

Context of the Profession

Professor: John Rowell, Associate Professor 371 Lawrence jrowell@uoregon.edu
Karen Williams, Instructor karenewilliams@gmail.com

Ella Dickey, Instructor
red@uoregon.edu

GEs: Evon Calabrese, Nathan Davis, Alexa Stewart

Meeting Time and Place: 8:00 am – 9:50 AM, Tuesday & Thursday, 100 Willamette

Undergrad Discussion

T or Th 10:00 – 10:50 AM

T or Th 2:00 – 2:50 PM

Grad Discussion

T or Th 10:00 – 10:50 AM

Th 2:00 – 2:50 PM

**All IARCH students register for T 10:00 – 10:50 IARCH Discussion
Undergrad CRN 21164 | Grad CRN 21257**

Format: Lectures, discussion, case-study projects, in-class quizzes, final exam

Credit Hours and Grading: 4 credit hours, optional grading

Required Texts: AIA Architect Student Handbook of Professional Practice, Vol 15
Assigned readings on Canvas

Course Objectives:

The purpose of this class is to introduce you to the design professions and help you on your path toward a stimulating and rewarding career. The class will cover the “nuts and bolts” of the profession to provide an understanding of what it means to be a professional, how firms work and the process of doing projects. It will also explore issues and questions that can generate discussion about the profession in contemporary culture and economy, the relevance and value of professional practice, and new ways of delivering projects. The classic topics covered in the class are:

Professions, including professional organizations, licensure, and development; legal responsibilities; ethics and professional judgment; as well as career options within the professions.

Professional Firms, includes modes of practice; firm structure, business management, and financial management; and firm identity and marketing.

Projects, including project management, administration and leadership; multidisciplinary team organization; project phases, products and fees; contracts; scheduling and budgeting; and the client role.

Within this framework examples of specific topics include:

Prime consultant leadership and responsibility
How contracts work
Marketing, branding, firm DNA and mission
Winning proposals, interviews and competitions
Speaking and writing with confidence
Effective presentations and meetings
Project development and finance

New collaboration and teamwork models
Listening and leading for a better design process
Delivery models: Design Bid Build, Design-Build, CMGC
Gifting, mission-driven and not-for profit organizations
Green Building and professional ethics
Resolving disputes
Paths to a rewarding career

Course Requirements

Lectures will be interactive, and substantial discussion will occur in lecture. You are expected to attend. The primary vehicle for learning will be case studies and scenarios drawn from real situations. These will be explored

together in class, and in breakout sections. You will be required to work individually and in teams. Outside the lecture, you are expected to complete readings and prepare for quizzes and exams.