
Course: Landscape Architecture Professional Practice

Instructor: Dr. Mary G. Padua, ASLA, CLARB, RLA (CA HK SC), Professor

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Office Hours by appointment only: contact Dr. Padua via email to make an appointment

Catalog Description: Lectures pertaining to the general considerations of landscape architecture office procedures. Topics include the professional relationship between the landscape architect and client, including ethical, legal and business issues, as well as portfolio development.

ASLA endorses a "Practice of Landscape Architecture" definition as follows:

The "Practice of Landscape Architecture" means the application of mathematical, physical, social, and natural science principles in landscape architectural consultation, evaluation, planning, design, and construction services. Practice includes preparation, submittal, and administration of plans, drawings, specifications, permits, and other contract documents for work involving natural and built environments. <https://www.asla.org>

Course Overview: The scope of professional practice and range of work landscape architects engage in has expanded significantly in the last several decades and the range of work spans the planning, design, conservation and management of the land. This course will cover the practical aspects of professional practice (forms of practice, project development and management) as well as issues of land stewardship, ethics, legal issues and social justice.

Course Goals & Objectives, Learning Platform:

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. The primary goal of this course is to initiate an understanding of professional practice as a way to be able to be effective and responsible as an aspiring landscape architect.

Lectures, readings, field trips, student presentations will address the expansive knowledge necessary to engage in all levels of practice from entry level designer to sole proprietor of a small business, as well as principal or equity partner in a multi-disciplinary corporate firm. Regardless of the size and type of professional practice, designers and project managers need a working command of the principles of business management, accounting, human resources, ethics, marketing and business development. Topics covered in the course include history of the profession, practice operations and management, project management, risk management, business and practice ethics, licensure, marketing and the laws and codes that guide landscape architecture. Students will learn about the legal use of the title "landscape architect" and the role of licensure as it pertains to society's public health, safety and welfare. The course will be organized around the following four areas:

The Professional – professional organizations, brief history of the profession, licensure, ethics, and career options within the profession.

Practice – modes of practice: non-profit/non-governmental organizations (NGOs), public (civic-local, regional, state and national); firm structure and management; with consideration of project and office finances, accounting, business administration, insurance (errors and omission-E&O, liability) firm identity and marketing.

The Project – project management, administration and leadership; multidisciplinary team organization; contracts; scheduling and budgeting; contract documents; construction administration; and the client's role.

Social Responsibility – the role of the landscape architect beyond that of professional ethics and serving client needs.

Learning Objectives:

- Compare and contrast a variety of practice types and career paths
- Interrogate the various tools needed for business operations, contracts, project management and construction administration.
- Develop a sense of ethics for practicing landscape architecture
- Develop an understanding of legal issues related to professional practice
- Develop an understanding for the need to be a licensed practitioner
- Explore your professional identity and ways to effectively communicate and market yourself
- Explore ways to communicate to future employers and/or clients through portfolio and resume development

Learning Outcomes:

- Understand the variety of practice types and career paths
- Understand creative and effective ways for resume-building and portfolio development
- Recognize the various tools and basic knowledge for business operations, contracts, project management and construction administration
- Understand the significance of ethical, social and political issues for professional practice, particularly the ASLA Code of

Ethics

- Understand the importance of licensure in the profession.
- Understand the basics of legal and ethical issues for practitioners in the LA profession and the fundamentals of Public Health, Safety and Welfare
- Understand the various stakeholders that practitioners engage with.

Learning mode: synchronous, face to face learning and communication

This seminar course entails lectures, readings, variety of assignments and related student presentations, field trips (one to two all day field trips), as well as virtual engagement with professionals (local and national). Assigned Readings will take place before class meetings and you are expected to know the materials and be prepared to engage and discuss during class meeting times.

General communication will occur during class time with some follow-up correspondence via email as needed. Please check your “junk” or “spam folder”.

Canvas will be used as an archive and depository where lectures and assignments will be uploaded for your reference. I will also keep track of your attendance using both Canvas and marking your presence during class time.

Required Assignments (detailed content of assignments and expectations will be written, circulated and discussed in class). Additional assignments may be assigned.

1. Review and analysis of websites of three to five landscape architecture professional firms that interests you. Select one firm that aligns with your career interests and prepare and deliver a 4-minute oral presentation and written reflective essay.
2. Portfolio Development and Resume for the course and in anticipation of the upcoming SoA Feb 20-22 Career Expo
3. Your career objectives and priorities, and individual perspective and aspirational position in the field of landscape architecture (essay and presentation)
4. LinkedIn Profile creation or tune-up of existing profile
5. Website design and presentation
6. Reflective essays of virtual meetings with practitioners
7. Final Assignment

Required Text and Readings:

The Professional Practice of Landscape Architecture: A Complete Guide to Starting and Running Your Own Firm, Second Edition, by Walter Rogers, available online via Clemson University Libraries – unrestricted download

Assigned Readings: Digital copies will be e-circulated and made available on Canvas.

