

**University of Southern California**  
**School of Architecture**  
**ARCH 525 Spring 2019 Syllabus, 3 Units**  
**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**

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. 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/>.

Membership in the academic community places a special obligation on all members to preserve an atmosphere conducive to the freedom to teach and to learn. Part of that obligation implies the responsibility of each member of the USC community to maintain a positive learning environment in which the behavior of any individual does not disrupt the classes of teachers or learners. It is the responsibility of the individual faculty member to determine, maintain and enforce the standards of behavior acceptable to preserving an atmosphere appropriate for teaching and learning. Students will be warned if their behavior is evaluated by the faculty member as disruptive. Sanctions may include a range of responses from immediate removal from class to referral to the appropriate academic unit and/or the Office of Student Judicial Affairs and Community Standards to review pertinent alleged university violations of ethical and behavioral standards. Significant and/or continued violations may result in administrative withdrawal from the class.

## **8. Required Text**

The Architecture Student's Handbook of Professional Practice, 15th Edition, 2016, Wiley & Sons. Bradford Perkins, FAIA, Editor. ISBN 9781118739006 (epub)

## **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, 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**

### **Introductory Lecture**

**01/07/19**

00-00-01

Running a Design-Focused Practice  
Like You Mean It!

## **Readings/Notes**

Lecture

**D.1 Stakeholder Roles in Architecture:** *Understanding* of the relationships among key stakeholders in the design process—client, contractor, architect, user groups, local community—and the architect's role to reconcile stakeholder needs.

### **Chapter 1: Professional Life**

**01/9/19**

Ch1, 1.1,1.2 The Profession

Pgs. 2 thru 21

**D.1 Stakeholder Roles in Architecture:** *Understanding* of the relationships among key stakeholders in the design process—client, contractor, architect, user groups, local community—and the architect's role to reconcile stakeholder needs.

**01/14/19**

Ch1, 1.3, 1.4 Ethics and Professional Conduct

Pgs. 22 thru 43

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/architectspracticeact.pdf>

**D.5 Professional Conduct:** *Understanding* of the ethical issues involved in the exercise of professional judgment in architectural design and practice and understanding the role of the NCARB Rules of Conduct and the AIA Code of Ethics in defining professional conduct.

**D.4 Legal Responsibilities:** *Understanding* of the architect's responsibility to the public and the client as determined by regulations and legal considerations involving the practice of architecture and professional service contracts.

**Course Outline: Reading Assignment**  
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01/16/19 Ch1, 1.5-1.7 Leadership Pgs. 44 thru 60  
Participating in Professional Organizations  
Career Path, Stewardship

**D.1 Stakeholder Roles in Architecture:** *Understanding* of the relationships among key stakeholders in the design process—client, contractor, architect, user groups, local community—and the architect’s role to reconcile stakeholder needs.

**01.21.19 Holiday Martin Luther King Day: No Class meeting**

01/23/19 Ch11 Overview: Contracts & Agreements Pgs. 541 thru 552

**D.4 Legal Responsibilities:** *Understanding* of the architect’s responsibility to the public and the client as determined by regulations and legal considerations involving the practice of architecture and professional service contracts.

**01/25/19 Last day to register and add classes or drop without a “W” and with 100% refund.**

01/28/19 Ch1.4,1.9, 1.10 The Regulation of Professional Practice Pgs. 34-45,71-81  
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>

**D.5 Professional Conduct:** *Understanding* of the ethical issues involved in the exercise of professional judgment in architectural design and practice and understanding the role of the NCARB Rules of Conduct and the AIA Code of Ethics in defining professional conduct.

**D.4 Legal Responsibilities:** *Understanding* of the architect’s responsibility to the public and the client as determined by regulations and legal considerations involving the practice of architecture and professional service contracts.

**Chapter 2: Legal Dimensions of Practice**

01/30/19 Ch2, 2.3 Architects and the Law Pgs. 91 thru 134  
a. Intellectual Property  
b. Codes and Regulations  
c. Laws governing Business

**D.4 Legal Responsibilities:** *Understanding* of the architect’s responsibility to the public and the client as determined by regulations and legal considerations involving the practice of architecture and professional service contracts.

