Landscape Architecture Professional Practice

LAA 4210

3 Credit Hours

Spring 2014
Arch 213
1:55 – 4:55 p.m. Tuesday / Arch 213

Overview:

Instructor: David Barth, RLA, AICP
dbarth@ufl.edu
(561) 308-9937

Office Hours: By appointment

Course Communications: Questions and comments should be sent to the e-mail address above.


Other related texts include:
Landscape Architecture: Guidelines to Professional Practice, Lane L. Marshall, FASLA
Design Office Management Handbook, Fred A. Stitt, editor
Project Management for the Design Professional, David Burstein and Frank Stasiowski
Ready, Set, Practice: Elements of Landscape Architecture Professional Practice, Bruce Sharkey, FASLA
Project Management: Project Management for Design Professionals, William Ramroth

Course Description: Preparation for professional practice and the understanding of the business of landscape architecture in private and public arenas. The course will utilize a class lecture/participation format with homework assignments to complement the content of the lectures.

Prerequisite Knowledge and Skills: Approval of Department Chair
**Purpose of Course:** The purpose of the course is to familiarize students with the practice of landscape architecture to prepare them for an entry level position in the public or private sector.

**Instructional Methods:** Lectures, guest speakers, readings, reaction papers, class discussion, group exercises, in-class work.

**Course Goals and/or Objectives:** By the end of this course, students will:
- understand the types of offices in practice (private and public)
- learn the relationships of practitioners and firms
- understand office organization and areas of practice
- learn marketing techniques and styles of presentations
- develop skills in preparing effective proposals
- understand risk and professional liability
- learn general applications of law and contracts
- learn bid and construction phase responsibilities
- develop a general understanding of office finance

**Teaching Philosophy:** To the greatest degree possible, class activities and assignments will simulate “real-life” professional practice and project management situations.

**Student Learning Outcomes (SLOs):**

**UF Policies:**

**Student Accommodations:** Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. There is no requirement for a student to self-identify his/her disability; however students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

**University Policy on Academic Misconduct:** UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: ‘On my honor, I have neither given nor received unauthorized aid in doing this assignment.’”

The Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to
appropriate personnel. If you have any questions or concerns, please consult with the instructor.

Within the Department of Landscape Architecture, it is to be assumed that all work will be completed independently unless the assignment is defined as a group project by the instructor. This does not mean that students cannot help one another in learning material, but all work that is turned in must be independent work of that individual. Misrepresentation or plagiarism, such as claiming another’s work to be one’s own, refers to graphic and design work as well as written work. Submitting work from one course to fulfill the requirements of another (unless expressly allowed by the instructor) is also misrepresentation.

Any students found to have cheated, plagiarized, or otherwise violated the Honor Code in any assignment will be punished according to the severity of the act and may be referred to the Honor Court. It is each student’s responsibility to report any infraction, and it is expected that each faculty will report all infractions as well.

**Counseling Resources:** Students experiencing crisis or personal problems that interfere with their general well-being are encouraged to utilize the University’s counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. The CWC is located at 3190 Radio Road. For further information on services, make appointments, and emergency or after-hour assistance, call the CWC at 321-392-1575 or on the web at: http://www.counseling.ufl.edu/cwc/.

**Limitations:** If a student has any limitations that might prevent him or her from meeting the requirements of this course, they are asked to notify the instructor.

**Religious Holidays:** The university calendar does not include observance of any religious holidays. The Florida Board of Governors and state law govern university policy regarding observance of religious holidays. Students shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith with prior notification to the instructor. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

**Netiquette: Communication Courtesy:** All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf

**Getting Help:** For issues with technical difficulties for e-Learning on Sakai, please contact the UF Help Desk at:
- On campus at HUB 132
- helpdesk@ufl.edu
- (352) 392-HELP (4357)
- https://lss.at.ufl.edu/help.shtml
Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Other resources are available at http://www.distance.ufl.edu/getting-help for:

