

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:
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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 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.