



Design meets dialogue Part 1: Demonstrating value for people and community

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Welcome!

Let's warm up with the following exercise:

Imagine in 5 years, you read a newspaper or other kind of publication.

What is the headline that you would like to see about landscape architecture? Think big!

The FrameWorks Mission



**To advance the nonprofit sector's
communications capacity
by identifying, translating,
and modeling relevant scholarly
research to frame the public
discourse on social problems.**

framing

choices in how we present information



how people think/feel/act

Frames shape understanding

Given the importance of free speech, would you favor allowing a hate group to hold a political rally?

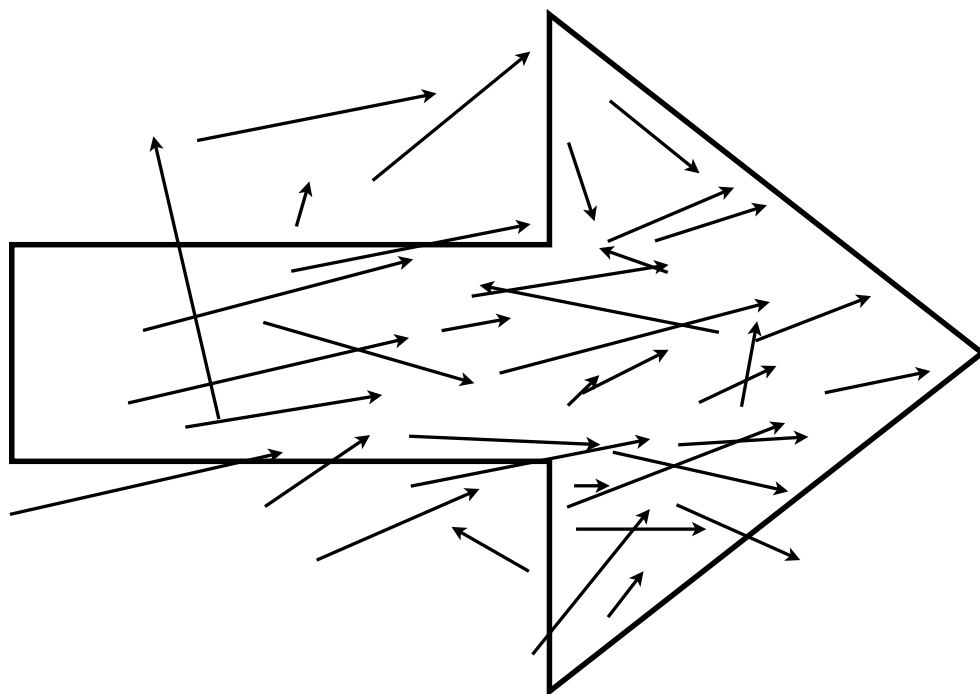


85% in Favor

Given the risk of violence, would you favor allowing a hate group to hold a political rally?



40% in Favor



The research process

descriptive research

how people
think now

reframing research

how to spark
new thinking

We conducted a comprehensive investigation



12

Expert Interviews



36

**Cultural models
interviews**



**Challenges to
address**



54

**On-the-screen
Interviews**



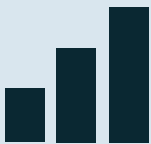
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**Peer discourse
sessions**



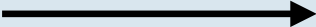
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Usability trials



6,075

Survey experiments



**Reframing
strategy**

What challenges have you
experienced when you
communicate about landscape
architecture?

How people think:

Two challenges

Challenge #1

People lack a clear sense of what landscape architecture is.

How do people make sense of landscape architecture?

Landscape Architecture =

Landscape

+

Architecture

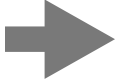


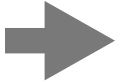
People make patterned guesses about what landscape architecture is based on their understandings of its component parts.

How do people make sense of landscape architecture?

Landscape Architecture = Landscape + Architecture

Common guesses

Landscape = Plants +
Architecture = Art  **Artistic Garden Designers**

Landscape = Environmentalism +
Architecture = Technical Planning  **Environmental Planners**

Challenge #2

People understand nature and human design as fundamentally opposed.

A deep foundational model

Natural vs. Human-made



|



Makes it extremely difficult for people to think
about designed natural spaces

**Thoughts?
Reactions?
Questions?**

Key framing strategy #1:

Appeal to the value of community cohesion to reinforce the value of the field.

Appeal to the value of community cohesion.

- Use talking points such as:
 - “Our communities are stronger when we have plenty of opportunities to live, work, and play together.”
 - “We design spaces that give everybody a place to connect and interact with their community.”
 - “Landscape architects create public spaces that help bring communities together.”



Instead of...

We all want our communities to have plenty of outdoor spaces that are pleasant and functional.

Try:

We all want to our communities to have plenty of opportunities to live, work, and play together.

Instead of...

We create spaces that make it easier for everyone to enjoy the outdoor world around us.

Try:

We create spaces that help bring communities together.

Instead of...

We design spaces like parks and bike lanes that give everyone the opportunity to appreciate the outdoors, relax, exercise, and spend time together.

Try:

We design spaces like parks and city squares that give everyone the opportunity to connect and interact with their community.

