

First Assignments:

Readings:

For next Tuesday:

Carl Steinitz (2008) "Landscape planning: A brief history of influential ideas", *Journal of Landscape Architecture*, 3:1, 68-74, DOI: 10.1080/18626033.2008.9723397 PDF uploaded to Canvas.

10 minute Video of Carl Steinitz "On the Future of Landscape Architecture" from 2016 LAF New Declaration Symposium
<https://vimeo.com/173647936>

For next week in general:

Chapter One in Rogers, Walter (2011), *The Professional Practice of Landscape Architecture Second Edition*, Wiley and Sons, Inc. Note: the first edition for this book is not acceptable

Research and Pecha-Kucha style Oral Presentation:

The purpose of this research exercise is to quickly immerse yourself in the world of professional practice and learn ways that landscape architecture firms or companies communicate their practice philosophy, mission, values, specialty areas or types of services they provide, as well as to hone your interests and identify the type of practice you prefer to engage in after completing your Clemson educational journey.

Select up to five (or more) professional firms and analyze the contents of their websites. You may choose landscape architecture professional firms that you are familiar with and other firms (local, national, international) that you may discover through online research or word of mouth (from your classmates, employers, Clemson LA instructors).

Recommended first step in your selection process is to conduct an online review and survey of practicing landscape architects that could be found as recipients of past ASLA professional awards, or on various websites like Landscape Architecture Foundation www.lafoundation.org or The Cultural Landscape Foundation www.tclf.org. Additional websites containing award-winning projects and built/unbuilt projects by landscape architects you may wish to quickly survey:

Landezine <https://landezine.com/>

World Landscape Architect <https://worldlandscapearchitect.com/>

Recommended second step: After selecting five landscape architecture firms, conduct a deep dive to review their websites and analyze the content including text, website layout and organization, projects (types), philosophy, or vision and mission statement and ways they portray their people who work in their practice.

Recommended third step: Select **one** firm that you like (entirely your choice that you will need to justify) and prepare an oral 5 minute (approximately 500 to 600 words) Pecha Kucha style digital PowerPoint (no more than 15 slides) presentation.

Note: Pecha Kucha is a presentation method that provides an explanatory narrative or "tells a story" using images rather than reading text from slides

Presentation date: next Thursday January 18

Written reflective essay (no more than 300 words) that discusses the professional firm you chose, your analysis and critique of the contents of the website, your "take away" and "lessons" learned.

Format for written essay: 12 point font, 1.5 vertical spacing, One inch margins all around, your name and date in the upper righthand corner. You may use section headings like (but not limited to): Introduction of Professional Firm, Website Content and Analysis, Lessons Learned.

Deadline and Submission of Written Reflective Essay: 10 am Tues Jan 23rd. Send digital copy (PDF) of your essay via email to mgpadua@clemson.edu