COURSE OUTLINE OF RECORD

Number: FLRL G130  TITLE: Floral Business and Marketability

ORIGINATOR: Gail Call  EFF TERM: Fall 2016

FORMERLY KNOWN AS:  DATE OF

CROSS LISTED COURSE:  OUTLINE/REVIEW:  03-01-2016

TOP NO: 0109.20

SEMESTER UNITS: 3.0

HRS LEC: 45.0  HRS LAB: 31.5  HRS OTHER: 0.0

CONTACT HRS TOTAL: 76.5

STUDY NON-CONTACT HRS RECOMMENDED: 90.0

CATALOG DESCRIPTION:

This course reinforces basic floral knowledge, introduces advanced design styles and industry techniques and provides practical experience to gain proficiency in advanced commercial floral design skills. Theory of design, techniques and color concepts are reinforced as students create floral arrangements and corsages. Personal marketability, resume building, and portfolio creation are emphasized as well as exploration of shop operation including pricing for profit, salesmanship, merchandising and management. Flower and foliage identification by genus, species and common name aligns with state certification requirements. Lab practicum develops advanced floral design techniques, projects are taken home by the student. Advisory: Floral G110

JUSTIFICATION FOR COURSE:

PREREQUISITES:

COREQUISITES:

ADVISORIES:

- FLRL G110: Basic Floral Design

ASSIGNED DISCIPLINES:

Ornamental horticulture (landscape architecture, floristry, floral design) horticulture, design, maintenance, landscape

MATERIAL FEE: Yes [X] No [ ] Amount: $175.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [X]  Standard Letter [X]  Not Graded [ ]  Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[X]  UC/CSU Transferable[ ]  Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X]  LEVELS BELOW TRANSFER: Not Applicable

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCCUPATIONAL (SAM) CODE: C

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X]  Yes [ ]

NUMBER REPEATS: No [ ]  Yes [X]

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ]  Yes [X]

Floral Design Entrepreneur (Certificate of Speciality)
Floral Design and Shop Management(Associate in Arts)
Floral Design and Shop Management(Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:
PROGRAM LEVEL LEARNING OUTCOME(S) Supported by this course:

Identify principles and practices of flower shop operation.

Distinguish floral industry standards for application to commercial venues.

Illustrate and produce industry standard floral designs used in wedding décor, sympathy tributes, window display, permanent botanicals and event design.

Create an arrangement illustrating the elements and principles of color theory and floral design.

Identify and categorize varieties of flowers and foliage by genus and species.

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. Illustrate and produce industry standard floral designs used in wedding décor, sympathy tributes, window display, permanent botanicals and event designs.

2. Identify principles and practices of flower-shop operation.

3. Create an arrangement illustrating elements and principles of color theory and floral design.

4. Distinguish floral industry standards for application to commercial venues.

5. Identify and categorize varieties of flowers and foliage by genus and species.

COURSE OBJECTIVES:

1. Define and describe the theory of floral design, including shapes of arrangements and their proper utilization.

2. Define COGS (Cost of Goods Sold) and correctly calculate the retail price of an industry standard floral arrangement including labor.

3. Increase speed of production and assemble more difficult and advanced floral design styles.

4. Recognize and identify flowers and foliage by genus, species, or common name as per class syllabus.

5. Identify and recall types of floral business opportunities and shop operation.

6. Identify color harmonies in floral arrangements and reproduce according to industry standards.

7. Illustrate and produce a resume and portfolio for personal marketability.

8. Demonstrate advanced floral design skill proficiency while producing floral designs used in a commercial environment.

9. Demonstrate the proper and safe handling of floral tools in the lab.

COURSE CONTENT:

LECTURE CONTENT:

A. The art of floral design
   1. Design theory and mechanics
      a. Elements and principles of floral design
      b. Theory of color
   2. Theory and execution of classic design shapes
      a. Mass
      b. Vase designs
      c. Geometric Shapes
3. Theory and execution of advanced design shapes
   a. L-shape design
   b. Inverted T design
   c. Asymmetrical design
   d. Parallel Systems design
   e. Hand-tied spiral bouquet
   f. Topiary style design
   g. Hogarth design
   h. Ikebana inspired tropical design
4. Theory and execution of mass marketing designs
   a. Production line designing
   b. Duplication of standardized design forms
   c. Classic vase design of one dozen roses
5. Theory and execution of industry standard corsages techniques
   a. Unique wiring techniques for specialty flowers
   b. Contemporary floral body art
      i. Floral jewelry created with decorative wire, beads, jewels or other floral enhancements.

