

# USC Architecture 530

## Landscape Architecture Practice

3 Units:

No Prerequisites

Fall Semester 2010:

Class Meets in Harris 102 Fridays 12:00 pm to 1:50 pm

Professor: Esther Margulies ASLA

### Contact Information:

Office: 818 737-2669

Email: [estherm2@gmail.com](mailto:estherm2@gmail.com)

Office hours: Friday 11 to 12 or By Appt.

Blackboard address: [20103 arch 530 11226: 20103 arch 530 11226: Landscape Architecture Practice](#)

## Introduction and Purposes

### Course Objectives:

The purpose of this course is an introduction of the principles, practices, ethics, activities, and types of organizations in the landscape architecture profession. Students will be introduced to a wide variety of practice types and practitioners. Topics include practice management, project management, marketing and the laws and guidelines that guide landscape architecture. Guests will illustrate the collaborative relationship between landscape architecture and the allied professions of architecture, urban design, civil engineering and planning. Each student will build a marketing portfolio with the tools necessary to win projects and clients. The course will provide information on the process of obtaining licensure and the value of professional organizations.

Guest lecturers will include local practitioners, international leaders in the field and experts in related fields. Students will be required to attend local field trips to offices of landscape architects and planners to see their work and the office environment.

In a challenging market for design services we will explore what innovation means to this profession. Students will research and contribute to a discussion of likely directions for the profession to grow and go.

Reading and project assignments will be distributed in class and on the Class Blackboard. All work in this class is expected to meet the established USC standards of academic integrity.

## **ARCH 530 Calendar Fall 2010**

### **Week 1 Class Intro /What is the Profession? Who invented Landscape Architecture?**

1. Review of Class Semester Objectives, Evaluation Criteria, Assignments and Contact Information
2. History of the profession of landscape architecture.

### **Week 2 Practice Types, Sizes and Foci**

1. Private Practice
2. Public Sector

#### **Assignment # 1 Firm Comparisons**

### **Week 3 Project Fundamentals**

1. Projects Teams, Phases, Deliverables

### **Week 4 Design Team Collaboration Civil and Architect**

1. Collaborative role of the Civil Engineer and Architect

**Guests: Sean Vargas Psomas and TBD**

### **Week 5 Field Trip No. 1 Pamela Burton and Co.**

### **Week 6 Field Trip No 2 AECOM Los Angeles**

### **Week 7 Codes and Guidelines**

### **Week 8 Mid Term Examination**

### **Week 9 Safe Practice and Leadership**

#### **Part 1 The legal side of the Practice**

**Guest Lecturer: Mehrdad Farivar Morris Polich and Purdy**

<http://www.mpplaw.com/firm-overview/>

#### **Part 2 Leadership and Sales Strategies**

### **Week 10 Firm and Project In Depth Study – Field Operations**

### **Week 11 Practice Fundamentals Tools to Run the Office– Sustainability and Ethics**

#### **Part 1 Office Finances /Proposals**

#### **Part 2 Sustainability**

**Guest : John Zinner** <http://www.zinnerconsultants.com/peoplezc.htm>

**Week 12      Marketing Individual and Firm**

**Assignment # 2 Resume**

**Week 13      Standards of Practice Licensing, Professional Organizations**

**Professional Standards, Licensing, Affiliations, Governmental Affairs and Professional Advocacy**

**Week 14      No class Thanksgiving**

**Week 15      Final Project Due**

**Required Text**

Rogers, Walter, The Professional Practice of Landscape Architecture, Wiley and Sons, Inc., 1997

**Bibliography – readings will be supplied via the class blackboard or distributed in class**

American Association of Landscape Architects Professional Practice Networks:

<http://www.asla.org/ContentDetail.aspx?id=14444>

Friedman, Thomas Hot Flat and Crowded, Farrar, Straus, Giroux, 2008

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](http://www.latc.ca.gov/laws_regs/pa_all.shtml)

**City of Los Angeles Documents**

[cityplanning.lacity.org/Forms.../landsc%20guidelines%204-05.pdf](http://cityplanning.lacity.org/Forms.../landsc%20guidelines%204-05.pdf)

<http://www.ladwp.com/ladwp/cms/ladwp001257.jsp>

## 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
- 2 class assignments/projects 40%
- Mid Term Examination 25%
- Final Project 25%
- Participation 10%

### Statement for 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 me as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

### Statement on 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/>

### Accreditation Status

The USC School of Architecture's Master of Landscape Architecture First Professional Degree 6-semester curriculum (+3) and Advanced Placement 4-semester curriculum (+2) have been awarded candidacy status towards becoming an accredited professional degree program. All students can access and review the LAAB Conditions of Accreditation (including the Student Performance Criteria) on the ASLA Website,

[http://www.asla.org/nonmembers/education/pdf/2005\\_LAAB\\_Accreditation\\_Standards\\_Procedures.pdf](http://www.asla.org/nonmembers/education/pdf/2005_LAAB_Accreditation_Standards_Procedures.pdf)