

# NEW PROGRAM PROPOSAL

ILLINOIS INSTITUTE OF TECHNOLOGY

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*The following information is required to approve a new program. When using this template, move the cursor a little to the right of label, click to place the cursor there, and then type or paste in as much information as needed. Typing or pasting in text will move subsequent labels farther down the page. Each main section (General Information, Marketing Information, Academic Information) begins a new page.*

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**College:** ARCHITECTURE

**Department:**

**Date:** 25 January 2006

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## Approvals Required

(1) Academic Unit Head:

(2) Dean:

(3) Other:

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## GENERAL INFORMATION

**Program Title:** MASTER OF LANDSCAPE ARCHITECTURE

**Program Scheduling** (*Next to the appropriate semester, click on the blank and type in the year*):

Fall 2006

Spring   

Summer   

**Program Level:** Undergraduate    Graduate X

**Total Program Credit Hours:** 90

**Program Description:** *Provide a brief narrative of the program content (use as much space as needed) .*

The College of Architecture proposes a new degree program: the Master in Landscape Architecture, intended to educate generations of innovative landscape designers to benefit the profession and a "green" Chicago. The College has had an investment in landscape issues, and their influence on architectural education, ever since the charged partnership of Mies van der Rohe (architect) and Alfred Caldwell (landscape architect), who collaborated on the IIT Architecture curriculum and on Mies' buildings.

The College's mission relies on certain guiding values: design excellence, technical expertise, advanced professional practice, and respect for design's contributions to society. Our landscape architect will be an ethical, thoughtful and informed producer not only of natural settings, but also of all visual and physical environments beyond the building. IIT Landscape Architecture is a force for quality environments and society's advancement through a humane use of technology, materials, space and form.

The underlying principle of the program is to equip students with knowledge of the tools, materials and resources of the field. This includes development of the environmental and visual judgment, taste and ability to respond to and interpret contemporary culture. The degree's coursework centers in the design studios, framed to reintroduce the technique and art of landscape and gardens into contemporary culture as serious forces for environmental and human progress. The subjects should have vision, be meaningful and inventive, and address the pressing contemporary problems of the human-made environment.

**Program Purpose:** *Provide details on the intent of the program and its relation to other programs.*

The program serves the needs of urban habitats, and uses our city setting as a laboratory of critical inquiry; landscapes and gardens can offer an antidote to the stress-inducing character of modern urban life, and combat urban pollution, while serving as macro/micro climate modulators. The Prairie School tradition in landscape architecture is a guiding precedent, with an emphasis on indigenous plant materials and plant configurations inherent to a given context. The history of landscape architecture is comprehensively addressed, along with the history of architecture. Particular attention addresses the History of Modern Thought in landscape architecture, looking at the Modern movement in landscape design.

Emphasis on landscape craft includes serious study of the materials and infrastructures that make design of the land possible. This extends beyond design and construction, into plant maintenance, water conservation and site management. Students will understand the processes behind landscapes, including ecology, botany, geology, structural engineering, physical forces, etc. Landscape technologies are studied in studios intertwining both design and construction, exploring the tools of landscape creation and the role of materials to generate forms. Most importantly, the Landscape program continues the College's commitment to design excellence, defining the trajectory of Modernism for the 21<sup>st</sup> century.

The College's curriculum in City and Regional Planning offers existing courses key to the wider perspective of today's landscape architect. This includes studies in planning, land use management and development, patterns of growth, and the nature of settlements and how cultures inhabit the land. This Planning component encourages a critical appraisal of alternate modes of urban growth, looking at topographic, geographic and economic considerations. Sustainability and environmentally conscious design are embedded in all aspects of the curriculum.

The College's Visual Training coursework develops visual acuity through the analysis of fundamental elements of form. Exercises lead to better understanding the interdependence and integration of sensuous qualities, and the nature of form, proportion and rhythm, texture and color, mass and space.

Given our institutional situation, there will be an active interprofessionalism, especially between the architecture and landscape architecture studies, with many courses structured to serve both degrees' curriculums. Opportunities exist to draw on other key IIT disciplines, for the sociology of usage (Sociology), infrastructure management (Civil Engineering), ecology and site reclamation (Environmental Engineering), etc.; also of advantage is IIT's Interprofessional Projects curriculum, hosting courses of active collaboration between disciplines towards applied research on real world projects.