- Disability Resource Center: http://www.dso.ufl.edu/drc/
- Resources for handling e-Learning concerns and complaints: http://www.distance.ufl.edu/student-complaints
- Library Help Desk support: http://guides.uflib.ufl.edu/content.php?pid=86973&sid=686381

**Course Grading Policies:**

Student’s performance will be assessed on individual accomplishments, contribution to group projects and active participation and engagement in class activities. Grades will be derived from assessments proportioned across the following areas:

- Firm Profile – 10%
- Capstone/ Terminal Project Plan – 15%
- Business Plan – 20%
- Marketing Presentation – 20%
- Kanapaha Scope, Schedule, Fees – 10%
- Class Attendance – 15%
- Team Participation – 10%

**Attendance and Participation:** To the greatest degree possible, classes will be conducted to simulate a professional practice. Clients expect you to show up for project meetings on-time, dressed appropriately and prepared to talk about their projects. Similarly students are expected to attend all meetings of the class, dress appropriately, and come prepared to participate and discuss assignments. Also, most of the learning in this class will be through class discussion and guest speakers.

Since the class only meets once per week, you will only be allowed one “unexcused absence” without affecting your grade; additional absences will count against your grade unless they are excused by notifying me in advance. Excused absences will not be granted retroactively:

- 1 unexcused absence – no deduction
- 2 unexcused absences – 10% deduction
- 3 unexcused absences – 20% deduction

If you have more than three unexcused absences, you will receive an E for the class. In the case of illness or a family emergency, a schedule for the completion of make-up work must be determined with the instructors as soon as possible upon a student’s return to class. Failure to comply with the agreed upon schedule will result in a failing grade for that project.
**Grading Scale:** It is expected that each student will be able to demonstrate skills growth for each of the objectives by the end of the course. Course grade will be based on problem solving skills as they relate to the achievement of the objectives.

Grading will adhere to the University of Florida Grade Policy:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>A</th>
<th>A-</th>
<th>B+</th>
<th>B</th>
<th>B-</th>
<th>C+</th>
<th>C</th>
<th>C-</th>
<th>D+</th>
<th>D</th>
<th>D-</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Numeric Grade</td>
<td>93-100</td>
<td>90-92</td>
<td>87-89</td>
<td>83-86</td>
<td>80-82</td>
<td>77-79</td>
<td>73-76</td>
<td>70-72</td>
<td>67-69</td>
<td>63-66</td>
<td>60-62</td>
<td>0-59</td>
</tr>
<tr>
<td>Quality Points</td>
<td>4.0</td>
<td>3.67</td>
<td>3.33</td>
<td>3.0</td>
<td>2.67</td>
<td>2.33</td>
<td>2.0</td>
<td>1.67</td>
<td>1.33</td>
<td>1.0</td>
<td>0.67</td>
<td>0.0</td>
</tr>
</tbody>
</table>

For greater detail, see the Registrar’s Grade Policy regulations at [http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html](http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html)

According to Departmental Policy, Landscape Architecture majors must receive a C or better to move forward. Any grade lower than a C will require that the course be taken over again.

**Submission of Student Work:** All student work may be retained and used by the Department of Landscape Architecture. Digital Copies of student work for this course must be turned in at the completion of each assignment. No grades will be computed into the final course grade until digital submissions have been turned in as requested. Please follow the directions given by the instructor as to how they will be submitted (Sakai, CD, PDF, word file, etc.). However, all files must be named as follows:

```
course# name project student name. dwg/pdf/jpg/
```

Example: 3352PlantDesAssig10Smith
4ch 8ch 8ch 6ch

Use caps for separation. No spaces, hyphens, or underscoring. In cases of models and other 3-D work, digital JPG photographs should be submitted.
## Preliminary Course Schedule (subject to change):

