

# COMMUNICATING PERFORMANCE

LEARN, PROCESS, COMMUNICATE, INSTRUCT  
PROJECT 1



## introduction

### Landscape Performance

*Landscape performance can be defined as a measure of the effectiveness with which landscape solutions fulfill their intended purpose and contribute to sustainability. No matter how sustainability is defined – zero carbon, net zero water, biodiversity, quality of life – it cannot be achieved without considering landscape.*

<http://landscapeperformance.org/about-landscape-performance>

The technical module will focus on the understanding, communication, use and integration of landscape performance into the studio project. For this effort we will be assisted by the Landscape Architecture Foundation. Founded over 50 years ago, the LAF provides critical leadership and support to the profession. For information on the mission and scope of effort for LAF (including scholarship availability), visit: <https://lafoundation.org/>.

This first project of the technical module provides an overview of Landscape Performance, an orientation of available resources (including a webinar from LAF) and an opportunity to communicate to the campus community about Landscape Performance. Working in teams, you will communicate specific aspects of Landscape Performance to a defined audience.

## scope of work

Create teams to address the following scope of work. Each team member is responsible for knowing and contributing to the project.

### STEP 1: KNOW YOUR INTENDED AUDIENCE

Groups will select one of the targeted audiences and be responsible for developing an audience profile. Questions to consider about your audience: *What are their roles on campus? What are their responsibilities? Who typically communicates with them and how? How do they use or think about campus? What are 'their issues' for campus? How are they concerned about issues related to the campus landscape, the role of the campus in the community, the campus in bigger contexts, and issues facing the environment (sustainability, resiliency, climate-change)?*

#### Audiences:

Administration - President, Provost, College Deans, Deciders + Decision Makers  
Facilities & Operations – Planning + Campus Development, Facilities Operations, Grounds  
Campus Faculty + Staff – All levels of instructional faculty and support staff.  
Campus Students – Current students (might consider future and recent as well)  
General Community – Neighbors, City Officials, City Residents

#### STEP 2: KNOW YOUR MATERIAL

Know the following:

Groups will be responsible for knowing the ins and outs of LP in order to craft a message for the assigned audience. Each team member is responsible for knowing the definition of, the purpose of, the goals for, the basic mechanics of and some representational projects from the references provided. Individual knowledge will need to be coalesced into the message, but will also be utilized later in the quarter. The main source of material can be found on the Landscape Performance website:

<http://landscapeperformance.org/>. Additional resources are posted on blackboard.

#### STEP 3: DEVELOP A MESSAGE

Groups will develop a message for the selected audiences that covers at a minimum: a definition in terms your intended audience can understand, the purpose and value of the program, the basic mechanics of evaluation, and a figurative comparison to help facilitate understanding of these concepts. Groups will need to consider what the audience knows, what they are concerned with, what they need to know, and why this is important for them to know and match these concerns with the basics of landscape performance. The goal for making this presentation is to have your audience pay attention to, be concerned with, learn about and in turn promote the idea of landscape performance on campus.

#### STEP 4: DELIVER YOUR MESSAGE

Groups will create a delivery method and product in the mediums (minimum 2, preferred 3) appropriate to the audience, the material and the message. While a powerpoint might seem like the only method, you are encouraged to save this for the class presentation. Each group will provide a simulated presentation of their work to the class and invited guests. A package of materials will be turned in for credit. Consider the following communication medium for your work:

Group presentation (slides, handouts, videos)

Social media strategies

Information campaign (open house, booth, fliers, walking campus, handouts)

Guerrilla messaging/marketing

Wildcard / Hybrid / Invented (perhaps a combination, perhaps something not thought of).

### **deliverables**

The following are required:

1. Focused content and packaging that addresses the audience, the material and the message for landscape performance.
2. A simulated presentation to your target audience or a review of your delivery strategy.

Materials for this assignment will be posted on the Landscape Performance Series 'Resources for Educators' section. Your very best work is required. Work will be presented on Wednesday, October 5<sup>th</sup> beginning at 8:30am.

### **project goals**

1. to describe basic concepts, functions and purposes of landscape performance.
2. to consider the audience in your communication strategy (beyond your fellow students and the faculty)
3. to communicate the value of the landscape to the campus community, beyond landscape as a pleasing aesthetic.

