

## **LAND 449 Landscape Architecture Professional Practice**

Section III Instructor: Jane Choi, [jane.choi@colostate.edu](mailto:jane.choi@colostate.edu)

Spring 2014 | NESB B101

Tuesday | 4:00PM to 4:50PM

### **Section III: Professional Service, Organization and Small Practice**

This section will introduce students to the roles and responsibilities of landscape architects in professional practice and the types of services that landscape architects provide. We will explore the various business models and legal forms utilized by design firms, the roles and responsibilities of staff members and designers, and the benefits and drawbacks of different organizational structures. We will also focus our attention on the process of starting a small design practice, including the drafting of a business plan, implementation of marketing strategies and the identification of market niches and specializations.

Students will be assigned weekly readings from the course textbook, Ready, Set, Practice: Elements of Landscape Architecture Professional Practice by Bruce G. Sharky. A cumulative multiple choice quiz will be administered during the final class.

#### Schedule

##### **Week 7**

- o Lecture 1: Professional Service
- o Reading Assignment: Chapters 7 & 8. Pp. 75 -97

##### **Week 8**

- o Lecture 2: Organizational Perspectives and Small Practice
- o Reading Assignment: Chapter 9. Pp. 98 - 113

##### **Week 9**

- o Multiple Choice Quiz: Chapters 7, 8, 9

#### Grading Criteria

Grades for this section will be determined by quiz score (90%) and class participation and attendance (10%).

<u>Score</u>	<u>Grade</u>	<u>Description</u>
90 – 100	A	Excellent
80 – 89	B	Above average
70 – 79	C	Average
60 – 69	D	Below-average
0 – 59	F	Fail