

# Landscape Architect Program

## Landscape Lighting Design

January 2023

### Overview

The purpose of this program offering is to provide **landscape architects** and **landscape designers** with an in-depth study of design principles and practices to more easily function within the landscape lighting practices.

The Experiential Landscape Lighting Initiative (ELLI) is currently the only educational offering to provide such training. Even though many other entities provide good training, they focus on the products and technologies rather than design—this is the difference in our program.

There are three distinct reasons why a landscape architects & designers should participate in this training:

- This program will ‘fast-track’ the landscape architect or designer in learning the necessary knowledge and practical skills to effectively perform. Those who participate will shave off years or even decades of learning time to gain and understand these concepts.
- This program will give the landscape architect or designer a competitive advantage over most of their competition. Unfortunately, most landscape architects or designers have not had access to the necessary education for landscape lighting design. This program serves to fill that gap of missing knowledge and understanding.
- This program will greatly enhance the confidence of landscape architects or designers, so that they can better function with other professionals performing the lighting design trades. It will provide the essential knowledge and understanding to oversee projects through completion. Also, it will give the landscape architect or designer the awareness skills to help develop atmosphere within settings.

ELLI was established as a proactive entity to help solve problems within the landscape lighting design industry. We have been discouraged by the industry because of the lack of attention placed on educating professionals in design, specifically lighting design. This includes the fact that most landscape architects and designers know very little about the importance of light within their environments.

Our vision is inclusive to assist the landscape architectural community, so that they can better function within their scope of works. The problems that exist today with poor landscape lighting practices are because of the lack of education. This program is an opportunity to change that. ELLI offers a solution so that participants can rapidly advance within their careers. Our goal is betterment, and our mission is, “To Educate and To Separate.” We are the future of landscape lighting design and we want you to be part of it.

## About Us

ELLI was established in 2019 by founder, Mark Carlson who is one of the current educators of the design training programs offered. Mark also acts as director and administrator for a specialized team of seasoned professionals. The ELLI team is selected based on years of experience, demeanor, and skill sets. Our goal is to provide the best content to ensure professional advancement within this discipline.

Mark is our Composition Series advisor-educator. His specialty encompasses the psychological impact of light as it applies to one's emotional state. Also, he will explore human perception within landscape environments. This understanding has not been part of most other trainings, but this is what makes ELLI different or better.

ELLI has separated subject matter so that it aligns into a grouping called, Series. We have sought out key advisors to oversee each of these series offerings. Currently, there are two other educator-advisors on the ELLI team—Chris Mitchell and George Winterling.

Chris is a founding partner of NiteLiters, Inc. and is a seasoned landscape lighting designer of 20+ years. He brings a wealth of knowledge to our team within the realm of business and health care. A longer-term goal of ELLI is to address the human health considerations light has towards well being. Because of this, Chris is our Business Series advisor-educator.

George is the owner of Winterling Lighting Design. He is a highly seasoned lighting designer with 45+ years of experience. What distinguishes him from so many others is that he served many years under the great, John Watson, aka "Mr. Moonlight" of Texas. George took this knowledge and developed his own techniques to better the profession. He is our Applications Series advisor-educator. We are fortunate to have his level of experience on our team.

In 2023, ELLI plans to bring on a few more specialists to help lead and guide our educational offerings. We have the benefit of not being constrained by other governing partners. Our freedom to grow provides hope for the future of this profession.

## Objectives

The **Landscape Architect Program** has been established to aid various disciplines that support or utilize landscape lighting design. These concepts have been customized into this program to allow the landscape architect or designer to best understand, counsel, and lead trade professionals within this type of work.

Program participants will begin their study with a fundamental understanding of composition. ELLI uses the principles of composition found in the study of art, as its foundation. This background, philosophy, and educational foundation are proven to stand the test of time. It is ELLI's intent to take the subjectiveness of design and make it more objective—it's a means to measure what is considered 'good' in design practices.

The benefit to learning this initial training is that it will allow the participant to more readily advance when learning deeper knowledge. This includes the understanding of psychology, emotion, and human perception.

Lighting design is considered the fourth dimension of architecture, which means it is highly important to everything we do. ELLI believes that many have either not learned, or they have forgotten this important consideration. Therefore, we have prioritized this within our approach to human-centric lighting design.

## **Series of Instruction**

ELLI educational courses can be taken individually, or they can be taken by Series. Each course consists of one or more sessions (meetings) depending on the number of hours required to complete the course. Each session will last from one and one-half (1-1/2) to two (2) hours, depending on class size and involvement.

Students must determine before starting their training whether they wish to gain C.E. Credits or Certification from their participation. If this is desired, then students must learn all courses under each series listed in this program offering. If students only wish to participate for pleasure or interest, then they can take courses individually, as desired.

