accreditation Board. All students can access and review the LAAB accreditation standards/process at http://www.asla.org/Education.aspx.

Our class will be conducted in a way that dramatically reduces or eliminates the need for fossil fuel.