**B.3 Codes and Regulations:** *Ability* to design sites, facilities, and systems that are responsive to relevant codes and regulations and include the principles of life-safety and accessibility standards.

**GUEST SPEAKERS: Jennifer Hughes, Partner, Hughes Media Law, Beverly Hills, CA**  
<http://www.hughesmedialaw.com>

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**Chapter 1, 2, 3: Professional Development**

<b>02/04/19</b>	Ch1, 1.7	Developing Leadership Skills	Pgs.57 thru 61
	Ch1, 1.8	Mastering Communication Skills	Pgs. 61 thru 71

**D.1 Stakeholder Roles in Architecture:** *Understanding* of the relationships among key stakeholders in the design process—client, contractor, architect, user groups, local community—and the architect’s role to reconcile stakeholder needs.

**GUEST SPEAKER: Krista Becker FAIA, Zimmer Gunsul Frasca Architects LLP, “Mastering Communications and Developing Leadership Skills”**

**Part 2: The Practice**

**Readings/Notes**

**Chapters 2, 3 & 4:**

<b>02/06/19</b>	<b>Chapter 2 &amp; 3: Firm Development (Developing a Practice)</b>		
	Ch2, 2.1	Starting an Architecture Firm	Pgs. 93 thru 101
	Ch2, 2.2	Firm Legal Structures	Pgs. 102 thru 111

**D.1 Stakeholder Roles in Architecture:** *Understanding* of the relationships among key stakeholders in the design process—client, contractor, architect, user groups, local community—and the architect’s role to reconcile stakeholder needs.

**D.4 Legal Responsibilities:** *Understanding* of the architect’s responsibility to the public and the client as determined by regulations and legal considerations involving the practice of architecture and professional service contracts.

<b>02/11/19</b>	Ch3, 3.1	Firm Identity, Image & Expertise	Pgs. 135 thru 141
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**D.3 Business Practices:** *Understanding* of the basic principles of a firm’s business practices, including financial management and business planning, marketing, organization, and entrepreneurship.

**GUEST SPEAKER: Matt Clayman, Brand Strategist, Clayman Co. LLC, “USC & Branding YOU”**

<b>02/13/19</b>	Ch3, 3.2	Marketing Strategy & Planning	Pgs. 137 thru 153
	Ch3, 3.3	How Clients Select Architects	Pgs. 154 thru 165

**D.2 Project Management:** *Understanding* of the methods for selecting consultants and assembling teams; identifying work plans, project schedules, and time requirements; and recommending project delivery methods.

**02.18.19 Holiday President’s Day: No Class meeting**

<b>02/20/19</b>	Ch4, 4.1	Financial Planning	Pgs. 185 thru 194
	Ch4, 4.3	Maintaining Financial Health & Navigating Economic Cycles	Pgs. 201 thru 209

**Fulfills B.10 Financial Considerations:** *Understanding* of the fundamentals of building costs, which must include project financing methods and feasibility, construction cost estimating, construction scheduling, operational costs, and 16 life-cycle costs.

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02/25/19	Ch4, 4.6 Ch2, 2.4	Risk Management Strategies Insurance Coverage	Pgs. 221 thru 237 Pgs. 122 thru 134
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**D.4 Legal Responsibilities:** *Understanding* of the architect's responsibility to the public and the client as determined by regulations and legal considerations involving the practice of architecture and professional service contracts.

**Part 3: The Project**

**Chapters 5 thru 10:**

02/27/19	Ch5, 5.1	Life of a Project Defining Project Services	Pgs. 275 thru 291
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**Fulfills B.10 Financial Considerations:** *Understanding* of the fundamentals of building costs, which must include project financing methods and feasibility, construction cost estimating, construction scheduling, operational costs, and 16 life-cycle costs.

**D.2 Project Management:** *Understanding* of the methods for selecting consultants and assembling teams; identifying work plans, project schedules, and time requirements; and recommending project delivery methods.

