USC Architecture 530
Syllabus Spring 2023

Landscape Architecture Professional Practice
3 Units:
No Prerequisites
Class Meets in MLA Corner Mondays 9:00 am to 11:50 am.
Instructor: Esther Margulies ASLA

Contact Information:
Email: emarguli@usc.edu
Office hours: Mondays 12:00 pm to 1:00 pm or By Appt.

Reimagine Prospect Park – Prospect Park Alliance – Grain Collective NY,NY

Introduction and Purposes

Course Objectives:

The purpose of this course is to provide an introduction to the practice of Landscape Architecture and will assist students in focusing on their career objectives.   Lectures and readings will address 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 project managers 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.

Learning Objectives: At the conclusion of this course students will:

1. **Compare and contrast a variety of practice types and career paths**
2. **Gain literacy in the various tools for firm and project management.**
3. **Develop an ethical approach to landscape design and practice**
4. **Explore professional licensing and accreditation requirements and processes**
5. **Develop personal career objectives and goals**

Guest lecturers from a range of practices will illustrate various forms of practice and the importance of collaborative relationships between landscape architecture and allied professions of architecture, planning, urban design, civil engineering and planning.

Students will be asked to consider issues and opportunities landscape architects are currently addressing and where we have the potential to act as leaders in developing solutions.

Students will utilize communication skills required in practice including writing assignments, verbal presentations and graphic assignments.

Readings and project assignments will be distributed on the Class Blackboard or Slack channel. Readings must be completed before the class meeting. 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

Class Resources

Arch 530 2023 Google Drive Link
https://drive.google.com/drive/folders/14af2LJMsI5g6UTMK563RE0Yb02YAd9ND?usp=share_link

Arch 530 Miro Board -
https://miro.com/app/board/uXjVP085Tn0=/?share_link_id=992578877523

Arch 530 2023 Blackboard – See Blackboard for course materials and Zoom Links

Weekly Schedule

Part 1 – Knowledge of the Profession

January 9 - 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. **Survey of internship experiences, goals for practice or other career options – in the Class Google Drive https://drive.google.com/drive/folders/14af2LJMsI5g6UTMK563RE0Yb02YAd9ND?usp=share_link**

3. **Career Path Exercise – Miro**

4. **Lecture: A traditional history of the profession, critical milestones and relationships**

Reading Assignments to be completed BEFORE CLASS each week

- Landscape Planning: A Brief History of Influential Ideas, Carl Steinitz 2009 posted on Blackboard

Assignment # 1 Due Monday January 23rd Presentations in Class Make sure to post on Blackboard and Miro

Practice Perspectives – See Blackboard for Assignment Details

January 17 MLK Holiday No Class

January 23 - Week 2

1. **Student Positions in Landscape Architecture Presentations – 10 min each**

2. **Practice, Project and Client Types**

Exploration of practice types, project types, and client profiles. Client due diligence research.

A. Private Practice

B. Public Sector

C. Alternative Project Delivery

Reading Assignments for this class:

- Sharky, Bruce Ready, Set, Practice: Chapter 4 Forms of Professional Practice P. 25 – 40 and Chapter 8 Organizational Perspectives p. 86-96

January 30 - Week 3

Project Management, Critical Phases, Contracts and Risk Management
The landscape architect's typical project phases and types of services provided. Introduction to the structure and strategy of proposals. Conversion into contracts. Project design, and performance in managing 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
   C. Risk Management

Reading Assignment this class:

- Sharky   Chapter 12 P. 135 - 150

- XL Insurance Contract Guide for Design Professionals Pages 1 – 45 - Blackboard

Assignment # 2 Resume and 2 page 11 x 17 spread Portfolio Due February 6th on Miro

The Assignment will be posted on Miro for Class Discussion and Blackboard for grading.

February 6 - 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. **What is running an office really about?**   What are the highest priorities in building a great Practice or team?

2. **Practice Size** – Does it matter? S,M,L,XL Examples

3. **Project Team Composition**

4. **Benefits and Responsibilities of Collaboration**

5. **Peer Review of Resumes and Portfolios**

Reading Assignments for this class: TBD

February 13 - 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 Chapter 6 p. 292 - 321

Assignment # 3 Linkedin Profile Deadline Thursday February 20

February 20 - 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, regulations 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. Tort Law
   f. Civil Law

2. **Employment Law**
   a. Discrimination and Harassment
   b. Independent contractors

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

Reading Assignments This Class:

- Sharky Chapter 13 Legal Issues p. 152 - 168

February 27 - Week 7

Office Tour – Location TBD

March 6 Week 8

Practice Licensing, Professional Organizations
In this class we will review the licensing process for Landscape Architects in the US and the value of professional organization membership.

1. The LARE + CSE Licensing Process
2. CLARB
3. International license standards and processes
4. ASLA, IFLA and other professional groups
5. SITE or LEED Certification

Reading Assignments for This Class:

- Sharky Chapter 5 Professional Continuum p. 40 - 53

- State of California Landscape Arch Practice Act - Blackboard

VOT – TBD

March 13   -Week 9   – Spring Break No class

March 20   - Week 10
Mid Term Exam in Class

Assignment #4 Your Workplace Design – due in class April 10

VOT – TBD

March 27

Office Field Trip Location TBD

April 3 Week 12

Ethics in Practice and Practice in other Hemispheres

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**
4. **Race and Equity in Practice**

Discussion: What are our ethical responsibilities? How do we make decisions in practice?

