FLORS 108 Course Outline as of Fall 2024

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:
In this course, students will explore visual merchandizing and display for retail florists. Students will learn 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: In this course, students will explore visual merchandizing and display for retail florists. Students will learn 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:

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

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Create effective and customer-friendly floral merchandise displays.
2. Explain the purpose of different displays and merchandizing strategies.

Objectives:
At the conclusion of this course, the student should 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

Concepts presented in lecture are applied and practiced in lab.

Assignment:

Lecture Related Assignments:
1. Critique of in-class displays (2-3)
2. One portfolio comprising of photos of weekly design projects with accompanying journal entries listing materials and describing methods for each project.
3. Final project: Design and construct large, thematic display set-up with props and flowers.
4. Write summary of visitation and viewing visual merchandise at three retail businesses.

Lab Related Assignments:
1. Weekly design and construction projects on floral displays using different themes.

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.

Summary of visitation and viewing at three retail businesses	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.

	Skill Demonstrations 70 - 80%
Displays; portfolio, critiques of in-class displays, final project.	

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

	Exams 0 - 0%
None	

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

	Other Category 10 - 20%
Participation, professionalism	

Representative Textbooks and Materials:
Instructor prepared materials.