The faculty for the program will reflect the College's commitment to current and future needs of the profession; most will be engaged in the practice of Landscape Architecture. They will represent the most critical and locally engaged practices, yet with a global perspective on their profession and the world's needs. The College's commitment to the design/build process of production will extend into the Landscape Architecture program. Instruction will be enhanced through partnerships with other Chicago landscape institutions, offering deeper understanding of the science and management of planted environments to our students.

**Program Benefits:** *State the impact of the program for students and for IIT.*

***Landscape Architecture and its significance to Chicago and to IIT***

IIT's Landscape Architecture degree is the only professional degree program in Chicago at this time. The program arises out of Chicago's recent rebirth largely tied to landscape improvements, driven by the mayor's commitment to a higher quality of life in the city and significantly enhanced landscapes in the boulevards, the parks and the immediate environs of the buildings. Indeed, the City's motto for more than 160 years, "Urbs in Horto," Latin for "City in a Garden," exemplifies the enormous significance of landscape design and craft to Chicago. This is perhaps best exemplified by the newly opened Millennium Park, which features some of the most beautiful landscape architecture in the city, and in the world.

As well, the city's aging industrial sites offer compelling investigations of brownfields reclamation and other environmental rehabilitation needs.

The partnership with the Chicago Botanic Garden (CBG) will be unique to Landscape Architecture programs in the USA, and gives us access to greenhouses, expertise, experimentation habitats and libraries and other resources necessary for our program. We have already reached a verbal agreement to sponsor jointly the degree program, with the fourth semester of the program spent in residence at CBG. This partnership is a particular advantage over other U.S. programs. We will work closely with the local chapter of the American Society of Landscape Architects, garden clubs, Millennium Park and Chicago's Park District and Department of Environment, along with other relevant institutions such as Morton Arboretum.

Landscape architecture has directly contributed to the recent renaissance of IIT and its surrounding Bronzeville neighborhood. Once identified as one of the most barren college campuses in the nation, IIT is finally realizing Caldwell's vision of a "campus in a park." The university's landscape master plan has begun upgrades to a more lushly-planted environment, well-maintained and offering various settings for life outside the classroom. In IIT's reactivated building program, two new buildings have come in place, with further landscaping. These enhancements have helped to increase visitors and shine international media attention on IIT. Improvements to the university campus and its immediate neighborhood have brought a record number of students to campus.

Landscape Architecture has been a key component of the College's heritage, given Alfred Caldwell's work on landscapes for Mies' buildings, on the IIT Main Campus original landscape principles, and his teaching on this faculty for decades. Caldwell collaborated on significant projects with luminaries such as Frank Lloyd Wright and Jens Jensen, as well as Mies van der Rohe. One of Caldwell's most regarded projects in Chicago is the Lily Pool at Lincoln Park Zoo. Caldwell's participation in the Prairie School of landscape design leaves a compelling legacy of

attention to craft, a hands-on, boot strap energy and a deep understanding of the plants, construction materials and environmental needs of landscapes.

### **Key personnel**

The first momentum towards this degree was provided two years ago, when a faculty committee chaired by Prof. David Sharpe began discussions of landscape studies. We have re-opened a search for a full time landscape architecture faculty member, since no full time hire resulted from last year's search. However, we have added some key part-time faculty to develop a suite of landscape courses now being offered (list attached: *Landscape Courses: Existing*, 12.23.05). These courses have been welcomed by our architecture students, indicating receptiveness to the landscape degree's proposed synergies in coursework with the architecture degree.

The current Advisory Committee (list attached: *Landscape Advisory Committee*, 11.8.05) advises on content and strategy. Donna V. Robertson, Dean of Architecture at IIT, is researching the degree program, as aided by this wide circle of advisors. Donna has played a key role in IIT's main campus renewal, assisting with strategy, implementation and design review for the landscape master plan, State Street Village residence complex and The McCormick Tribune Campus Center. She recently served as Professional Advisor to the city's "Ford Calumet Environmental Center Competition", sponsored by the Dept. of Environment, focused on site rehabilitation and new architecture for Chicago's extreme south edge.

The Advisory Committee is a nucleus of Ed Uhlir, Susan Conger-Austin, Chandra Goldsmith, and Peter Schaudt. Uhlir, Conger-Austin and Goldsmith are on the Architecture faculty here; they are, respectively, a planner/project director, an architect and a landscape architect. Schaudt is landscape architect implementing IIT's recently commissioned landscape master plan, which he executed together with Michael Van Valkenburg. The Advisory Committee will expand to include other landscape professionals (local and international), those from allied professions (real estate, architecture, etc.), other IIT faculty and special knowledge resources (educators, Chicago Botanic Garden, Morton Arboretum, philanthropists, etc.). See *Landscape Advisory Committee*, 11.8.05

### **Progress to date**

We have spent the last two years hearing from Landscape Architects. Lectures here by Peter Walker, Beth Meyers, Julie Bargmann, and Petra Blaise have provided the informal discussion sessions for initial formulations of degree content and intent. We consulted with them about how to distinguish our degree from "the pack" and what the discipline needs at this moment.

