

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 Promises-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	20%
Class Quizzes (20-25)	40%
Assignment	10%
Mid-Term Exam	15%
Final Exam	15%

3. Protocols and Class Attendance

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. Absences can 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.

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 & two-year MARCH degrees are accredited professional architectural degree programs. 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. Texts

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

Overview: The course is organized into four sections, each of which outlines aspects of the activities, concerns and issues that an architect routinely encounters.

1. The Profession
2. The Practice
3. The Project
4. The Promises-Agreements and Contracts

A Note on the Assigned Reading: Each enrolled student is responsible for the readings as outlined below. By responsible, we mean that the readings must be done PRIOR to the date of the corresponding class meeting. The content of the readings will sometimes be the subject of the corresponding class meeting lecture, but not always. However, students should be prepared for a series of quizzes throughout the semester on the assigned readings.

Part 1: The Profession

Introductory Lecture

			Readings/Notes
8/27/14	00-00-01	Running a Design-Focused Practice Like You Mean It! http://media.wiley.com/product_data/excerpt/99/04700886/0470088699.pdf	Lecture Download

Chapter 1: Professional Life

8/29/14	Ch1, 1.1,1.2	The Profession	Pgs. 2 thru 14
9/03/14	Ch1, 1.2	Ethics and Professional Conduct a. AIA Code of Ethics 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/architects_practice_act_2014.pdf	Pgs. 15 thru 18 Downloads
9/05/14	Ch1, 1.3, 1.4	Leadership Participating in Professional Organizations Stewardship	Pgs. 19 thru 29
	Ch3, 3.1	Developing Leadership Skills	Pgs.51 thru 64

Chapter 2: Legal Dimensions of Practice

9/10/14	Ch2, 2.1	Architects and the Law b. Codes and Regulations i. Public Good and Private Goals c. Laws governing Business i. Conflicts of Interest	Pgs. 30 thru 44
9/12/14	Ch2, 2.1	Architects and the Law a. Intellectual Property	Pgs. 30 thru 44

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

9/12/14 **Last day to drop without a “W” and with 100% refund.**

Chapter 3: Professional Development

			Readings/Notes
9/17/14	Ch2, 2.2	The Regulation of Professional Practice	Pgs. 44 thru 50
		a. Licensing	
		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	
		i. Ethics and Professional Rules of Conduct, NCARB Monograph	
		http://www.ncarb.org/Publications/Mini-Monographs/~media/Files/PDF/Mini-%09%09%09-Monographs/EthicsConductMM.ashx	

Part 2: The Practice

9/19/14	Ch3, 3.2	Mastering Communication Skills	Pgs. 64 thru 73
---------	----------	--------------------------------	-----------------

GUEST SPEAKER: Krista Becker, FAIA, Moore Ruble Yudell

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
9/24/14	Ch4, 4.3	Firm Identity and Expertise	Pgs. 97 thru 109
		i. Claims of Qualifications and Experience	
	Ch4, 4.4	Team Building	Pgs. 110 thru 120
9/26/14	Ch4, 4.5	Marketing Strategy & Planning	Pgs. 121 thru 133
		i. Attribution and Project Credit	
	Ch4, 4.6	How Clients Select Architects	Pgs. 133 thru 144

GUEST SPEAKER: Matt Clayman, Innovation Protocol

School wide Midterm Reviews September 29 through October 17, 2014.

Chapter 5: Running a Practice

10/01/14	Ch5, 5.1	Financial Planning	Pgs. 145 thru 154
	Ch5, 5.3	Maintaining Financial Health	Pgs. 165 thru 173
10/03/14	Ch5, 5.7	Information Management	Pgs. 218 thru 224

Arch 525 Midterm distributed on 10/3/14, Due: 10/8/14.

10/08/14	Ch5, 5.4	Risk Management Strategies	Pgs. 174 thru 185
	Ch5, 5.5	Insurance Coverage	Pgs. 194 thru 200

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

10/10/14	Ch5, 5.8	Computer Technologies in Practice i. Building Information Modeling (What does this really mean...now?)	Pgs. 225 thru 238
----------	----------	---	-------------------

Part 3: The Project

Chapter 10: Building Codes and Regulations

10/15/14	Ch10, 10.1	Building Codes and Standards	Pgs. 533 thru 554
	Ch10, 10.2	Community Planning Controls	Pgs. 554 thru 568

