

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:**

<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**

### **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.