

USC Architecture 530

Syllabus Fall 2018

Landscape Architecture Professional Practice

3 Units:

No Prerequisites

Class Meets in Watt 212 Fridays 9:30 am to 12:20 pm

Instructor: Esther Margulies ASLA

Contact Information:

Email: emarguli@usc.edu

Office hours: Friday 12:30 pm to 1:30 pm or By Appt.

Blackboard address:

Introduction and Purposes

Course Objectives:

The purpose of this course is an introduction to the theory and 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 business management, accounting, human resources, ethics, marketing and business development. Topics include history of the profession, practice management, project management, risk management, business and practice ethics, licensure, marketing and the laws and codes 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 landscape architecture offices to observe the type of work performed 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 24rd - 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. Review of internship experiences, goals for practice and
3. Lecture: History of the profession, critical milestones

Discussion : What is Landscape Architecture Now and Future?

Food for thought – LAF Summit on Landscape Architecture and the Future 2016 varying perspectives <https://vimeo.com/album/4012058/video/181628669>

20 minutes

Assignment # 1 What are your priorities as a future landscape architect? What are the topics that make you passionate about the profession? What do you think landscape architects can do to improve the future? How does your cultural background affect your perspective? Who in the profession 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 in the near future.

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 7th.

Deadline Thursday September 6th 10 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 31st - 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

Reading Assignments for this class:

- Rogers, Pages Chapter 2 Clients and Projects pages 53 – 168, Read pages 53 – 58, 148 -164 skim pages 59-147.

September 7th - 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

1. In Class Discussion – Student perspectives on opportunities in the profession

Reading Assignment this class:

- Rogers pages p. 169 – 234
- XL Insurance Contract Guide for Design Professionals Pages 1 – 45 - Blackboard

Assignment # 2 Resume and 2 page spread Portfolio Due September 20th 8pm

September 14th - 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 21st - 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 28th**September 28th - 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 5th - 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
- Articles on Blackboard

October 12th - Week 8**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)
<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?

Readings: tbd on Blackboard

October 19th - Week 9

Mid Term Exam in Class

October 26th - Week 10

Field Trip Office 1

Site visit summary due Nov 2

November 2nd - 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

Assignment # 4 Office Planning and Design Deadline November 15th 8 pm

November 2nd - Week 12

Field Trip #2

Attendance is mandatory

Site visit summary due November 9th

November 16th - 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 23rd- Week 14 – No Class Thanksgiving Break

November 30th - Week 15

Marketing and Business Development - Communications

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 1 – 4

Exam Date Arch 530 – Final Projects Due Monday December 10th 1 pm

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

X.L. Insurance Companies, The XL Insurance Contract Guide for Design Professionals, 2007

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

<http://www.urbandesignla.com/resources/DowntownDesignGuide.php>

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.

Grading Scale

Course final grades will be determined using the following scale

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

USC Critical Dates

Classes Begin	Mon	August 20
Labor Day	Mon	September 3
Thanksgiving Holiday	Wed-Sun	November 21-25
Classes End	Fri	November 30
Study Days	Sat-Tue	December 1-4

Statement on Academic Conduct and Support Systems

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>. 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>.

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> or to the *Department of Public Safety* <http://adminopsnet.usc.edu/departments/departments-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/> provides 24/7 confidential support, and the sexual assault resource center webpage <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>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* http://sait.usc.edu/academicssupport/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> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

Attendance Policies

School of Architecture Attendance Guidelines 2013

The School of Architecture’s general attendance policy is to allow a student to miss the equivalent of one week of class sessions (three classes if the course meets three times/week, etc) without directly affecting the student’s grade and ability to complete the course. If additional absences are required for a personal illness/family emergency, pre-approved academic reason/religious observance, the situation should be discussed and evaluated with the faculty member and appropriate Chair on a case-by-case basis. For each absence over that allowed number, the student’s letter grade may be lowered up to one full letter grade (some instructors might vary the consequences such as only being worth 1/3 letter grade etc).