**Arch 525 Midterm distributed on 02.28.18. Due: 03.07.18, 12 Noon SGM123**

03/04/19	Ch5, 5.2	Architectural Services & Compensation	Pgs. 292 thru 300
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**GUEST SPEAKERS: Diversity Equity Inclusion Panel. (Speakers TBA.)**

03/06/19	Ch6, 6.1	Programming	Pgs. 301 thru 311
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**03.10.19 -03.17.19 Spring Break**

03/18/19	Ch6, 6.2	Evidence-Based Design	Pgs. 311 thru 311
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03/20/19	Ch6, 6.3 Ch6, 6.4	Sustainable Design Environmentally Preferable Product Selection	Pgs. 318 thru 331 Pgs. 332 thru 343
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**Fulfills B.10 Financial Considerations:** *Understanding* of the fundamentals of building costs, which must include project financing methods and feasibility, construction cost estimating, construction scheduling, operational costs, and 16 life-cycle costs.

**Chapter 7 & 8: Project Development**

03/25/19	Ch7, 7.1	Design Phases	Pgs. 344 thru 355
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03/27/19	Ch7, 7.3 Ch7, 7.4	Bidding or Negotiation Construction Contract Admin	Pgs. 386 thru 394 Pgs. 395 thru 422
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04/01/19	Ch7, 7.4	Project Closeouts	Pgs. 395 thru 412
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**GUEST SPEAKERS: Ryan J. Kohler, Attorney at Law, Collins Collins Muir + Stewart LLP**

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04/03/19 Ch8, 8.1 Project Delivery Methods Pgs. 423 thru 432

**04.05.19 Deadline Last Day to Drop with a Mark of "W"**

04/08/19 Ch8, 8.2 Integrated Project Delivery Overview Pgs. 433 thru 444  
Ch8, 8.3 Emerging Issues in Project Delivery Pgs. 444 thru 451

**GUEST SPEAKER: Kate Diamond, Design Principal, HDR Architects, "Integrated Project Delivery"**

04/10/19 Ch9, 9.1 Managing Architectural Projects Pgs. 452 thru 470  
Ch9, 9.2 Project Scheduling Pgs. 471 thru 474

**GUEST SPEAKER: Bill Schmalz, Technical Principal, Perkins + Will "Writing for Architects"**

**Chapter 9: Project Management**

04/15/19 Ch9, 9.3 Construction Cost Management Pgs. 475 thru 490

**Fulfills B.10 Financial Considerations:** *Understanding* of the fundamentals of building costs, which must include project financing methods and feasibility, construction cost estimating, construction scheduling, operational costs, and 16 life-cycle costs.

**GUEST SPEAKER: Nicholas Butcher, Principal, Basis, LLC. <http://www.basisllc.com/> "Costs & Project Management"**

04/17/19 Ch9, 9.4 Project Controls Pgs. 491 thru 503

**Chapter 10: Building Codes and Regulations**

04/22/19 Ch10, 10.1 Community Planning Controls Pgs. 504 thru 524  
Ch10, 10.2 Building Codes and Standards Pgs. 525 thru 540

**GUEST SPEAKERS: LADBS Building & Safety/ Green Building/ Inspection Bureau**

**D.4 Legal Responsibilities:** *Understanding* of the architect's responsibility to the public and the client as determined by regulations and legal considerations involving the practice of architecture and professional service contracts.

**B.3 Codes and Regulations:** *Ability* to design sites, facilities, and systems that are responsive to relevant codes and regulations and include the principles of life-safety and accessibility standards.

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

**Chapter 11 & 12: AIA Documents and Types of Agreements**

04/24/19 **Final Project: Chili Cook-off and/or Firm Interview DUE (Final Class Meeting)**

Ch11, 11.1 Agreements with Owners Pgs. 542 thru 551  
Ch11, 11.3 Project Design Team Agreements Pgs. 568 thru 578  
Ch12, 12.1 AIA Documents, An Overview Pgs. 590 thru 648

**D.4 Legal Responsibilities:** *Understanding* of the architect's responsibility to the public and the client as determined by regulations and legal considerations involving the practice of architecture and professional service contracts.

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**B.3 Codes and Regulations:** *Ability* to design sites, facilities, and systems that are responsive to relevant codes and regulations and include the principles of life-safety and accessibility standards.

**04.27.19 to 04.30.19 Study Days**

**05.03.19 Final Exam: FRI. 05 .03.19 11:00 to 1:00 PM, Location TBA**