# BASELINE DATA

REVIEW COLLECT, CALCULATE  
PROJECT 2

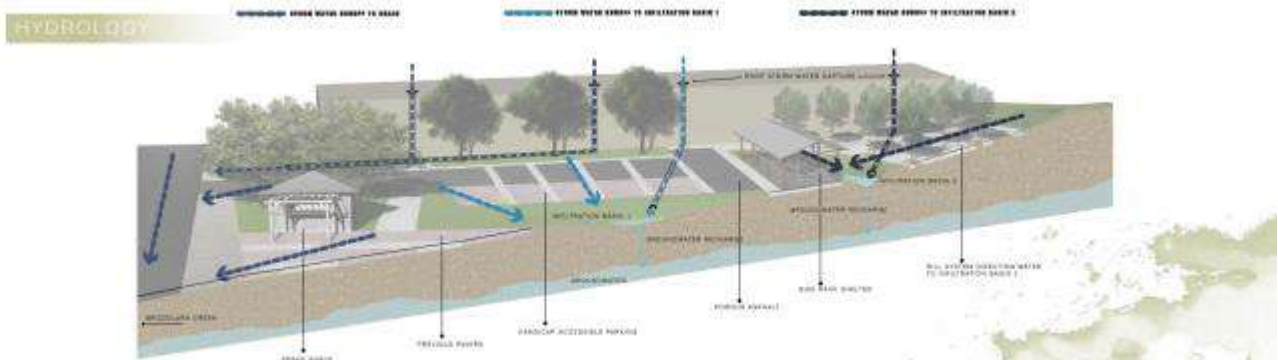


image from: LA 402, fall 2014 student work

## introduction

The second project in the technical module will focus on establishing baseline data for specific areas of campus. This project is intended for you to – get a handle on how campus landscapes are currently performing, understand basic methodology of calculating performance measures, and to tease out potential campus sites for future design efforts.

Before starting this work, it is important to understand that there are not simple or direct methods for calculating baseline data. While there are some helpful internet calculators to use, most of the work will rely on emulating methods established in the case studies. This work requires an ability to dissect case studies and an ability to work through problems to a point of resolution.

## scope of work

Working in teams of two and threes (one team of three, five teams of two), you are to establish baseline data for a pair of campus sites. There are six pairs of sites and teams will select pairs on Wednesday.

### STEP 1

Review your site(s) in person and refine site boundaries. Initial outlines on Google Maps are based on aerial maps only. Adjust boundaries to include peripheral areas, walkways, drainage paths or other aspects that make your site. Using an online map or resources available on Polylearn, create a precise outline for your sites. Use as accurate base map as you can find and take as accurate measurements as you can given the time constraints of the project.

### STEP 2

Review the list of proposed metrics to evaluate as well as various methodologies for calculating performance. Review the Landscape Performance: A Guidebook for Metric Selection. Additional resources include review of the Case Studies, the Fast-Fact library or the LAF Guidebook. Select 4-6 metrics to analyze for both of your sites. Sites were paired to establish 'compare and contrast' scenarios across two projects.

### STEP 3

Calculate performance. You are to keep a record of your methodology and your sources. Establish an estimate for the selected metrics and record the outcomes.

### STEP 4

Create a simple graphic on 11x17 sheets. The first page should clearly identify your site, site boundaries and outcomes. Use subsequent pages to document the process and methods utilized.

## **deli verables + schedul e**

The following is required:

1. A 11x17 package as noted above..
2. Participation in the peer-review session on Monday, October 10th.

The following dates should serve as a guideline for your work:

- |                       |   |
|-----------------------|---|
| Friday, October 7     | Desk crits to review sites, preliminary metric selections and methodology |
| Monday, October 10    | Peer-review session and desk crits.                                       |
| Wednesday, October 12 | Project due for presentation and discussion                               |

## **pr oject goal s**

1. to describe basic landscape performance metrics and methodologies.
2. to establish landscape performance baseline conditions for campus sites

## **met ri cs**

Total Square Footage of Refined Site (Everyone Must complete these)

Square Footage of Individual Surfaces

- Materials (Asphalt, Concrete, Lawn, Ground Cover, etc.)
- Impermeable vs. Permeable
- Hardscape vs. Softscape
- Uses – Parking/Car/Bike vs. People/Social

### **Environmental Metrics**

Plant Facts:

- Water Use (high, medium, low)
- Ecological Value (food, pollination, habitat, etc.)
- Lawn, Ground Cover, Shrubs, Trees (square footage or quantities)

Tree Facts:

- Storm Water
- Carbon Sequestration
- Shade
- Air Pollutant Removal

Water Facts:

- Annual Precipitation
- Annual Volume of Storm Water
- Average Storm Size
- Volume of Water in Average Storm Size

Transportation Facts:

- Automobile lanes and parking
- Bike Lanes and bike parking
- Walkways

### **Social Metrics**

Recreational/Social Value:

- Seating
- Play / Recreation
- Study spaces
- Number of Visitors / Overall Use

Educational Value:

- Signage
- Teachable moments

Awareness, Access + Safety:

