

USC Architecture 530

Syllabus Spring 2021

Landscape Architecture Professional Practice

3 Units:

No Prerequisites

Class Meets on Line Fridays 9:00 am to 11:50 pm, some presentations will be arranged at other times when students are available.

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 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 be prepared to:

1. Compare and contrast a variety of practice types and career paths
2. Recognize the various tools for firm and project management.
3. Develop an ethical approach to landscape design and practice

Assignments

Assignment 1 – Your personal career objectives and priorities. Short Essay

Assignment 2 – Portfolio and Resume

Assignment 3 – LinkedIn Profile creation or Tune up

Assignment 4 – Group research and precedents project on topics of contemporary practice

Assignment 5 – Designing your Firm's Office

Final Project

Guest lecturers from practices across the globe 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

Part 1 – Knowledge of the Profession

January 15 - 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
3. Lecture: History of the profession, critical milestones and relationships

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

20 minutes

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 Thursday January 21st 8pm Presentations in Class January 22nd

Practice Position – See Blackboard for Assignment Details

January 22 - Week 2

- 1. Student Positions in Landscape Architecture Presentations – 5 min each**
- 2. Practice, Project and Client Types**

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

- Private Practice
- Public Sector
- 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.

January 29 - 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**
 - PD, SD, DD, CD, CA
- 2) The Landscape Architect's Responsibilities, Client Responsibilities**
- 3) Proposals, and Contracts**
 - Proposal Scope
 - Contracts Key Clauses
 - Risk Management

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 11 x 17 spread Portfolio Due February 4th at 8pm

Be prepared to share your resume and 2 page 11 x 17 spread to class on Friday February 5th

February 5 - 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:

- [Creative Bloq 6 tips for running a successful design studio](#)
- Rogers Chapter 4 236-261

Virtual Office Tour Terremoto David Godshall

February 12 - 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 Thursday February 18th 8 pm

Virtual Office Tour Roberto Garcia Design

February 19 - 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

2. Employment Law

- a. Discrimination and Harassment
- b. Independent contractors

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

Reading Assignments This Class:

- Rogers Chapter 11 p. 508 - 540

VOT – Oracles Suneet Mohindru Dehli India - [Oracles – Landscape Architecture](#)

February 26 - Week 7

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?

Reading Assignments This Class:

- *Peak Everything*, Eldar Shafir Metropolis July/August 2016 - Blackboard
- Articles on Blackboard

Virtual Office Tour Design Workshop

March 5 Week 8

Mid Term Exam

Virtual Office Tour – Tim Devlin Gruen and Associates

March 12 - Week 9 - No Class Wellness Day

March 19 - Week 10

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.

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

VOT – VOGT Marjtin Slob London [London | Vogt Landschaftsarchitekten \(vogt-la.com\)](http://www.vogt-la.com)

March 26 - Week 11

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 posted on Blackboard**

Class Discussion – What makes you more creative/productive? What is your personality type?

Assignment 5 Office Design Project Due April 15th 8pm on Blackboard

Readings: tbd on Blackboard

April 9 Week 12

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.

Virtual Office Tour – LA Neighborhood Land Trust

April 16 - Week 13

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

Readings

[10 CREATIVE BUSINESS DEVELOPMENT STRATEGIES FOR LANDSCAPE ARCHITECTS](#)

[Landscape Architecture Magazine Start Your Engines](#)

April 23 - Week 14

Last Class Meeting

Assistance with final projects

Final Project Due Date Arch 530 – Final Projects Due May 7th 10 am

Virtual Office Tours Dates to be Finalized

Elizabeth Kennedy NY NY

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 [Amazon.com: The Professional Practice of Landscape Architecture: A Complete Guide to Starting and Running Your Own Firm \(9780470278369\): Rogers, Walter: 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 Note: the first edition of this text is not acceptable

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, [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

Suggested Research Resources – this list will grow

[Black Landscape Architects Network](#)

[Its Time to Get Political The Dirt July 5, 2016](#)

Barnett, Rod [Designing Indian Country Places](#), October 2016

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.

| | |
|----------------------------|-------------|
| 5 Class Assignments | 50 % |
| Mid Term Exam | 15% |
| 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 |

Course Expenses

The textbook for this course is available as a rental from Amazon. The price ranges from approximately \$51.00 to \$75.00.

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 work on other classes are not excused absences.

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

Students learning asynchronously are expected to attend all class sessions by watching class recordings. Discussion sessions will be scheduled to meet with students in other time zones.

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 scientific misconduct, policy.usc.edu/scientific-misconduct.

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 of Equity and Diversity (OED) - (213) 740-5086 | Title IX – (213) 821-8298
equity.usc.edu, titleix.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 of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

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 at USC - (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.