B. Tools, Industry mechanics and containers
   1. Review of industry specific tools and proper safety procedures consistent with those tools, especially the florist's knife.
   2. Common containers and their proper packing mechanics
      a. O'Dapter
      b. Novelties
      c. Current trends
   3. Mechanics of industry standard arrangements
      a. Vase design
      b. Floral foam basics
      c. Topiary construction

C. Delivery of floral productions
   1. Emphasis on stability of design
   2. Mechanics of delivery procedure

D. The retail floral industry
   1. Starting a business
      a. State licenses, regulations and certifications
      b. Re-sale permit
      c. Professional licenses and certifications
      d. Insurance
      e. Pricing for profit
   2. Types of floral business opportunities
      a. Location - brick and mortar shop
      b. Event or wedding focus specialty
      c. Big box stores and grocery outlets
      d. Home-based business
   3. Distribution of commercial floral design orders (formerly wire services)
      a. History
      b. Requirements
      c. Services offered
      d. Future of distribution services
   4. Personnel
      a. Selection of employees
         i. Attracting
         ii. Employee manuals
         iii. Customer relations
      b. You as the employee
i. Resumes
ii. Portfolios
iii. Creating your image - business cards
iv. Continuing education
v. Business dress code
c. Interviewing process and skills
5. Floral and foliage identification
   a. Genus, species, and common name
   b. Special care procedures for flowers and foliage
      i. Chemical solutions and procedures
      ii. Refrigeration requirements
      iii. Sanitation requirements

LABORATORY CONTENT:
Students will be expected to create and produce at least one floral arrangement/project per week based on criteria presented in lecture and demonstration.

METHODS OF INSTRUCTION:
A. Lecture:
B. Lab:

INSTRUCTIONAL TECHNIQUES:
- Hands-on
- Oral presentation
- Small group
- Create reference text
- Research

COURSE ASSIGNMENTS:

Reading Assignments

A. Text
B. Websites
C. Floral industry trade publications

Out-of-class Assignments

A. Attend floral industry design seminars/shows.
B. Written reports analyzing professional floral industry seminars.
C. Investigation of assigned flowers - genus, species, and common name

Writing Assignments

A. Translate knowledge acquired from reading assignments by successfully completing homework.
B. Use knowledge acquired from reading assignments and class lectures to successfully create a resume and portfolio.
C. Prepare cost sheets for industrial production designs and calculate the retail price to demonstrate understanding of cost and profit.
D. Formulate floral design recipes to illustrate desired color harmony and design style through selection of appropriate floral materials.
E. Analyze and determine which construction techniques and mechanics are used to successfully create industry floral designs.
METHODS OF STUDENT EVALUATION:
- Midterm Exam
- Final Exam
- Short Quizzes
- Written Assignments
- Essay Examinations
- Objective Examinations
- Report
- Problem Solving Exercises
- Oral Presentations
- Skills Demonstration

**Demonstration of Critical Thinking:**
A. Students will analyze and interpret the cost and profit margin of floral arrangements according to industry standards.
B. Students will demonstrate proper floral costing procedure by correctly preparing cost worksheets.
C. Critical thinking is employed in the initial phase of each new floral design and in the final evaluation. The student will apply basic design principles to form aesthetic and critical evaluation.
D. Given a set of criteria, students will complete projects that meet requirements of class and industry standards.
E. Students will develop and create a resume and portfolio appropriate for the floral industry.
F. Students will demonstrate methods of construction and mechanics appropriate to floral industry standards.

**Required Writing, Problem Solving, Skills Demonstration:**
A. Demonstrate the necessary skills by constructing floral arrangements and corsages according to industry standards.
B. Translate knowledge acquired from reading assignments by successfully completing homework.
C. Formulate desired color harmony and design style through selection of appropriate floral materials
D. Prepare cost sheets for industrial production designs and calculate the retail price to demonstrate understanding of cost and profit.
E. Use knowledge acquired from reading and class lectures to successfully create a resume and portfolio.

**TEXTS, READINGS, AND RESOURCES:**
**TextBooks:**

**Other:**
1. A. Florist's knife
   B. Wire cutters
   C. Scissors

**LIBRARY:**
Adequate library resources include: Print Materials
Online Materials
Services

Comments:

Attachments:

Attached Files