<table>
<thead>
<tr>
<th>CLASS/DATE</th>
<th>TOPIC(S):</th>
<th>ASSIGNED READING PRIOR TO CLASS (Rogers):</th>
<th>ASSIGNMENT DUE AT BEGINNING OF CLASS:</th>
</tr>
</thead>
</table>
| Jan 7      | 1. Introductions, review of syllabus, career goals, career paths  
2. Types of practices, typical flow of practice, roles within practice  
3. Self-assessment, selecting partners, next week’s assignments |  |  |
| Jan 14     | 1. Chapter 1- history of the profession, professional career tracks, licensure/ LARE, professional development/ societies, technology; Chapter 2 - clients, markets, proactive vs. reactive marketing, projects, A/ E clients, public clients, AECOM projects  
2. Chapter 3: “Job Fair”  
3. Work on capstone scopes, schedules, hours | Chapters 1, 2, 3 | Draft Capstone/ Terminal Project Description, Scope of Work, Estimated Hours |
| Jan 21     | 1. Ethics  
2. Professional practice relationships  
3. Firm profile presentations | Chapter 1, pp. 29 – 43, Chapter 4 | Firm Profiles |
| Jan 28     | 1. Firm profile presentations cont’d  
2. Licensure/ LARE/ASLA  
3. Intro to developing a business plan: values, mission, vision; financing a practice, estimating costs, projecting revenues; work on business plans | Chapter 5 | Reaction Paper #1 |
| Feb 4      | 1. Finance, accounting, business administration and record-keeping  
2. Work on business plans | Chapters 6, 7 | Capstone/ Terminal Project Description, Scope of Work, Estimated Hours |
| Feb 11     | 1. Relationship marketing; responding to an RFP/ RFQ  
2. Developing a marketing plan | Chapter 8 |  |
| Feb 18     | 1. Kanapaha Park RFP: go/no go process, forming a team  
2. Preparing a proposal, presentation  
3. Work on business plans | Chapter 9 | Draft Business Plan |
| Feb 25     | Responding to an RFP/ RFQ |  |  |
### Description of Assignments:

**Firm Profiles:** You will be assigned a “firm type” to research and profile through both interviews and research. Using the list of “Career Goals and Objectives” in Table 3-1 (Rogers), you will prepare and present a summary of your findings to the class.

**Capstone/Terminal Project Plans:** As the Project Manager for your Capstone/Terminal Project, you will prepare a project scope of work, hour/fee budget, and project schedule.

**Business Plan:** You will team up with other students to create a new design firm, and each firm will prepare a draft and final Business Plan. The Business Plan will include your firm’s:
- Values (what you care about)
- Mission (why you exist)
- Vision (how you want to be perceived)
- Types of Clients, Projects and Services
- Organization/Staffing
- Estimated Start-up Costs and Funding Sources
- Projected Revenues and Annual Costs (Profit and Loss Statement)
Marketing Presentation: Your firm will compete against other firms to develop a Master Plan for Alachua County’s Kanapaha Park. You will make a 5 minute presentation to a selection committee comprised of County staff, visiting professionals, citizens, professors and/or others. Evaluation Criteria will include:

- Introduction to Firm, Overview: Organization, experience, qualifications, etc.
- Approach to Project: Understanding of key issues, problem-solving approach, unique ideas and techniques, creativity, etc.
- Closing: Summary, why firm should be selected, etc.

Kanapaha Park Scope, Fee Budget and Schedule: Congratulations, your firm has been selected to plan and design Kanapaha Park! You will refine the Scope of Work provided by the Client, and prepare a fee budget for the work based on the hourly rates in your Business Plan. You will also defend and negotiate your fees and schedule in class.
Other Expectations and Policies:

As is typical with any design curriculum, studio courses come with heavy course loads and your full participation in the studio is critical to your success in the course.

**Curiosity:** Curiosity and thoughtfulness are two hallmarks of a successful professional Landscape Architect; clients expect you to listen to their needs and issues, and seek thoughtful solutions based on research, comparables, observations and best practices. Students are expected to supplement class assignments and discussion with reading, research and interviews to better understand Site Planning and Design principles, case studies and processes.

**Quality:** Clients expect your work to be neat, accurate and submitted on time without typos or errors. In some cases you will not receive payment for incomplete or late work, and you certainly won’t be hired again. Assignments are due at the beginning of each class period. No late assignments will be accepted; you may receive an extension on an assignment only in extraordinary circumstances and with prior approval.