The College's Strategic Operating Plan has designated a new Landscape degree as one of three major initiatives for the next 3 years. The President and the Provost have embraced the enterprise. Funding inquiries have begun, and we have even booked the first scholarship for the program, from the Northshore Garden Club!

We plan for the degree program to succeed through strong alliances with related institutions. Our conversations with Barbara Carr, President, and Larry deBuhr, Vice President for Education at the Chicago Botanic Garden have been fruitful; they are very enthusiastic to develop a joint sponsorship for the degree's curriculum. We plan to develop a working relationship with the Morton Arboretum as well. We have formally announced our intentions to the Chicago Chapter of the American Society of Landscape Architects, and they have offered any kind of help possible. They will be holding their annual meeting for ASLA-Illinois here in Crown Hall in mid-March. We will rush to print a brochure, pending the final University approvals for the degree program.

We are seeking exemplary faculty who are working practitioners, bringing industry experience to students in the classroom. We are actively recruiting a full-time faculty member with both Landscape and Architecture degrees. We now offer a landscape studio and other courses. Edward Uhler, the Project Director of Millennium Park, and Chandra Goldsmith, a distinguished landscape architect, have already signed on as faculty and to stewarding this program.

Other landscape courses are in place, taught by Barbara Geiger, a landscape historian and others (see attached *Landscape Courses: Existing*, 12.23.05. Piet Oudolf, plantsman for Millennium Park's Lurie Garden, has agreed to teach in the new program; he will visit with us at least twice a year, when he returns to check on the plants in the Lurie Garden.

All are very excited to see this degree come about, for the sake of Chicago, which to date has had no professional degree program qualifying a graduate to become a licensed landscape architect.

### **Schedule**

In the last two years we have built up to 7 landscape courses (history, case studies, studio). The plan is to get the degree program approved through the College faculty and the University in Spring 2006, establish a Minor's suite of courses in Spring 2006, and mount the program next Fall 2006. Thus, we could potentially graduate the first class in May 2009, and go up for accreditation review in Fall 2009.

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## **MARKETING INFORMATION**

**Competitive Programs:** *Indicate other similar programs locally and nationally detail their success.*

There are no other *professional* degree programs in the city of Chicago. The nearest peer program would be University of Illinois Urbana Champaign. Other strong programs in the Midwest exist at Purdue, University of Michigan, University of Wisconsin Madison and University of Minnesota. We aspire to the quality and depth of the best programs in the nation. A curriculum comparison is attached: *Landscape Architecture Peer Comparison*, 1.24.06

**Market Analysis:** *Detail the results of any market analysis performed; if none, provide justification for the program including (potential) employment opportunities for graduates.*

There are no other *professional* degree programs in the city of Chicago. This city is devoted to landscape architecture, the Mayor considers it key to his city improvements program, and we have already, with no marketing effort, enrolled 6 part-time students who are local para-professionals eager to study part-time and maintain their garden design firms. Thus, we can offer a degree in a destination city, with unique institutional affiliates, and much job opportunity after graduation.

**Marketing and Advertising:** *List the strategies to be employed for the program.*

The detailed plan for marketing the program is being worked on by IIT's Office of Communications & Marketing. Preliminary thoughts are:

