

FLORS 108 Course Outline as of Fall 2016

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:**

**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:  
Recommended:  
Limits on Enrollment:  
Transfer Credit:

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

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU GE:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>

<b>IGETC:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
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<b>CSU Transfer:</b>	<b>Effective:</b>	<b>Inactive:</b>
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<b>UC Transfer:</b>	<b>Effective:</b>	<b>Inactive:</b>
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**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Create effective and customer-friendly floral merchandise displays.

### **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 displays.
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.
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.

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.

Critiques of in-class displays

Problem solving  
10 - 20%

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

Displays; portfolio, final project.

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 written summary of visitations.

Other Category  
10 - 20%

**Representative Textbooks and Materials:**  
Instructor prepared materials.