

Floristry 108 Hybrid Class

Display and Merchandising for Retail Florists

Spring 2022 Section 4649

Online and in class on specified dates Wednesday's 4:00-7:15 PM

Instructor: Cheryl Dianna Vigil AIFD (call me Dianna)

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No Text Book Required

Lab Fee: \$75.00

Campus meetings will be held in Lark Hall room 2070 on
March 30th, April 20th, May 18th

Zoom Meetings will be held at 4pm

April 6th, April 15th, April 27th, May 4th, May 11th.

Materials needed for class: You will need a tri-fold project board and a notebook, camera (phone camera is good) for taking pictures

Description: FLORS 108 Displays and Merchandising for Retail Florists

One unit; P/NP option

Visual merchandising and display techniques for retail florists. The presentation of the purposes, principles and elements of display as well as the discussion of fixtures and accessories used for effective visual merchandising.

Student Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Create effective and customer friendly floral merchandizing displays
2. Discuss the purpose of display in a retail floristry business.
3. Analyze the elements and principles of floral display that create effective and customer-friendly merchandizing.
4. Locate and utilize flowers and floral materials, fixtures, props and accessories to create an appealing and effective floral merchandise display.

Topics and Scope:

1. Purpose of display
 - a. Generate sales
 - b. Showcase product
 - c. Create image
 - d. Educate consumer
2. Types of Display
 - a. Display windows
 - b. In-store displays
 - c. Cooler Displays
3. Elements of Display
 - a. Balance
 - b. Emphasis
 - c. Scale
 - d. Depth

- e. Proportion
 - f. Rhythm
 - g. Merchandise
 - h. Color
 - i. Motion
 - j. Signage
 - k. Customer-friendliness
4. Display fixtures:
 - a. Shelving
 - b. Lighting
 - c. Moveable vs. fixed displays
 5. Props and Accessories
 - a. Furniture
 - b. Pedestals
 - c. Fabric
 - d. Artwork
 - e. Signage
 - f. Foam core

Attendance

This is a Hybrid Class. Which means part is done on line in the Canvas Portal and Part is done in class. **You are responsible for completing all of your projects on line in the Canvas program.** We will have a zoom meeting (see schedule below) for the demonstrations except for the dates we are in the class room.

Academic Integrity and the Student Conduct Code, is in the SRJC Catalog and part of Policy 8.2.8, Student Discipline

General Information

For those students with disabilities please refer to DRD under student services. Emergency preparedness procedures can be found at [//www.santarosa.edu/administration/college-safety/emergency-preparedness/](http://www.santarosa.edu/administration/college-safety/emergency-preparedness/)

Each module in the Canvas FLORS 108 is set up by weeks.

Complete the readings, assignments and quizzes for each module.

We will be constructing some small props using different materials, practicing painting techniques on containers as well as some set-ups for the class.

You will be doing these at home using things that you have and in class.

I encourage you to keep a journal of displays (out of magazines, or pictures you have taken), fixtures, furniture, fabric samples and ideas that inspire you.

Assignment

Grading System

Color	5 points
Weekly projects	25 points
Special Assignment	20 points

Written test 25 points
Final Project 25 points
Total Possible Points is 100
A 100-90 points
B 89-80 points
C 79-70 points
D 69-60 points
F 59 and below
Pass/No Pass you must complete all projects

There will be
Assignment for each project follow the instructions for each module
Special Assignment on displays
Final Hands on Project
Written final

Schedule of Dates

Mar 30	Go over syllabus Purpose of Display Demo on Eye Movement Project #1 On Campus
Apr 06	Week 2 Module: Elements of Display Balance, Emphasis ,scale, motion, color, proportion, depth Project #2
Apr 13th	Week 3 Module Ways to make the eye stop and move through display. Project #3
Apr 20th	Week 4 Module #4 Techniques for backdrops On Campus Bring your Trifold board.
Apr 27th	Week 5 Module #5 texture, sound, motion, size, composition
May 04	Week 6 Module on special assignment Project #6
May 11th	Week 7 Module Written Final in Module 7 and instructions for Hands on final in class
May 18th	Week 8 Module Complete all Projects and Final Project On Campus