## Marketing and Advertising (cont.).

- IIT Media Relations to email Landscape program announcements to all architecture, general, education, career-directed and additional media.
- IIT Media Relations to pitch and place stories on program and tout star faculty. Get statistics about popularity and need for Landscape Architecture programs.
- IIT Media Relations to email Landscape program announcements to all architecture, general, education, career-directed and additional media.
- Create in-house ads for placement through catalogs, general literature, announcements, etc., of partner institutions such as Chicago Botanic Garden (CBG) and Morton Arboretum. CBG will provide a link from their website to our degree's home page.
- IIT Media Relations to create press releases to be sent to local and regional newspapers, especially where no similar programs exist.
- C& M to create announcement vehicle, oversized postcard, inviting inquiries and work with Graduate Admissions to create announcement pieces for handing out at college fairs, feeder schools, open houses.
- Direct mail announcement cards to targeted lists from organizations and landscape architecture firms to generate inquiries. Lists, postage and handling: \$1,000
- Design and place ads in popular/academic landscape architecture magazines, announcing program, touting star faculty: \$2,500
- Produce Landscape Architecture brochure. IIT Graduate Admissions to contribute budget for this new program. Mail brochures to all inquiries.
- Create Web page to announce and market new program on IIT and COA home pages. Add comprehensive description on COA graduate curriculum pages.
- Hold info sessions about Landscape Architecture program for Chicago AIA, Chicago Architecture Foundation, and area institutions and colleges with refreshments in Crown Hall or on site. Highlight program and faculty. Hand out literature for follow-up in these sessions.
- Radio sponsorship on WBEZ: "This program brought to you by the new Master of Landscape Architecture program in the College of Architecture at Illinois Institute of Technology." [Also pitch to Edward Lifson for a whole half-hour story on the landscape program for his show, "Hello Beautiful."

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## ACADEMIC INFORMATION

**Enrollment Estimates:** *Provide estimates for initial enrollments (first three years) and for steady state including justification.*

Please see attached *Master of Landscape Architecture Budget* (dated 16 Nov. 2005)

**Retention Estimates:** *Provide estimates for retention including justification.*

Please see attached *Master of Landscape Architecture Budget* (dated 16 Nov. 2005)

**Course Requirements:** *Detail the courses needed for the program including courses currently offered, new courses to be developed, and dependence on courses from other academic units with their commitments to provide these courses on a long-range basis.*

Please see attached *Master of Landscape Architecture Staffing Analysis* (dated 12 Nov. 2005)

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**SAMPLE CURRICULUM /PROGRAM REQUIREMENTS**

*Provide below a sample curriculum and the program requirements, as they would appear in the IIT Undergraduate Programs bulletin or Graduate Programs bulletin as appropriate.*

**CURRICULUM**

Prerequisites: Math 199, Freehand Drawing

**First Year**

<i>FALL SEMESTER</i>	<i>Credit Hours</i>	<i>SPRING SEMESTER</i>	<i>Credit Hours</i>
ARCH 541 Studio I: Visual & Mat'l Training	6	Studio II: Landscape Architecture I: Ecology	6
History of Landscape & Architecture IV - History of Modern Thought	3	History of Architecture and Landscape Architecture II	3
CRP 465 Ecological Basis of Planning	3	ARCH 485 Structures I: Concepts, Systems	3
Plants and Plant Materials: field studies	3	ARCH 425 CAD I - Digital Media	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>

**Second Year**

<i>FALL SEMESTER</i>		<i>SPRING SEMESTER AT CBG/MORTON</i>	
Studio III: Landscape Architecture II: Landscape Biology & Materials Tech.	6	Studio IV: Landscape Architecture III: Plants and Plant Materials: advanced Earthworks & Infrastructures	6 3
History of Architecture and Landscape Architecture III	3	History of Landscape Architecture I - Contemporary Practices	3
Forests, Preserves, Parks & Urbanscapes	3	ELECTIVE Landscape Related	3
ARCH 426 CAD II - 3-D Modeling	3		
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>

**Third Year**

<i>FALL SEMESTER</i>		<i>SPRING SEMESTER</i>	
Studio V: Comprehensive Landscape Design	6	Studio VI: Spatial Investigations	6
ARCH 423 Programming & Technical Writing	3	CRP 520 City Planning II: Neighborhood & Community Planning	3
Topics in Advanced Landscape Technologies and Horticulture	3	Professional Practice	3
ELECTIVE Landscape Architecture	3	ELECTIVE Landscape Related	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>

**DEGREE TOTAL: 90 Credit Hours**

**KEY:** Courses with a course number = Existing/shared with Architecture degree  
 Course with no course number = New course/new faculty

**DRAFT 6**  
 2 February 2005

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## ECONOMIC ANALYSIS

*On the attached spreadsheet, detail the revenues and expenses for the program; include course development, new faculty hires (both full-time and part-time), advertising costs, and staff and office costs.*

Attached as Excel spreadsheets are the Budget for the program:

*College of Architecture, Illinois Institute of Technology*  
MASTER OF LANDSCAPE ARCHITECTURE BUDGET  
16-Nov-05

*DRAFT 2*

And the Staffing Plan:

*College of Architecture, Illinois Institute of Technology*  
MASTER OF LANDSCAPE ARCHITECTURE STAFFING ANALYSIS  
12-Nov-05