Reading Assignments This Class:

Sharky Chapter 3 Ethics in Professional Conduct p. 16 – 25

April 10 Week 13

Final Project Assignment and materials will be introduced in this class. Final Assignment: Due April 27 th in Class

Peer Review Workspace Design Projects on Miro

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

Final Assignment: Due April 27 th in Class

Reading Assignments This Class:

Sharky Chapter 10 Business Marketing p. 114 - 121

April 17 - Week 14

Workshop on Final Projects

Meetings with students to discuss final project requirements, progress and resources.

April 24 - Week 14 - Last Class

Presentations of Final Projects in Class

Required Texts

Rogers, Walter, The Professional Practice of Landscape Architecture Second Edition, Wiley and Sons, Inc., 2011 - Available on line USC Libraries

Sharky, Bruce Ready, Set, Practice: Elements of Landscape Architecture Professional Practice John Wiley and Sons, 1994 Ready, Set, Practice: Elements of Landscape Architecture Professional Practice: Sharky, Bruce G.: 9780471555124: Amazon.com: Books

Bibliography – Readings from the following will be supplied via the class blackboard or distributed in class

Bibliography:

Rapetskaya, Maria, 5 Things Not to Do When You're Running a Small Business, Entrepreneur March 2, 2019

Rogers, Walter, The Professional Practice of Landscape Architecture Second Edition, Wiley and Sons, Inc., 2011

Sagar, Julia 6 tips for Running a Successful Design Studio, May 22, 2018 Creative Bloq 6 tips for running a successful design studio | Creative Bloq

Steinitz, Carl A Brief History of Planning Ideas, JOLA 2012

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

Williams, Kevan Start Your Engines, Landscape Architecture Magazine March 2017

IFLA, <u>Code of Ethics,</u>
<u>http://www.iflaonline.org/</u>
<u>http://www.iflaonline.org/index.php/profession/landscape-architecture</u>

Other International Associations
<u>http://www.chsla.org.cn/english.htm</u>
<u>http://www.kila.or.kr/</u>
<u>http://www.landscapeinstitute.org/</u>

California Landscape Architects Practice Act
<u>http://www.latc.ca.gov/laws_regs/pa_all.shtml</u>

Suggested Research Resources – this list will grow

<u>Black Landscape Architects Network</u>

<u>Its Time to Get Political The Dirt July 5, 2016</u>

Course Requirements and Grades

Students are required to attend lectures and field trips

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 class Slack Channel for the prior to the class meeting.   Class discussions will be based on required readings and assignments.

4 Class Assignments	**56 %**
Mid Term Exam	**15%**
Final Project	**20%**
Student Engagement	**9 %**

Assignments
All assignments in this class are individual work. Assignments will include detailed instructions and deliverables. If you have any questions please ask for clarifications.

Each submittal be evaluated on the basis of the following:
- Submittal by the assignment deadline
- Complete deliverables – all items listed in the assignment
- Critical thinking and creativity applied to the assignment.

Assignment 1 – Your personal perspectives and goals in the field, career objectives and priorities. Short Essay and Presentation

Assignment 2 – Portfolio and Resume Submittal

Assignment 3 – Linkedin Profile creation or Tune up

Assignment 4 – Your Workspace Design

Final Assignment – Final Project

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 and potentially on the class Miro Bord

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

Course Expenses
Students are recommended to access the Rogers book on line through the USC library system. Sharky Ready Set Practice is available on Amazon. Students are required to attend all class field trips. Arrangements for carpools will be made in class if transit access is not viable.

Class evaluation
Students are highly encouraged to submit course evaluations to provide constructive feedback to the instructor.

Attendance Policies

The School of Architecture's general attendance policy is to allow a student to miss the equivalent of one week of class sessions – one full class for classes that meet once per week, before 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 it is the student's responsibility to inform the instructor prior to the absence.   Oversleeping or doing work for other classes are not excused absences.

For each absence over that allowed number, the student's letter grade may be lowered up to one third of a full letter grade.

Absences due to Illness or other emergencies

If you know that you will need to miss a class because of illness, a family emergency or other issue it is your responsibility to contact me before class. I will hold and record class on Zoom if there are students with excused absences or if I need to miss class.

[Student Handbook](#) Students are expected to embrace and uphold the policies and expectations in this publication.

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 Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on [Research and Scholarship Misconduct](#).

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call

suicidepreventionlifeline.org
Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call
studenthealth.usc.edu/sexual-assault
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086
eeotix.usc.edu
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - (213) 740-0776
osas.usc.edu
OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.
USC Campus Support and Intervention - (213) 821-4710
campussupport.usc.edu
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion - (213) 740-2101
diversity.usc.edu
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu
Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu
Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)
ombuds.usc.edu
A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

*Occupational Therapy Faculty Practice - (323) 442-33*40 or otfp@med.usc.edu
chan.usc.edu/otfp
Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.