

“Self-esteem is not a value that, once achieved, is maintained automatically thereafter; like every other human value, including life itself, it can be maintained only by action. Self-esteem, the basic conviction that one is competent to live, can be maintained only so long as one is engaged in a process of growth, only so long as one is committed to the task of increasing one's efficacy. In living entities, nature does not permit stillness: when one ceases to grow, one proceeds to disintegrate--in the mental no less than in the physical.”

□ Ayn Rand, *The Virtue of Selfishness: A New Concept of Egoism*

The profession of Landscape Architecture spans the spectrum of human endeavors: from global policy, international/interregional design and planning practice to boutique high fashion runway offices engaged in the most intimately sumptuous of garden designs.

The intent of this course is to address the myriad of opportunities presented in the mechanics of landscape architecture, i.e. contracts, billing, construction supervision, etc., while simultaneously discussing the source of your professional aspirations.

Our role in this dynamic drama of creating a living art form demands a sophisticated awareness of those creative arenas that satisfy our need to serve in nurturing the “health, safety and welfare” of our community as we are entrusted with professional responsibilities and an ensemble of critical issues confronting our daily practice:

ecological integrity and sustainability
respect for historic cultural patterns
appreciation/skill in the aesthetic dimensions of landscape
community, collaboration and the cultivation of professional relationships
the voice of landscape justice
and others

The content of our weekly class are as follows:

1. **Values**, ethics and the source of your professional inspiration
2. **Strategies** for creating a professional life: 8 ways of practice
3. **Portfolio/Apprenticeship** and finding your niche
4. **Landscape Exam**, registration, licensure and the legalities of practice.
5. **Banking/Billing/Budgets**...treasure hunting and billable hours...
6. **Presentation** techniques, client/contractor relationships.
7. **Visits** to professional offices: shadow mentor day.