The **Landscape Architect Program** has a total of four (4) Series of instruction required for certification or credits. This program includes a **total of 30-weeks and about 50-hrs. of training time**. The following course sessions are included by Series:

### **Series 1-Composition** (12-weeks total/ 21-hrs.)

- Awareness & Concepts of the 'Whole' (1-session/ 1.5-hrs.)
- Introduction to Perception (1-session/ 1.5-hrs.)
- Principles of Composition (5-sessions/ 9-hrs.)
- Design Critiquing (3-sessions/ 6-hrs.)
- Understanding 'Affect' (2-sessions/ 3-hrs.)

### **Series 2-Applications** (9-weeks total/ 15-hrs.)

- Problematic Lighting Issues (1-session/ 1.5-hrs.)
- Understanding Basic Applications (3-sessions/ 5-hrs.)
- Decision-Making for Designers (2-sessions/ 4-hrs.)
- Locating Downlights, Concealment, & Tree Work (2-sessions/ 3-hrs.)
- Locating Ground Lights & Concealment (1-session/ 1.5-hrs.)

### **Series 3-Business** (2-weeks total/ 3-hrs.)

- Planning and Working with Installers (2-sessions/ 3-hrs.)

### **Series 4-Design** (7-weeks total/ 11-hrs.)

- The Design Process (1-week/ 1.5-hrs.)
- Conceptual & Bubble Plans and Zoning (3-sessions/ 4.5-hrs.)
- Site Analysis & Documentation (2-sessions/ 3-hrs.)
- Codes & Specifications for Designers (1-session/ 2-hrs.)

## **Training Format**

All course sessions will be provided via a Zoom format—live video meeting. Class size will be limited to a small group so that enhanced learning is ensured, and everyone will be involved.

ELLI trainings occur for the convenience of most attendees. Most prefer not to be interrupted during the daytime work hours, as well as over the weekends where personal & family time are most appreciated. Therefore, we provide sessions during the early evening hours from 4pm to 7pm, PST during a dedicated weeknight. Please remember, we must address all individuals across North America.

Group sessions may use alternative schedules if group majority votes for a different time or day. ELLI will entertain these thoughts, but it's ultimately up to the instructor.

## **Requirements**

There is no educational requirement to enter this program. However, we would prefer that participants have a basic level of understanding in design and/or lighting. Our expectation is that all students participate. This means sharing experiences through verbal communications, as well as performing critiques on photographic works. As far as other expectations, the following apply:

1. **Participants must be on-time** to each session. There will be a 5-minute window for tardiness at the beginning of each session. However, once the session officially begins, tardy or absent participants will either miss out on the session or they will have to find an opportunity to re-take it. Those seeking credits or certification must find a time to re-take the session or they will not receive them. Re-taking a session could incur an additional fee.
2. **Participants are required to commit up to 2-hrs. per session, once per week.**
3. **Participants are required to fulfill their payment obligations**—see options available under Program Costs.

## **Program Costs**

ELLI offers a few options for those participating in this program. The first decision a participant must make is whether they intend to gain a certificate of completion or C.E. credit for taking this program. If so, then the following costs apply:

### Certification

The ELLI Certification program is not yet established in its entirety. However, we expect to have a full listing of courses to fulfill this sometime in 2023. In the meantime, ELLI participants may designate their efforts to be part of the certification process. This will ensure that their studies are credited, and they can continue to pursue the full steps to certification.

Certification of the **Landscape Architect Program** requires an **investment of time at 30-weeks (30-total sessions)**. In addition, a certification exam is required upon course completion.

**Program Cost (Certification): \$3,400.00**

\*Includes book & study guides and exam cost (\$100.00 + \$300.00)

## Non-Certification

For those participants who do not wish to be certified, then they can participate in training based on Block studies or individual studies. They can be taken at any time. ELLI recommends taking them based on block order. Blocks will be offered based on demand and at a minimum of once per year.

**Program Cost (Non-Certification): \$3,100.00**

\*Includes book & study guides and no exam

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**Individual Session Cost: \$ 150.00 each**

**Note:** As you can see, there's a benefit in taking the full program versus individual blocks or sessions. Books and study guides will be sold separately.

## Continuing Education (C.E.) Credits

ELLI will provide documentation for those interested in C.E. credits. This will follow the **same cost structure as non-Certification** as no examination is required here. Once again, participants can participate in Individual sessions as their schedule permits.

## **Payment Options:**

- **Option 1:** Payment by full Program (in full **at registration/prior to program start**)
- **Option 2:** Split Payment for full Program (**half upon registration**, and balance at mid-way point)
- **Option 3:** Payment by Session (**prior to each session**)

**Special discounts** will apply, as a benefit. ELLI accepts the following forms of payment: Check, Venmo, PayPal, Visa, or MasterCard. Merchant fees will apply in addition to program costs:

- Registration & Payment, **30-days prior** to program start—**10% discount**
- Special & Exclusive offers to approved organizations—**15% to 25% discount**

## **Final Thoughts**

The mission of ELLI is, “To Educate and To Separate.” It’s a simple statement but it speaks the truth in what our focus is—to advance those who desire higher levels of understanding in lighting design. Your value and Return-On-Investment (ROI) is both in Time and Knowledge gained.