

LAA 4210
Landscape Architecture Professional Practice
UF Department of Landscape Architecture
Spring 2024

SYLLABUS

I. General Information

CLASS MEETINGS: 100% In-Person: Tuesdays
Periods 7-9 (1:55 PM – 4:55 PM)

LOCATION: Rinker 215

CREDITS: 3 Credits

INSTRUCTOR: Daniel P. Manley, PLA, ASLA
ARC 431E
Office Hours: Mondays, 12:30 PM – 2:30 PM or by appointment
dpmanley@ufl.edu

TA: Bryce Donner
Brycedonner@ufl.edu
Office Hours: Mondays, 12:30 PM – 2:30 PM or by appointment

COURSE DESCRIPTION

Preparation for the professional practice and the understanding of the business of landscape architecture in private and public arenas.

PREREQUISITE KNOWLEDGE AND SKILLS

Junior status or higher

REQUIRED READINGS AND WORKS

All required readings and works can be found online, course reserves, or in the UF Library (see annotated schedule). The following texts is required:

- *The Professional Practice of Landscape Architecture: A Complete Guide to Starting and Running Your Own Firm*, Second Edition, Walter Rodgers

This book is online in the UF Library system; however, you may want to consider purchasing the book as it is a good reference for the LARE. Other required readings will be made available as part of specific assignments.

REQUIRED SUPPLIES AND SOFTWARE

You will be expected to bring your laptop to class. All students are required to have a laptop computer that meets the Department's computer requirement. The following software is required on your laptop:

- MS Office (Word, Excel and Powerpoint)
- Adobe Acrobat or Acrobat Reader

You will likely use the Adobe Creative Suite for portions of this course as well; however, this will not be needed for in-class assignments.

II. Student Learning Outcomes (SLOs)

At the end of this course, students will be expected to have achieved the learning objectives (CLOs) under the program SLO headings as follows:

CONTENT
SLO 1 – Integrate concepts from the general body of knowledge of the profession of landscape architecture in design decision-making.
CLO 1 – summarize current and emerging practice opportunities that utilize LA skills and knowledge in a variety of private, public, academic, and non-governmental settings.
CLO 2 – employ basic principles of accounting and financial management.
CLO 3 – describe the marketing process for LA professionals including the public solicitation process.
CLO 4 – articulate a general understanding of contracts and law and evaluate risk as it relates to project management and professional liability.
CLO 5 – examine key concepts related to project management and delivery.
CLO 6 – explain bid and construction phase responsibilities including construction administration and observation.
SLO 2 – Apply core professional landscape architecture skills in design decision-making.
CLO 7 – identify and apply project management techniques necessary to lead and collaborate on projects.
CLO 8 – employ project tracking techniques to mitigate financial risk in project management
SLO 3 – Apply ethical understanding to design decision-making
CLO 9 – connect the ethical and professional obligations (including health, safety, and welfare) to clients, communities, the public, and the environment.
CLO 10 - articulate the importance of lifelong learning, advocacy, career development, and the role of professional and community organizations in professional development
CLO 11 - critique the regulatory, professional practice, and licensure requirements
COMMUNICATION
SLO 5 – Produce professional visual, oral, and written communications.
CLO 12 – present ideas concretely through visual, oral, and written communication.
CLO 13 – choose the appropriate business communication tool for various professional situations
CLO 14 – summarize project management information succinctly and with clarity

III. Graded Work

DESCRIPTION OF GRADED WORK

Introduction to the Profession Presentation (5% of total grade)

In groups, students will present a given practice area of landscape architects.

Mid-Term Exam (20% of total grade)

The mid-term exam will cover practice areas, accounting, financial management and marketing.

Marketing Project (20% of total grade)

In groups, students will prepare a response to a Request for Qualifications and prepare and give a shortlist presentation.

Project Management Project (15% of total grade)

Individually, students will track a project to determine if the project is on-budget and on-time.

Reflections (20% of total grade: 4 @ 5% each)

Throughout the semester, students will be individually required to write four brief reflection papers on topics related to professional practice.

