Introduction

Landscape architectural practice is a complex enterprise encompassing a broad scope of knowledge and human endeavor. Practitioners concentrate on the art of design, environmental sustainability, social issues, the technology of craft, managing the creative process, building a business, or all of the above.

Whether viewed as a means of livelihood or a way of life, professional practice offers a range of opportunities suited to a variety of personal values, convictions and goals. Accordingly, this course will examine a breadth of practice roles, responsibilities and situations.

Session Topics

Jan. 9 Introduction to Practice: Discussion regarding the breadth of professional landscape architectural practice and the roles of landscape architects in addressing social, cultural, environmental, development and design issues. (Read Rogers Chapter 1; Gregerman pp. 3-17)

Jan. 16 Clients: Who Are They and What Are Their Responsibilities: Understanding responsibilities of the landscape architect to elicit, understand, and reconcile the needs of the client, owner, user groups, as well as public/community domains. (Read Rogers Chapter 2; Gregerman pp. 18-30 and 131-151)

Jan. 23 Project Management: Understanding methods of competing for commissions, selecting consultants and assembling teams, project design, production, and delivery, and client/public interaction. (Read Rogers Chapter 4 and 10; Gregerman pp. 61-84)

Jan. 30 Practice Management: Understanding basic principles of landscape architectural practice management, including practice organization, business planning, financial management, time management, and risk management. (Read Rogers Chapter 6, 7 and 9)

Feb. 6 Leadership: Understanding techniques and skills landscape architects use to work within the design and construction process, as well as on environmental, social, and cultural issues within their communities and scope of practice. (Read Gregerman pp. 85-106 and 152-167)

Feb. 13 Collaboration: Understanding issues involved in collaborating with others in multidisciplinary teams to successfully compete for and complete design projects; and ability to work with colleagues. (Read Gregerman pp. 30-58 and 107-130)

Feb. 20 Legal Responsibilities: Understanding the landscape architect’s responsibility to the public and the client as determined by registration law, building codes and regulations, professional service contracts, zoning ordinances, environmental regulations, and accessibility laws. (Read Rogers Chapter 9 and 11)
February 27  Winter Break

**Mar. 6  Ethics and Professional Judgment:** Understanding ethical issues involved in the formation of professional judgment, including related social, political and cultural issues as they relate to landscape architectural practice.

**Mar. 13  Community and Social Responsibility:** Understanding the landscape architect’s responsibility to work in the public’s interest, to respect historic precedents, to recognize and address the environmental and ecological consequences of changes upon the land, and improve quality of life, locally to globally.

**Mar. 20  Financial Considerations:** Understanding fundamentals of project economics and construction cost management within the framework of design and research.

**Mar. 27  Marketing:** Understanding the necessity for, the value of, and approaches to business marketing. “To ignore the need for marketing is to flirt with extinction.” (Sharky) (Read Rogers Chapter 8)

**Apr. 3  Roles and Responsibilities:** What are the roles you may encounter at various stages in your professional career? What responsibilities are associated with these roles? How do roles and responsibilities change over time?

**Apr. 10  Visitors:** To be announced.

**Apr. 17  Last Day of Class:** Final Project presentations.

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**General Requirements and Policies**

**Approach:** You are encouraged to approach the course as both a rigorous field of study and a simulated practice experience. Course material will be presented through case-studies, which are neither logically organized nor readily outlined. Case-studies are more or less life-like -- messy, and at times seemingly impossible to solve based on prior experience. You will assume various practitioner roles in “realistic” practice situations, imposing meaningful frameworks on unruly case facts, sorting out the peripheral from central issues, and proposing appropriate remedies.

**Required Readings** are to be completed prior to each class session as identified under Session Topics.


3. CTools Resources: See the CTools “Resources” folder, which is organized by session, for additional required readings and support materials.

**Preparation** for each class session is assumed to require approximately six (6) hours per week. As with any learning experience, you will likely benefit in proportion to the effort expended.
Writing is essential to the class. All written assignments shall utilize Calibri font, 11 pt., shall be single spaced with margins set 1 inch on all sides. Approximately 6 - 8 writing assignments will be issued during the term.

Attendance is required. Class will begin promptly at 9:10 AM.

Grades: 80% written assignments; 20% in-class engagement. Grades will be based on a straight percentage of points received for assigned projects and in-class participation. The anticipated total available points for the term is 100.