

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

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| 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. DPS 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 And Overview: the Architect Agreements and Contracts

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

02/01/17 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>

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"

Course Outline : Reading Assignment
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Part 2: The Practice

Readings/Notes

02/08/17 Chapter 4: Firm Development (Developing a Practice)

Ch4, 4.1 Starting an Architecture Firm
Ch4, 4.2 Firm Legal Structures

Pgs. 76 thru 87
Pgs. 87 thru 97

02/13/17 Ch4, 4.3 Firm Identity and Expertise
Ch4, 4.4 Team Building

Pgs. 97 thru 109
Pgs. 110 thru 120

GUEST SPEAKERS: Film Producers: Stephen Nemeth, Steven Reich

02/15/17 Ch4, 4.5 Marketing Strategy & Planning
Ch4, 4.6 How Clients Select Architects

Pgs. 121 thru 133
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
Ch5, 5.3 Maintaining Financial Health

Pgs. 145 thru 154
Pgs. 165 thru 173

02/27/17 Ch5, 5.4 Risk Management Strategies
Ch5, 5.5 Insurance Coverage

Pgs. 174 thru 185
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

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

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
Ch10, 10.2 Community Planning Controls

Pgs. 533 thru 554
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
Ch6, 6.2 Professional Services & Compensation
03/22/17 Ch6, 6.3 Programming

Pgs. 240 thru 248
Pgs. 249 thru 259
Pgs. 260 thru 267

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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

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| 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"

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| 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

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

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| 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

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| 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"

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

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| 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

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| 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: FRI. 05.05.17 11:00 to 1:00 PM, Location TBA