

Course Description: Introduction to the organization, management, and practice of architecture as a business and profession. Emphasis is placed on the range of services provided, professional ethics, business management, marketing, contracts and negotiations, design cost analysis /control, and other aspects of professional practice.

Course Goals and Objectives:

Through assigned readings, in-class discussions, lectures, individual research, and group research, each student will:

1. Develop an understanding that protection of the public health, safety, and welfare is central to the issue of sustainable design and that the ethics of today's professional practice and the relationship to global well-being are at the heart of professional conduct.
2. Review and analyze various marketing strategies, perform a case study analysis, and participate in group presentations.
3. Develop an awareness of the ethical issues involved in the formation of professional judgments in architectural and interior design and practice.
4. Develop an understanding of the design professional's legal responsibilities with respect to public health, safety, and welfare; and an awareness of the evolving legal context within which architects and interior designers practice, and of the laws pertaining to professional registration, professional service contracts, and the formulation of design firms and related legal entities.
5. Become familiar with the different methods of project delivery, the corresponding forms of AIA and ASID service contracts, and the types of documentation required to render competent and responsible professional service.
6. Become familiar with the basic principles of office organization, business planning, marketing, fee and contract negotiations, financial management, billing methods, and leadership, as they apply to the practice of architecture and/or interior design.

NAAB Student Performance Criteria:

- A.1:** Communication Skills **C.3:** Client role in Architecture
C.4: Project Management **C.5:** Practice Management **C.6:** Leadership
C.7: Legal Responsibilities **C.8:** Ethics and Professional Judgment
C.9: Community and Social Responsibility

Topical Outline

Percentage of Time

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| I. Defining a Professional and Types of Professional Offices | 10% |
| II. Marketing the Individual | 15% |
| III. Starting and Running an Office – What Does It Take? | 40% |
| IV. Marketing / Promotional Materials: Create Student “Firms” | 25% |
| V. Individual and “Firm” Presentations | 10% |

Haviland, D. *The Architects' Handbook of Professional Practice – Student Edition*.
 13th ed. Washington, D.C.: American Institute of Architects, 2002.

Linton, H. *Portfolio Design* 3rd ed. New York: W. W. Norton & Company, Inc., 2003.

Offered: Fall semester

Faculty: Swenson, Baysinger