

FLORS 108 Course Outline as of Summer 2010**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	1.00	17.5	Lecture Scheduled	17.50
Minimum	1.00	Lab Scheduled	0.50	6	Lab Scheduled	8.75
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 35.00

Total Student Learning Hours: 61.25

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 FLOR 83A (or FLORS 83A)

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 FLOR 83A (or FLORS 83A)

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:
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CSU Transfer:	Effective:	Inactive:
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UC Transfer:	Effective:	Inactive:
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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 floral display that create effective and customer-friendly merchandizing.
3. Locate and utilize flowers and floral materials, fixtures, props and accessories to create an appealing and effective floral 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-friendliness

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. Attend field trip to view window display in a local mall.
2. Critique in-class display.
3. Set up floral displays using different themes.
4. Assemble portfolio, including photos of display projects with accompanying journal entries listing materials and describing principles and elements of displays.
5. Final project: Design and construct large, thematic display set-up, with props and flowers.
6. Read 5-10 pages per week.
7. Write summary of visitation and viewing visual merchandise at three retail businesses.

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.

Short written summaries of visitations

Writing
10 - 20%

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
70 - 80%

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.