Context of the Profession

Professor: John Rowell, Assoc Professor  Randy Nishimura, Adjunct Professor  
371 Lawrence  mishimura@robertsonsherwood.com  
jrowell@uoregon.edu

GTFs: TBA

Meeting Time and Place: 8:00 am – 9:50 am Tuesday & Thursday  177 Lawrence

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

Credit Hours and Grading: 4 credit hours, optional grading for Undergraduates

Required Texts: Pressman, Professional Practice 101  Assigned readings on Blackboard

Course Objectives:
To practice in the design professions—to do design and see results—is one of the most stimulating and rewarding careers. Nevertheless, students often find the profession itself and the textbook descriptions of professional practice to be less than stimulating subjects. This class will cover the “nuts and bolts” of the profession to provide a working 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 more provocative 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  New collaboration and teamwork models
How contracts work  Listening and leading for a better design process
Marketing, branding, firm DNA and mission  Delivery models: Design Bid Build, Design-Build, CMGC
Winning proposals, interviews and competitions  Gifting, causes, not-for profit organizations
Speaking and writing with confidence  Green Building and professional ethics
Effective presentations and meetings  Resolving disputes
Project development and finance  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.