Chapter 6: Project Definition

10/17/14	Ch6, 6.1	Defining Project Services	Pgs. 240 thru 248
	Ch6, 6.2	Professional Services & Compensation i. Financial and Ethical Obligations ii. Claims of Qualifications	Pgs. 249 thru 259
10/22/14	Ch6, 6.3	Programming	Pgs. 260 thru 267
10/24/14	Ch6, 6.4	Research & Analysis	Pgs. 267 thru 281
	Ch6, 6.5	Evidence Based Design	Pgs. 281 thru 292
10/29/14	Ch6, 6.6	Integrated vs. Traditional Practice	Pgs. 293 thru 302

Chapter 7: Project Development

10/31/14	Ch7, 7.1	Sustainable Design and Current Regulations	Readings/Notes Pgs. 303 thru 318
11/05/14	Ch7, 7.2	Environmentally Preferable Product Selection	Pgs. 318 thru 330
		i. "Greenwashing" ii. LEED and the Role of Certification	

GUEST SPEAKERS: LADBS: Larry Galstian: Asst. Chief of Code Enforcement,
Osama Younan: Chief of the Green Building,
Victor Cuervas: Code Engineer/ Special Projects

11/07/14	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

11/12/14	Ch8, 8.1	Project Delivery Methods	Pgs. 371 thru 387
	Ch8, 8.2	Integrated Project Delivery	Pgs. 387 thru 391

Course Outline : Reading Assignments
Arch 525: Professional Practice, Fall 2014
USC School of Architecture, Harris 101

Hricak/Chow
W & F 10:30 AM-11:50 AM
Page 6 of 6

11/14/14	Ch8, 8.3	Construction Documentation	Pgs. 391 thru 402
	Ch8, 8.4	Bidding or Negotiation Phase	Pgs. 422 thru 433

11/14/14 Last Day to Drop with a Mark of "W"

Chapter 9: Project Management

11/19/14	Ch9, 9.1	The Effective Project Manager	Pgs. 452 thru 459
----------	----------	-------------------------------	-------------------

	Ch9, 9.2	Managing Architectural Projects	Pgs. 459 thru 478
--	----------	---------------------------------	-------------------

11/21/14	Ch8, 8.5	Construction Contract Administration i. Fairness and Impartiality in Project Administration	Pgs. 433 thru 451
----------	----------	--	-------------------

11/26/14-11/29/14		Thanksgiving Recess	NO CLASSES
-------------------	--	----------------------------	-------------------

Part 4: "The Promises" (Contracts and Agreements)

12/03/14	Ch9, 9.3	Project Controls	Pgs. 478 thru 490
----------	----------	------------------	-------------------

	Ch9, 9.5	Maintaining Design Quality i. Balancing Aesthetics and Fiduciary Obligations	Pgs. 510 thru 521
--	----------	---	-------------------

	Ch9, 9.6	Project Closeout i. LEED, Commissioning and Operations: "Promises Kept"	Pgs. 522 thru 532
--	----------	--	-------------------

Chapter 11: Types of Agreements

12/05/14	Ch11, 11.1	Agreements with Owners	Pgs. 576 thru 585
----------	------------	------------------------	-------------------

	Ch11, 11.3	Project Design Team Agreements	Pgs. 602 thru 611
--	------------	--------------------------------	-------------------

Chapter 12: AIA Documents

	Ch12, 12.1	AIA Documents, An Overview	Pgs. 622 thru 634
--	------------	----------------------------	-------------------

December 5, 2014 LAST DAY OF CLASSES

December 15, 2014 Final Exam: Monday 12/15/14, 8:00 to 10:00 AM
Location TBA

Notes on class participation and guest speakers.

One of the major advantages of attending a school of architecture in a large metropolitan area is the potential to access and become acquainted with the wide array of talent and expertise of individuals who work and practice in the Los Angeles basin.

We have crafted this course to supplement the many topics we will be addressing over the Fall Semester with speakers with expertise in law, communications, business, marketing, construction, engineering, to name only a few.

We intend for the material presented by these speakers to be equal to the reading assignments and the information addressed in the required text. In many cases the speakers will either clarify, reinforce or

present material from the text from another point of view.

Kindly extend to all speakers the courtesy of arriving on time, giving them your attention during the presentation, participate in terms of joining in any exercises, and asking appropriate questions.

In this regard you and your actions are a reflection of the USC School of Architecture and, in this sense, you have an opportunity to make a lasting positive impression

Thank you and have a great semester!