



Lectures & Workshops

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Lectures

Taming the Paper Tiger

Relieve stress by creating systems to manage your landscape design business. Whether you are a sole practitioner or you have 5 landscape crews, the mind set is the same. If you spend some time designing your business, the payoff is immeasurable. Beginning with initial contact, a Landscape Designer goes through a series of steps in the process of getting the job done. This process is crucial to the success of the project and critical to the ultimate satisfaction of both client and designer. This presentation includes strategies for documenting conversations, changes, and using technology to make your life easier, as well as the "Ten Step Design Process," a proven strategy for dealing with a project from initial contact through final installation. 2 hrs.

Deconstructing The Garden: Exploring The Design Process

Using case studies, this lecture explains the thought process one designer uses when formulating a design. A well-designed landscape does not occur by accident. There are deliberate decisions made in the creation of the design. In this lecture, Tim takes you through the steps in his process with before, during and after illustrations and photos from the drafting board to installed project. 1-2 hrs, flexible

The Transition Zone

A well-designed landscape is an extension of the architecture and of its owner. Sounds great, but how do you do it? Using specific examples, this lecture explores the importance and uses of entry ways, side yards, view corridors, focal points and other connections in creating a landscape design that is harmonious, comfortable, and cohesive. 1 hr

Top 10 Landscape Mistakes (and how to avoid them)

We've seen them all. From the design cliché to the mulch volcano, it seems that mistakes are bound to be repeated. Many of us can tell which landscapes are good and which aren't so good, but we can't always put our finger on just why we like one better than another. This lecture takes a critical and lighthearted look at what we as designers of the landscape can do to differentiate our work from the rank and file. 1 to 1 1/2 hrs.

"I've got all these digital images, now what?"

You bought that digital camera. You've filled your hard drive with photos. Now what? Use your digital images to your advantage in client presentations, portfolio enhancers and multimedia. In this program you will see examples of creative uses for digital photography from making slide shows, presentations, videos, prints and slides, in-house or over the internet. This not-for-geeks program includes basic information about file formats (.jpg, .tiff, .gif), megapixels and resolution, but is more an exploration of creativity than a lesson in technology. 1 hr.

Landscape Design Workshop

In this two to three day workshop, you will create a landscape design from start to finish. Day One begins with a review of design principles and a discussion of goals for the Workshop. Students are expected to then apply these concepts to a design they create over a two- or three-day period. At the end of the class, each student will present his or her design solution and the class will have a chance to see how others approached the project.

Requirements: This class is geared toward designers with at least 2 years of professional landscape design experience. Beginners will have a difficult time.

Syllabus

Day 1:

Review of principles of landscape design and goals of this workshop.

Project will be presented with client profile and wish list.

On a provided base plan, students begin work on the project with personal tutoring by instructor.

Day 2:

Morning lecture on strategies for approaching certain design problems.

Students continue work on plan.

Day 3:

Wind up designs.

Take turns presenting plans to class for critique.

Students may feel free to bring in a current or completed project for feedback from instructor as well as other students.

Design Workshop Materials list:

You should already have most of these items, so please bring them along.

24" and 12" rolls of tracing (trash) paper, yellow or white Sharpie makers (Fine pt, Extra fine pt, and Ultra fine pt) Architect's scale (1/8", 1/4", etc.) Pencils: HB, 2B, 2H Colored pencils (Prismacolor) Eraser	Templates: small and large circle Compass Rolling ruler (e.g. Parallel Glider by Alvin) http://www.misterart.com/store/view/001/group_id/163/Alvin-Parallel-Glider.htm Drafting tape/dots Triangles (30-60-90 and 45-45-90) Optional: Erasing template, and any completed or in-process designs for critique
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Tim Thoelecke Bio

A past president and certified member of the APLD (Association of Professional Landscape Designers), Tim is also a certified arborist and a full member of ASLA (American Society of Landscape Architects) and the Landscape Design Association.

Garden Concepts' work has won awards from APLD, the Illinois Landscape Contractors Association, the Perennial Plant Association and the Illinois Chapter of ASLA. In 2002, he was awarded the Harry Schuster Service Award from APLD and is a member of its Past Presidents Council.