Recommended Readings and websites:

ASLA's Landscape Architecture Magazine
ASLA www.asla.org
Landscape Architecture Foundation www.lafoundation.org
The Cultural Landscape Foundation www.tclf.org
Landscape Journal
Journal of Landscape Architecture
Landscape Architect and Specifier News
Places Journal

General Assessment Criteria and Competency

- *Comprehension*: the ability to perceive and explain the meaning or nature of an issue directly or indirectly related to the professional practice of landscape architecture
- *Process + effort*: Diligent, creative, and self-directed in performing assigned tasks and demonstrating progress.
- *Attitude*: Overall willingness to perform the required work and a respect for peers, visitors and their knowledge and experience

Course Expectations, Evaluation Procedures and Criteria

- Attend all scheduled classes, participate and engage in class discussions, and attend required field trips.
- Acquire and demonstrate use of the specified tools required for completion of class assignments.
- Complete assigned course readings and be prepared to actively participate in associated class meeting discussions.
- Complete all assignments on time and with a high degree of quality.
- Engage with “they” “his”, or “her”, professor or visiting professionals and classmates in a thoughtful, respectful and through a positive, productive dialogue to promote a positive learning environment

Assessment and Evaluation

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| • Attendance/participation and engagement during class meetings
(authentic preparation and comprehension of reading assignments) | 10% |
| • Assignments (research, readings, oral presentations, various deliverables including
written essays, digital copies of presentations) | 30% |
| • Mid-term | 30% |
| • Final | 30% |

Grading criteria:

The performance-based criteria cited below are guidelines for determining grades. Primarily, the instructor considers the quality and accuracy of the work when determining grades. Secondly, the instructor considers outstanding effort, improvement, student participation, interest, attitude, following directions, and contributions to the quality of the course.

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| A=Excellent (90-100) | The work reflects significant depth of understanding and mastery of the assignments, to their full potential. The problems have been both fully developed and communicated exceedingly well verbally and graphically. This means outstanding and expertly crafted work. |
| B=Good (80-89) | Work shows an above-average depth of understanding. The problem solutions demonstrate an attention to detail and a consciousness of good craft. This means above-average good work. |
| C=Fair (70-79) | All the requirements of the assignments have been met and the problems have been solved adequately, but the solutions lack depth of understanding and development. The overall work demonstrates skills appropriate for this level. This means average work. |
| D=Poor (60-69) | The work is weak and lacks full resolution of the stated problems. Organization is weak. Skills appropriate to this level have not been demonstrated. This means poor work. |
| F=Failed (0-59) | The work is incomplete and/or poorly portrayed. The solutions to problems evidence a lack of understanding and skills appropriate to this curricular level, and a general lack of effort in fulfilling assignments. This means "unacceptable work" and the student must repeat course to get credit. |

University policies

Clemson Academic Integrity Code

"As members of the Clemson University community, we have inherited Thomas Green Clemson's vision of this institution as a 'high seminary of learning.' Fundamental to this vision is a mutual commitment to truthfulness, honor, and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form."

Clemson Disability Access Statement

"It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities. Students are encouraged to contact Student Disability Services to discuss their individual needs for accommodation."

Attendance and Excessive Absence Penalty

You are expected to attend all classes and related activities unless you have an excused absence, e.g., by prior permission; have an illness, which can be verified by a physician; have a family emergency; or university-wide closure. Absence from class is detrimental to the learning process. Hence, if you know you will be absent, please contact me via e-mail or text so that I can evaluate whether your absence is excusable. During the first class meeting, I will relay to you my personal cell phone number for emergency use only. Three unexcused absences will result in one letter grade reduction for the final course grade. Three arrivals to class more than 5 minutes late will equate to 1 unexcused absence. Five unexcused absences will result in "F" and failure of the course. Missing or being absent for a scheduled student presentation (unexcused absence) will result in "F" and considered failure of the course.

Assignments

All work is to be handed in at the designated deadline times. Late work will be penalized by 15% for each day the assignment is late.

Syllabus Changes

The professor reserves the right to make any changes in the syllabus throughout the course. Changes in assignments, evaluation criteria, related percentage values and weighting, and due dates are also at the discretion of the professor.

Student Work Documentation (Accreditation)

You are expected to keep all work throughout the semester. A few selected projects may be stored for use in future accreditation visits. At the end of the semester, you may be required to record some or all of your work digitally and submit electronically to the instructor.

COURSE OUTLINE is in development and preliminary schedule of speakers (virtual) and field trips to be confirmed during class meetings.

Name	Date
Fremont Latimer, RLA , Principal ISA Certified Arborist, #FL5480A Marquis Latimer + Halback, Inc. 34 Cordova, Suite A St. Augustine, FL 32084	Feb 13
Bryant Cook , Senior Manager Land Development Hines Houston, TX	Feb 27
Taylor B. Clem, PhD County Extension Director Horticulture Extension Agent II UF/IFAS Extension Nassau County 85831 Miner Road Yulee, FL 32097	March 12
Britton Jones Coen + Partners Minneapolis, MN	March 26, 2024
Aaron Lee Wiener, PLA, PMP Outdoor Recreation Planner Land and Water Conservation Fund Program : Southeast Regional Office National Park Service United States Department of the Interior	April 23, 2024
<u>Field trips:</u> Zan Stewart Perkins Will Atlanta, GA	April 2
Marc Archambault , artist/stone mason Stephen Wyda, Ryan Blau Vision Design Collaborative Asheville, NC	Apr 16