Final Quiz (10% of total grade)

The final quiz will cover topics related to contracts, project management, project tracking, ethics, liability, licensure, project approvals, contract documents and post-design services.

Exercises (10% of total grade)

Students will have various exercises to complete throughout the semester. Most exercises will be done in class.

The graded work assesses the course learning objectives as follows:

Assessment	LAA 4210 - Course Learning Objectives (CLOs)													
	SLO 1						SLO 2		SLO 3			SLO 5		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Intro to Profession	X											X		
Mid-Term Exam	X	X	X										X	
Marketing			X									X		
Project Management				X	X			X				X		X
Reflections							X		X	X	X	X		
Final Online Quiz				X	X	X		X	X		X		X	
Exercises	X	X	X	X	X	X	X	X	X	X	X		X	

GRADING SCALE

For information on how UF assigns grade points, visit: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

A	93 – 100%	B-	80 – 82%	D+	67 – 69%
A-	90 – 92%	C+	77 – 79%	D	63 – 66%
B+	87 – 89%	C	73 – 76%	D-	60 – 62%
B	83 – 86%	C-	70 – 72%	E	<60

As per department 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.

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. Please follow the directions given by the instructor as to how they will be submitted (e.g., Canvas, CD, PDF, word file, etc.). If an assignment is required to be scanned, it must be scanned; photographs of assignments are not acceptable. If a multipage PDF is requested, do NOT submit each page as a separate PDF. It must be submitted as one file. Point deductions on the assignment may result from not following submittal directions or providing incorrect submittal or file formats.

Projects assignments are expected to be submitted by the specified due date. If no prior arrangement is made with the instructor for a late submittal, the maximum points that the student can earn for the project will be reduced by 2% for every day it is late. Therefore, if a 100-point project is five days late, the maximum points that the student can receive for the project is 90 points (i.e., 90% of the total grade). If the student receives the equivalent grade of an 85% on the project, the student would receive 76.5 points (85% of 90 points). Project assignments that are ten days late or more will be graded out of 80% of the total points of the assignment. Late projects will be accepted on or before the last day of class. A grade of zero will be given until the project has been turned in.

Timely submission of exercises is included as part of the exercise grade/points. If an exercise is considered “in-class,” it is due at the end of the class period. If you are absent and it is unexcused, you will not receive points for the exercise.

A due date and time will be provided for every assignment, and an assignment is considered a day late if it is submitted after the specified date and time. The deadline is a hard deadline; no exceptions will be made for scanning, computer related issues, uploading, et cetera. Assignments are considered an additional day late every 24 hours from the due date.

Assignment submissions may be updated and re-uploaded to the Canvas site as needed prior to a submittal deadline. Once the deadline has passed for an assignment and a submission has been made, additional submittals are not guaranteed to be accepted. If the updated, late submittal is accepted, the entire submittal will be considered late and points will be deducted based on the date of the late submission. In addition, it is the student’s responsibility to ensure that a submission is complete; missing items will not be given credit.

IV. Annotated Weekly Schedule

Week	Topics, Homework, and Assignments
Week 1	<ul style="list-style-type: none"> • Topic: Introduction to the Course, Overview of the Profession, and Communication • Summary: This week we will review the various areas of practice in landscape architecture and our obligations as landscape architects to our clients and the public. We will also discuss design team structures and the role that landscape architects play in leading and collaborating on projects with various design disciplines. Finally, we will discuss the importance of communication, proper communication tools, and how to effectively communicate with our colleagues. (CLO# 1, 7, 9, 10, 11, 12, 13) • Required Readings/Works¹: <i>The Professional Practice of Landscape Architecture:</i> Chapter 1 (pp. 17-23 and 29-43) and Chapter 4 (pp. 236-238) • Assignment²: Intro to Profession Assigned (due Week 3 – Tuesday). Reflection 1 Assigned (due Week 13 – Tuesday).
Week 2	<ul style="list-style-type: none"> • Topic: Basic Accounting Principles and Concepts • Summary: We will discuss basic principles and concepts in accounting that are necessary for landscape architects to understand when running a business. (CLO# 2, 7, 8, 14) • Required Readings/Works: <i>The Professional Practice of Landscape Architecture:</i> Chapter 6 (pp. 292-306) • Assignment: No new outside class assignments
Week 3	<ul style="list-style-type: none"> • Topic: Financial Management for Landscape Architects • Summary: We will continue our financial discussion and explore concepts in financing and financial management. These concepts are useful at all stages of professional development and help professionals to understand how professional services are inextricably linked to business decisions within the company. We will also present our findings on practice areas for landscape architects. (CLO# 2, 5, 7, 8, 12, 14) • Required Readings/Works: <i>The Professional Practice of Landscape Architecture:</i> Chapter 5 (pp. 264-287) and Chapter 6 (pp. 306-314) • Assignment: No new outside class assignments
Week 4	<ul style="list-style-type: none"> • Topic: Financial Management for Landscape Architects • Summary: We will conclude our discussion of financial management with a focus on overhead ratio and billable rates. (CLO# 2, 5, 7, 8, 14) • Required Readings/Works: None • Assignment: No new outside class assignments