A member of the Garden Writers Association, Tim has written for Crain's Chicago Business and was one of the writers of This Old House Complete Landscaping, a book released in early 2004. He has also consulted on or provided illustrations for five Sunset Books publications and has projects featured in the April 2006 issues of Better Homes and Gardens and Chicagoland Gardening.

Essentials

Founded Garden Concepts, Inc. in 1989.

Association of Professional Landscape Designers, Past President and Certified Member.

American Society of Landscape Architects, Full Member

Certified Arborist

Education

Duke University, Durham, NC. 1982-86 BA in Landscape Design

Inchbald School of Design, London, England 1987-88 <http://www.inchbald.co.uk/>

Thoughts On Design

A well-designed landscape is an extension of not only the architecture of the home, but also an extension of the owners and their likes and dislikes. Endeavor to create outdoor living rooms, spaces that function as an extension of the home.

Most landscape plans are drawn in "plan view" as if viewed from above. A professional landscape design should bear in mind that most landscapes are experienced from ground level, so that the effects of perspective, foreground/background and scale are accounted for in the design.

The best gardens evolve. By this we mean time. A landscape design needs to be appealing in all seasons and from many site lines, especially from indoors looking out.

Testimonials

DIGITAL BY DESIGN SEMINAR COMMENTS GLTE 2005

"Good presentation and very informative.... Enjoyed the instructor's style and knowledge of the subject."

"Tim was extremely well prepared and allowed us to ask questions at any time."

"Tim is excellent. He provides very useable information and is generous with his idea sharing, etc. We also heard him last night. One of the best!"

"Good presentation, well organized, knowledgeable, very willing to share info."

"Very informative. Instructor well prepared."

"Wow!"

"Great with a group - Easy to relate to."

"Easy style and demo of complex topic. "Non-expert" helps "You can do it too" message."

KENILWORTH GARDEN CLUB

"Thank you, Tim for a wonderful program. You were a big hit!"

ARNOLD ARBORETUM (BOSTON)

"Thanks so much for two great presentations. I think our audiences enjoyed both. And it is always helpful to see what is going on in the design world in other regions of the U.S.

Thanks again for sharing your knowledge, experience as a designer, and your enthusiasm.

Sincerely,
Pam

The Ohio State University Nursery Short Course 2005

"Excellent. Great, good."

"By far the best class attended at the Cents show." (x2)

"Good slide presentation. Well informed tips and practical solutions. Stayed on topic. Excellent use of example slides."

"Invite back, a very interesting speaker with brilliant ideas."

"Really good info - great job."

"Very good info. I'll be able to use this info."

"Loved both programs - come back."

"Good practical solutions that I plan on applying as a designer. Helpful ideas for sales tools also."

From a program given to Landscape Design Association

"Particular kudos to you for a great presentation. I have NO IDEA how you manage to do so much so well. You clearly are one of those people who use every hour of the day wisely.

Each person came away with new ideas and new ways of looking at old patterns. It was terrific! Thanks for an idea-packed morning."

-Shannon

"This was a great program! Thank you Tim for a VERY informative presentation. It generated a lot of buzz afterwards. People were not anxious to leave at the end. Always one of the signs of a good program. I appreciated that there were elements pertinent to every level of business—newcomer or well-established firm. "

-Diane

"Thank you so much for your informative, lively, and generous presentation today for LDA. We truly appreciated your efforts to combine your two lectures so as to cram as much information as possible into our allotted two hours. The fact that there were so many questions, comments, and interested members discussing the topic afterward attest to your skill as a teacher and to your intuition about the information we were seeking.

I think you managed to convey techniques and ideas that were helpful to every participant. Each of us was able to identify gaps in our business management and take ideas from your presentation to improve our efficiency."

-Kathy R.

"Thanks for doing the program yesterday. Your information is very useful for the vast majority of our members. Hopefully it will prompt some of them to start thinking in terms of systems. Thanks again."

-Todd