USC Architecture 530  
Syllabus Fall 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 to the practice of Landscape Architecture. Topics include the expansive knowledge necessary to engage in all levels of practice from entry level designer to sole proprietor of a small business. Regardless of the size and type of practice landscape designers and architects need a working command of the principles of successful practice. Students will learn basic principles of practice organization, management, ethics and culture. Topics include history of the profession, practice management, project management, risk management, business and 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. 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
August 23rd - 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. Lecture: History of the profession, critical milestones

Discussion : What is Landscape Architecture Now and Future?

20 minutes

Assignment #1 What are your priorities as a landscape designer? What are the topics that make you passionate about the profession? What do you think landscape architects can do to improve the environment, society or the economy? Who is or has worked on these issues in the past? Write a 2 page essay on your highest motivations and what you think are the most important issues in the field of Landscape Architecture.

Illustrate your paper with examples of projects and individuals who have taken on similar issues. Each student will select a topic and example of a practitioner who is or has tackled this topic. 5 minute presentations will be required on September 6th.

Deadline Tuesday September 5th 5th 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

August 30th - Week 2

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

Reading Assignments for this class:


September 6th - Week 3

Project Management, Critical Phases, Contracts and Risk Management
Understanding the landscape architect’s 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.

1. Project Services and Phases
   a. PD, SD, DD, CD, CA
2. The Landscape Architect’s Responsibilities, Client Responsibilities
3. Proposals, and Contracts
   a. Proposal Scope
   b. Contracts Key Clauses
4. In Class Work – Develop a Project Budget and Schedule

Reading Assignment this class:
- Rogers pages p. 171 – 234
- XL Insurance Contract Guide for Design Professionals Pages 1 – 45 - Blackboard

Assignment #2 Resume and 2 page spread Portfolio Due September 19th 8pm

September 13th - Week 4

Project Team Composition
Understanding the roles of practitioners in various firm structures. How project teams are formed, roles of the landscape architect as prime consultant, sub consultant or independent consultant.

1. Practice Size – Does it matter? S,M,L,XL Examples
2. Project Team Composition
3. Benefits and Responsibilities of Collaboration

Reading Assignments for this class:
- Blackboard
- Rogers Chapter 4 236-261
September 20th - Week 5

Practice Business Fundamentals: Accounting and Administration

1. Office Finances
   a. Time Keeping
   b. Billing
   c. Income Statements and Balance Sheets
   d. Accounts Receivable and Accounts Payable
   e. Projections
   f. Strategic Planning
   g. Work flow management

Reading Assignments for this class:

• Rogers p. 292 – 310, 324 – 350

Assignment # 3 Linkedin Profile Deadline September 26th

September 27th - Week 6

Practice laws and Codes

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

1. Planning and Building Codes and Guidelines
   a. Local Zoning and Building Codes
   b. CA Building Codes
   c. Federal ADA Laws
   d. State CA 1881, Local Water Conservation
   e. CEQA, NEPA

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

Reading Assignments This Class:

• Rogers Chapter 11 p. 508 - 540

October 4th - Week 7

Ethics in Practice

What are the ethical responsibilities in the practice of Landscape Architecture from project to global scale?

1. The ethics of globalism and the role of the landscape architect
2. Business ethics – the Landscape Architect’s legal and moral responsibilities.
3. Business impacts of ethical practice - review of case studies and data
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

October 11th - Week 8
Mid Term Exam in Class

October 18th - Week 9
Field Trip #1 – Location TDB
Attendance is mandatory

Readings: tbd on Blackboard

October 25th - 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

Reading Assignments This Class:
- Case Studies and articles tbd

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

November 1st - Week 11
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.
1. The LATC Licensing Process
2. CLARB
3. International license standards and processes
4. ASLA, IFLA and other professional groups
Reading Assignments for This Class:

- Rogers Chapter 1 pages 21 – 42, 373 – 406
- State of California Landscape Arch Practice Act - Blackboard

November 8th - Week 12

Field Trip #2 Location TBD
Attendance is mandatory

Assignment # 4 Office Planning and Design Deadline November 28th 8 pm

November 15th - Week 13 – 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: tbd

Reading Assignments This Class:

- Tbd - Readings posted to Blackboard

Final Project Assignment will be introduced in this class.

November 22nd - Week 14 – No Class Thanksgiving Break

November 29th - Week 15
Marketing and Business Development

1. Developing a Marketing Plan
2. Proposal and Qualification Formats
3. Articulating your perspective on the profession
4. Review of Final Assignment Requirements

Study Week Dec 2 – 5
Exam Date Arch 530 – Wednesday December 6th 8 – 10 am

MLA Studio Final Reviews December 11, 12 and 13
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
http://www.iflaloanline.org/index.php/profession/landscape-architecture

Other International Associations
http://www.chsla.org.cn/english.htm
http://www.killa.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

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.

- 4 Class Assignments 40%
- Mid Term Exam 25%
- Final Project 25%
- Participation 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.

**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](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](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](http://equity.usc.edu) or to the Department of Public Safety [http://adminopsnet.usc.edu/department/department-public-safety](http://adminopsnet.usc.edu/department/department-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/](http://www.usc.edu/student-affairs/cwm/) provides 24/7 confidential support, and the sexual assault resource center webpage [http://sarc.usc.edu](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](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](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](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.