¹ Readings provided are only from textbook. Other required readings may be provided in individual assignments

² Exercises will be assigned during class. See Canvas for specific exercise details.

<p>Week 5 (UF PDC – Shortlist Meeting 2/9 @2:30pm)</p>	<ul style="list-style-type: none"> • Topic: Introduction to Marketing • Summary: Where does work come from? How do we solicit private and public enterprises for work? We will discuss the basics of marketing and how landscape architects pursue work. Students will be required to attend a shortlist meeting on February 9th at 2:30pm. (CLO# 3, 7, 9, 10, 12) • Required Readings/Works: <i>The Professional Practice of Landscape Architecture:</i> Chapter 8 (pp. 395 – 402) • Assignment: Marketing Project Assigned (response due Week 11 – Tuesday, shortlist presentation due Week 12 – Tuesday). Reflection 2 Assigned (response due Week 8 – Tuesday). Attend UF PDC Shortlist Meeting on February 9 @ 2:30pm
<p>Week 6</p>	<ul style="list-style-type: none"> • Topic: Marketing RFQ Development • Summary: We will continue to delve further into marketing and how we respond to public “Request for Qualifications.” (CLO# 3, 7, 9, 10, 12) • Required Readings/Works: None • Assignment: No new outside class assignments
<p>Week 7 (Req’d Industry Expo – 2/19)</p>	<ul style="list-style-type: none"> • Topic: First Five Years: Recent Graduate Panel • Summary: We will have recent graduates join our class to discuss their experiences in practice. We will also continue with our RFQ responses. (CLO# 1, 3, 7, 9, 10, 12) • Required Readings/Works: None • Assignment: Attend Expo After Hours event on February 19 from 5-7pm
<p>Week 8</p>	<ul style="list-style-type: none"> • Topic: Mid-Term Exam • Summary: We will have an exam that reviews the first half of the semester. (CLO# 1, 2, 3, 10, 12, 13) • Required Readings/Works: None • Assignment: Mid Term Exam, Reflection 3 Assigned (due Week 11 – Tuesday)
<p>Week 9 (Req’d Ed Stone Lecture – 3/6)</p>	<ul style="list-style-type: none"> • Topic: Ethics and Introduction to Contracts • Summary: We will explore professional ethics and how we can apply them broadly across our discipline. In addition, we introduce contracts, discuss their basic requirements, and delve into the “scope of services.” (CLO# 1, 4, 9, 11) • Required Readings/Works: <i>The Professional Practice of Landscape Architecture:</i> Chapter 9 (pp. 410 – 412, 423 – 438, and 459 – 468) • Assignment: Attend Edward D. Stone Lecture (Wed 3/6)
<p>Week 10 (No Class – Spring Break)</p>	<ul style="list-style-type: none"> • Topic: Spring Break • Summary: No Class • Required Readings/Works: None • Assignment: No New Outside Class Assignment