**Thoughts?
Reactions?
Questions?**

Key framing strategy #2:

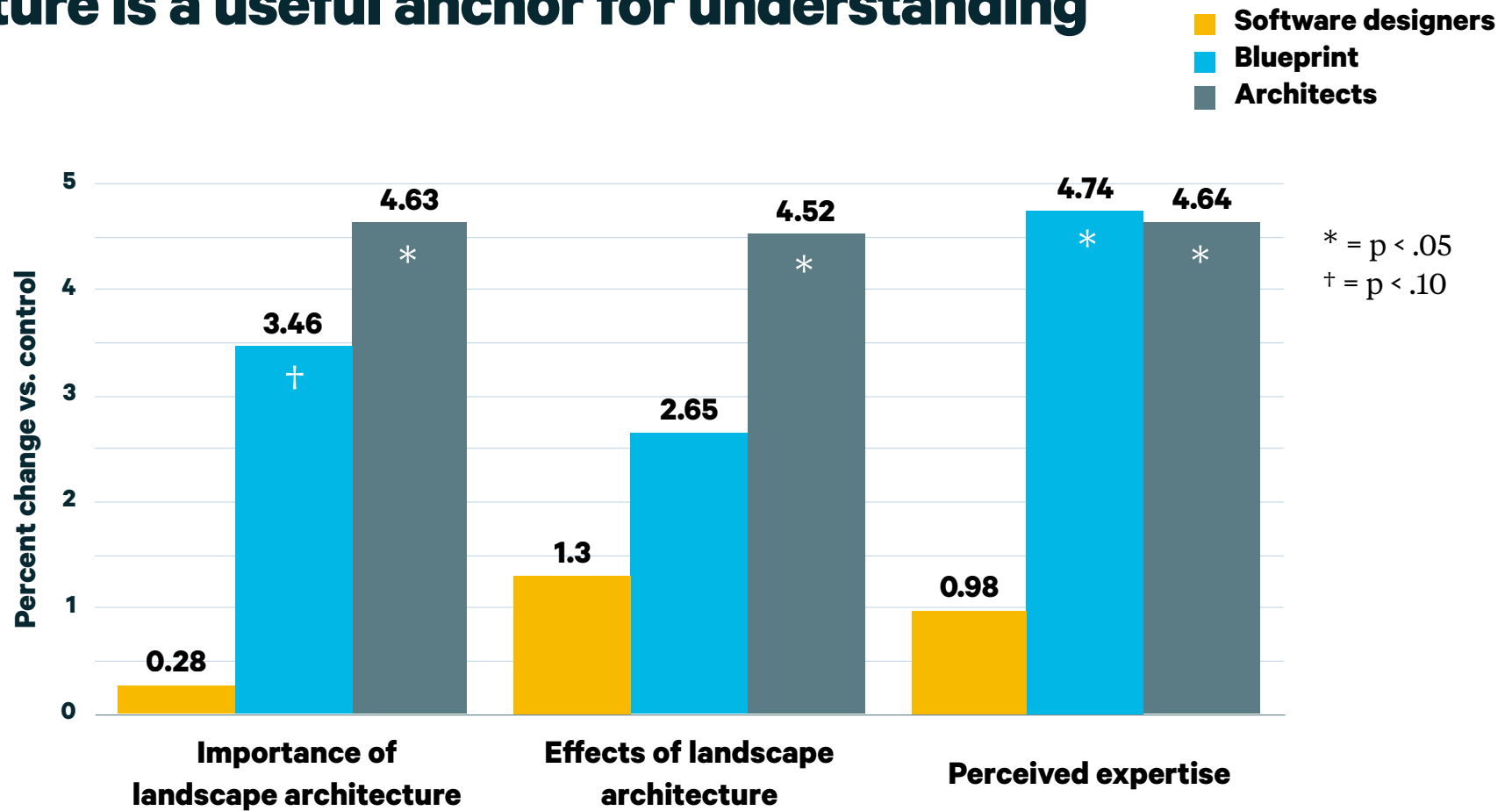
Explain how landscape architects use their expertise in design to build a better world.

Explain how landscape architects use their expertise in design to build a a better world:

- Use talking points such as:
 - “Landscape architects are expert professionals who need to be licensed the same way architects, engineers, attorneys, and doctors are.”
 - “Landscape architects design space outside the way building architects design a building.”
 - “Landscape architects are the architects of living things, compared to building architects who work only with inanimate materials.”



Architecture is a useful anchor for understanding



“Why is it so important for landscape architects to be licensed?”

“Landscape architects need to be licensed for the same reason we want doctors, engineers, building architects, and other expert professionals to be: Because the decisions we make affect the health, safety, and welfare of the public.”



“Can you give a quick, one-sentence explanation of what a landscape architect does for someone who may have never heard of the profession before?”

“Put very simply, landscape architects design outdoor spaces the way building architects design buildings.”



Explain how landscape architects use their expertise in design to build a a better world:

- Use talking points such as:
 - “We listen to the needs of community members and ensure every voice is heard.”
 - “Every line in a blueprint means something. Every decision we make in the design process has real impact on people’s lives, and we take that incredibly seriously.”
 - “Too many spaces were designed inequitably in the past. Equitable design is a solution for inequitable design. Let me give you an example...”



“What is one thing you wish more people knew about landscape architects?”

“We’re change-makers. We live in a country that is unfair by design, but we also live in a country that is trying to do better—to right the wrongs of the past and make sure they don’t happen again. Well, landscape architects are specialists in design. We know how to recognize unfair design in outdoor spaces, we work with communities to address that inequity, and we strive to create spaces that benefit *everyone*.”



What are strategies you have used
to successfully communicate
about landscape architecture?