



Massey University
COLLEGE OF DESIGN, FINE ARTS AND MUSIC

f i e l d s t u d y

Paper title: Spatial Design Professional Practice

Paper Number: 224.382 / 2012

Meeting Times: Tuesday 3 – 5.00pm

Coordinator: Antony Pelosi

Tutor: Carolyn Walker

Assignment Number: 2

Assessment: 50%

Hand-in/presentation Date: week 13, Tuesday 23 October

Introduction: This project observes professional practice and management through an in-depth field study of a chosen design practice. The aim is to observe the links and gaps between management theory and practice, and to investigate the firm's practice over the duration of one specific project.

Remember that the practices you are studying are all busy and are doing this as a service. In order to assure that we can continue to run these field studies it is important that you; are fully prepared with appropriate questions before meeting the practice, and that these are emailed to the practice prior to the meeting so that they are aware of the ground you will cover in the meeting; that you only meet the practice once or twice; and that you do not send emails with lengthy further queries.

Brief: You are to talk to the practice to: ascertain its position in the market place; to understand the way the company operates on a day to day level; and to understand how this influences the process of delivering a project. You will research the practice, and from this research will compile a report that summarises your findings.

This project will be conducted in groups to develop your skills in group work, a key component of working in business. You will need

to manage the process of working in a group in order to complete the project successfully.

Project Requirements:

The document should:

- Define the structure of the firm: who is involved in the company and what are their roles.
- Identify the firm's philosophy, mission and goals.
- Identify the firm's marketing strategy and niche market.
- Outline what type of project the firm generally involved in and why.
- Outline what management systems they have.
- Give examples of their typical pro-formas or documents. How do these documents relate to the firms overall strategy.
- Outline how the firm does business with others, including sub-consultants, contractors etc.
- Analyse a specific project done by the firm and outline how the project proceeded from initial client meeting to final contract administration documents. What were the positives and negatives during the process?

Assessment:

The hand in should contain:

- A list of the questions emailed to the practice before the first meeting so that the practice knows what material/information to provide you with
- A well-rounded and well-designed report – about 5000 words excluding exhibits and appended practice/project information including; drawings/specifications/practice management documentation/project management documentation. The report will provide in-depth insight into a Wellington firm.

The report: two copies are to bound and signed by both the production team and a representative from the practice. The representative from the practice will keep one signed copy, the other will be handed in to your tutor, who will retain this copy

- Each group will be given 20 minutes to present the finding from the report to enable the remainder of the class to understand the range of practices and the range of projects and their delivery. The emphasis should be on

providing the class with about 10 key issues or interesting finding around “best practice” that interested you when you were developing your report.

Confidentiality:

The report you produce is restricted:

- Access to the work produced and information found is restricted. The confidentiality of the firm is to be respected. No information on an individual field study can be reproduced or used for any purpose other than as a reference to this course.
- Each report must contain a release statement confirming your group’s undertaking to maintain confidentiality. Both the practice and all members of your study team will sign this statement.

Learning Outcomes:

The student should be able to:

1. Demonstrate familiarity with a range and diversity of professional practice in spatial design.
2. Demonstrate an understanding of the way these various practices are structured and organised including: their responsibilities to the wider community, in law and in relation to professional ethics; their business plan / profile / structure; financial management systems; strategic planning and marketing; office and human resource management strategies; project management systems.
3. Formulate well-designed and concise written reports.
4. Communicate in an articulate and clear manner in spoken presentation.

Please contact the tutor to arrange office hours if you are requiring tutorial support.