Week 11	<ul style="list-style-type: none"> • Topic: Project Management • Summary: Many landscape architects will ultimately be project managers to some degree. We will discuss the basics of project management and how to be an effective project manager. (CLO# 4, 5, 7, 9, 11) • Required Readings/Works: <i>The Professional Practice of Landscape Architecture:</i> Chapter 10 (pp. 471-476 and 485 – 492) • Assignment: No new outside class assignments.
Week 12	<ul style="list-style-type: none"> • Topic: Project Tracking • Summary: How do we know if a project is on-budget and on-schedule? This week, we will review proper techniques for project tracking. (CLO# 2, 5, 7, 8, 12, 13, 14) • Required Readings/Works: <i>The Professional Practice of Landscape Architecture:</i> Chapter 10 (pp. 476 -485) • Assignment: Project Management Project Assigned (Due Week 16 – Tuesday)
Week 13	<ul style="list-style-type: none"> • Topic: Law, Liability, and Risk Management • Summary: We will review topics related to contract and tort law, we will explore the types of liability we are exposed to as landscape architects, and we will discuss ways to minimize risk. (CLO# 4, 5, 7, 9, 10, 11) • Required Readings/Works: <i>The Professional Practice of Landscape Architecture:</i> Chapter 10 (pp. 494 – 495) and Chapter 11 (pp. 520-522) • Assignment: Reflection 4 Assigned (Due Week 15 – Tuesday)
Week 14	<ul style="list-style-type: none"> • Topic: Contract Documents and Post Design Services • Summary: What is the design professional responsible for once design services are completed? We will explore different types of construction contracts, what comprise the contract documents for construction, and services landscape architects provide during the bidding and construction phases. (CLO# 6, 7, 9, 11, 12, 13, 14) • Required Readings/Works: <i>The Professional Practice of Landscape Architecture:</i> Chapter 10 (pp. 503-504) and Chapter 4 (pp. 243 -253) • Assignment: No new outside class assignments.
Week 15	<ul style="list-style-type: none"> • Topic: Project Approvals • Summary: Before a project can go to construction, it must go through various approvals. This is a significant aspect of the project design schedule that requires technical expertise, political knowhow, and expert communication. We will discuss the process and how design professionals are essential to this process. (CLO# 5, 7, 9, 10, 11, 12, 13) • Required Readings/Works: Chapter 11 (pp. 511 – 516) • Assignment: No new outside class assignments.
Week 16	<ul style="list-style-type: none"> • Topic: Licensure and Professional Development • Summary: After graduation, continued professional development is key to professional growth. Licensure is an important step in that process. We will review opportunities for professional growth and the requirements for licensure. (CLO# 9, 10, 11) • Required Readings/Works: None • Assignment: Final Online Quiz open (due 5/2 at 12:00 pm)

VI. Required Policies

ATTENDANCE POLICY

Attendance is mandatory. Students are expected to arrive on time. Acceptable reasons for excused absences are as follows:

- o Illness
- o Serious family emergency
- o Special curricular requirements (e.g., judging trips, field trips, professional conferences)
- o Military obligation
- o Severe weather conditions
- o Religious holidays
- o Participation in official university activities such as music performances, athletic competition or debate.
- o Court-imposed legal obligations (e.g., jury duty or subpoena)

If necessary, students shall be permitted a reasonable amount of time to make up material or activities covered in their excused absence; however, absences do not affect project deadline dates unless prior arrangements have been made.

The instructor will not provide the student notifications regarding absences and tardiness. You may email the instructor should you have any questions regarding your attendance. Please schedule an office meeting for any discussions regarding attendance, tardiness, and late assignments. Do not discuss these issues with the instructor during studio time.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

STUDENTS REQUIRING ACCOMMODATION

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

UF EVALUATIONS PROCESS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

UNIVERSITY HONESTY POLICY

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 (<https://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 or TAs in this class.

COUNSELING AND WELLNESS CENTER

Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

COURSE MATERIALS AND IN-CLASS RECORDINGS

The digital course materials provided on Canvas (e.g., lectures, assignments, quizzes, et cetera) are provided for personal study and are not intended for distribution by electronic or other means. Further distribution or posting on other websites is not permitted.

Our class sessions may be audio visually recorded. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who participate orally are agreeing to have their voices recorded.

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording

without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.