FLORS 108 Course Outline as of Spring 2005

CATALOG INFORMATION

Dept and Nbr: FLORS 108 Title: RETAIL FLORIST DISPLAY
Full Title: Display and Merchandising for Retail Florists
Last Reviewed: 3/28/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	2.00	8	Lecture Scheduled	16.00
Minimum	1.00	Lab Scheduled	1.00	8	Lab Scheduled	8.00
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	24.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 32.00 Total Student Learning Hours: 56.00

Title 5 Category:	AA Degree Applicable
Grading:	Grade or P/NP
Repeatability:	00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:	
Formerly:	

Catalog Description:
Visual merchandizing and display for retail florists. Presentation of the purpose, principles, fixtures and accessories for effective visual merchandising used by successful retail florists.

Prerequisites/Corequisites:
Course Completion of FLORS 114 (or FLORS 94)

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: Visual merchandizing and display for retail florists. Presentation of the purpose, principles, fixtures and accessories for effective visual merchandising used by successful retail florists. (Grade or P/NP)
Prerequisites/Corequisites: Course Completion of FLORS 114 (or FLORS 94)
Recommended:
Limits on Enrollment:
Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**	Effective:	Inactive:
CSU GE:	**Transfer Area**	Effective:	Inactive:
IGETC:	**Transfer Area**	Effective:	Inactive:

CSU Transfer:	Effective:	Inactive:
UC Transfer:	Effective:	Inactive:

CID:

Certificate/Major Applicable:
Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:
Upon successful completion of this course, the student will be able to:
1. Discuss the purpose of display in a retail floristry business.
2. Analyze the elements and principles of display that create effective and customer-friendly merchandizing.
3. Locate and utilize fixtures, props and accessories to create an appealing and effective merchandise display.

Topics and Scope:

I. Purpose of Display
 A. Generate sales
 B. Showcase product
 C. Create image
 D. Educate consumer
II. Types of Display
 A. Display windows
 B. In-store display
 C. In-refrigerator displays
III. Elements of Display
 A. Balance
 B. Emphasis
 C. Scale
 D. Depth
 E. Scale proportion
 F. Rhythm
 G. Merchandise
 H. Color
 I. Motion
 J. Signage
 K. Customer-friendly

IV. Display Fixtures
 A. Shelving
 B. Lighting
 C. Moveable vs. fixed displays
V. Props and Accessories
 A. Furniture
 B. Pedestals
 C. Fabric
 D. Artwork
 E. Signage
 F. Foam core

Assignment:

1. Field trip to view window display in a local florist shop.
2. In-class critique of display.
3. Set up displays using different themes.
4. Portfolio: including photos of display projects with accompanying journal entries listing materials and describing principles and elements of displays.
5. Final project: large, thematic display set-up, with props and flowers.
6. Reading, 5-10 pages per week.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because skill demonstrations are more appropriate for this course.	Writing 0 - 0%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None	Problem solving 0 - 0%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Displays; portfolio.	Skill Demonstrations 80 - 90%

Exams: All forms of formal testing, other than skill performance exams.

None	Exams 0 - 0%

Other: Includes any assessment tools that do not logically fit into the above categories.

Field trip, attendance, and participation in critique.	Other Category 10 - 20%

Representative Textbooks and Materials:
Instructor prepared materials.