- Directional signage
- Lighting
- Accessible features

# PERFORMANCE BENEFITS

REVIEW DESIGN, CALCULATE BENEFITS, RE-DESIGN, COMMUNICATE  
PROJECT 3

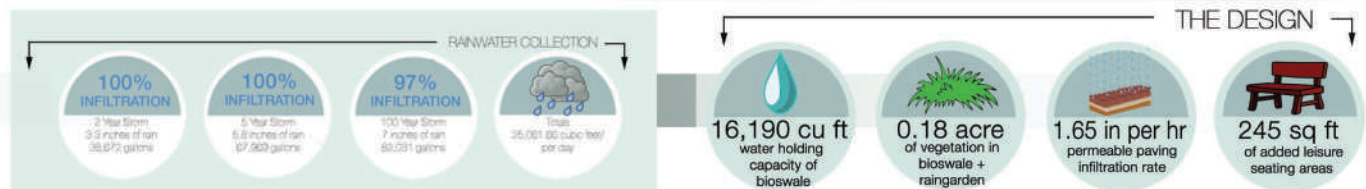


image from: LA 402, fall 2015 student work

## introduction

The third project in the technical module will have you calculate the performance benefits for your studio project. If you have not already established the baseline conditions for your site, you will need to calculate that as well.

This project is intended for you to understand how your design decisions have improved (hopefully) aspects of landscape performance within your project. You are expected to recall earlier work from the quarter regarding the communication of landscape performance and the methodology of calculating baseline conditions. Use of the Landscape Performance: A Guidebook for Metric Selection, the LAF Landscape Performance Case Studies and the LAF Landscape Performance Fast-Fact library are required references for this work.

As with project 2 in this series, it is important to understand that there are not simple or direct methods for calculating baseline data. While there are some helpful internet calculators to use, most of the work will rely on emulating methods established in the case studies. This work requires an ability to dissect case studies and an ability to work through problems to a point of resolution.

## scope of work

Reviewing your studio work to date, establish baseline data and noted improvements in landscape performance for your studio project. For this project, you will create 11x17 sheets that document your work and your calculations.

### STEP 1

Review your site(s) in person and delineate site boundaries for your work. Quantify the following data for your existing site:

- Total Square Footage of Refined Site
- Square Footage of Individual Surfaces
  - Materials (Asphalt, Concrete, Lawn, Ground Cover, etc.)
  - Impermeable vs. Permeable
  - Hardscape vs. Softscape
  - Uses – Parking/Car/Bike vs. People/Social
- Drainage Area (Square Footage of landscape that create a contributory watershed for your project)
- Any baseline(existing) conditions for the Environmental or Social Metrics you have considered in your design.

### STEP 2

Review and evaluate your current design. Many of you have noted improvements in conditions. Review and follow-through with these efforts for each category of performance. For each category you must have

existing and proposed benefits. While this work might seem painstaking or tedious, consider how you might use your final data to help frame your design proposal.

### STEP 3

Document your calculations. In order for your performance benefits to move from 'claims' to 'calculations' you must document how you established your baseline and improved benefits. Keep your work legible, simple and easy-to-follow.

### STEP 4

Create compelling GRAPHICS for your before and after conditions. Consider how this work reads as stand-alone graphics as well as could be integrated into your final design boards.

For the submission of this work, all work should be on 11x17 sheets. The first page should clearly identify your site, site boundaries and an overview of landscape performance. The following pages should CLEARLY note 'current' and 'improved' (or BEFORE and AFTER) conditions. The remaining pages should include your calculations. The last page should include any references. This work will be featured on Landscape Performance Series 'Resources for Educators' website.

## **deliverables + schedule**

1. A 11x17 package as noted above.
2. All work should be completed by Wednesday, December 7<sup>th</sup> at 12noon and uploaded to Polylearn.

## **project goals**

1. **to apply basic landscape performance metrics and methodologies to gauge changes in performance within your studio project**

## **metrics**

Total Square Footage of Refined Site (Everyone Must complete these)

Square Footage of Individual Surfaces

- Materials (Asphalt, Concrete, Lawn, Ground Cover, etc.)
- Impermeable vs. Permeable
- Hardscape vs. Softscape
- Uses – Parking/Car/Bike vs. People/Social

### **Environmental Metrics**

Plant Facts:

- Water Use (high, medium, low)
- Ecological Value (food, pollination, habitat, etc.)
- Lawn, Ground Cover, Shrubs, Trees (square footage or quantities)

Tree Facts:

- Storm Water
- Carbon Sequestration
- Shade
- Air Pollutant Removal

Water Facts:

- Annual Precipitation
- Annual Volume of Storm Water
- Average Storm Size
- Volume of Water in Average Storm Size

Transportation Facts:

- Automobile lanes and parking
- Bike Lanes and bike parking
- Walkways

### **Social Metrics**

Recreational/Social Value:

- Seating
- Play / Recreation
- Study spaces
- Number of Visitors / Overall Use

Educational Value:

- Signage
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Awareness, Access + Safety:

- Directional signage
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- Accessible features