

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:
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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

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
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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.

Displays; portfolio, critiques of in-class displays, 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.

Participation, professionalism

Other Category
10 - 20%

Representative Textbooks and Materials:

Instructor prepared materials.