**Common Courtesy:** Clients expect Landscape Architecture professionals to be “fully present” at all meetings, workshops and presentations.

**Disclaimer:** This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

**Expectations for the Studio:** Throughout the semester we will have a number of small lectures or introductory discussions to help you with concepts and techniques important in tackling the projects you will be assigned. These lectures and discussions will typically happen at the beginning of the class on days appropriate in the sequence of your projects.

Any time not devoted to participating in discussions or attending lectures is devoted to studio work (this will be, by far, the majority of the time scheduled for this course). It is expected that you will be at your desk advancing the work of your projects and exercises for the full duration of the noted studio hours.

During that time, you will have an opportunity to meet with the studio instructor to discuss your work and to explore directions for advancement.

Please be aware that your day-to-day progress will be evaluated and documented. This evaluation determines a significant part of your final assessment for the project and for the semester.
As you will quickly discover, there is often no right or wrong answer to a design problem, however, there is a right and a wrong way to the design process*. The instructor will endeavor to assist you in your process towards resolving the design problems in the best and most efficient manner possible.

If you are confused or unclear about any direction you receive during our brief desk critiques, please ask for clarification when appropriate.

* While the design product is extremely important, your design process is also important. Make sure to keep on top of the development and advancement of your work and the stated expectations for desk critiques. This will not only help you achieve a higher level of success in this course, but will help you preserve your sanity and will directly contribute to making you a better designer for life.

Desk Critiques: The expectations for desk critiques between one studio course and another may vary slightly or even radically. Our expectation for this course is detailed as follows:

The instructor will post a critique sign-up sheet at the beginning of each class for students who have specific issues or questions they wish to discuss. Regardless of whether or not you sign up, you will be at your desk, organized and prepared to launch into a cogent and concise presentation* (overview) of your project’s development and you have clearly articulated questions prepared for the instructor to help you with.

*To successfully construct an overview of your project’s development, you should have a complete series of overlays that illustrate the iterations of your design ideas. Each layer should be time stamped: simply write the date and time for each iteration in the lower right hand corner along with your name. Keep these layers clearly and chronologically organized, free of tape and cleanly trimmed. As we advance through the semester, we will be helping you develop the habit of scanning these iterative designs as a means to help you focus your design inquiry, to sharpen your organization and presentation skills and to save you painful agony when it’s time to pull a portfolio together.

During at-desk consultation periods, the instructor will work his way through the studio as systematically as possible. Please do not feel like you are being avoided if the instructor misses you. If it looks like the instructor is likely to miss you as they work their way through the studio, please kindly alert him to this fact.

Fundamentally, your desk critique is to help the instructor understand how you are approaching the assigned problem and to evaluate the effectiveness of your design process. The intention is NOT to give you the solutions. Therefore, this is a process that is driven by the student. The role of the critic is to ask questions that challenge your assumptions or to suggest that you are either on the right track or headed down a dead end. It may be worth keeping in mind that some of the comments that might be appropriate for one approach may not be appropriate for another.
When you get really stuck, we’ll help by making suggestions for approaches but only after it has been shown that you have explored all other possible options through an exhaustive design inquiry. We want to see you emerge as a confident and skilled designer, not just as someone who can draw up someone else’s design ideas.

All students using the studio are expected to do so respectfully of others. Sound travels and can be very distracting to others. Please speak quietly and avoid calling out across the studio space. You may listen to music when in the studio but not during lectures, presentations, seminar discussions or critiques and only ever using headphones. Please ensure that the headphone design is such that the noise of your music cannot be heard by others around you.

Cell phones must not ring or be used during class times. If you have an emergency and must use a telephone, please do so outside of the studio.

Care should be taken with the belongings of others (ask before borrowing and don’t borrow unless you have). Also, know HOW to use what you borrow: it is very easy to destroy or damage studio equipment. Never use a scale ruler as a straight edge for drawing or trimming. Never use a triangle for trimming.

Studio door combinations are not to be shared with anyone not formally associated with this course.