

RETAIL FLORISTRY

BEFORE ENROLLING IN DEGREE APPLICABLE COURSES, IT IS RECOMMENDED THAT YOU COMPLETE ENGL 001A AND READ 053.

RETAIL FLORISTRY (RF)

DIVISION: Commercial Services
 PROGRAM: Retail Floristry
 COORDINATOR: Sandy Lesnewsky
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Student Learning Outcomes:

To prepare and equip students to succeed in the ever changing floral industry by producing a better trained employee or shop owner.

Students will be able to orchestrate the principles and elements of floral design with exposure to fundamental techniques. Students will understand the complete workings of the color wheel.

Students will be able to demonstrate the wide range of designs and effectively discuss reasons for floral selections with prospective patrons. Students will be able to identify, by name, by region, and by sight, the increasing varieties of floral selections in the market. Students will display a working knowledge of the multitude of design techniques.

The Work Experience aspect of the program will give the student an ability to see first hand the different existing floral shops in the area. Students will work in the shops for a period of time practicing techniques, strategies, customer relations, and see potential problem areas.

Certificate:

- Retail Floristry

Highlights:

- Program previously at WVC since 1983.
- Occupational work experience.
- Hands-on interaction on special events.
- Field trips.
- All instructors are professionals in the industry.

Schedule Matrix:

COURSE	FALL	SPRING	SUMMER
RF 024	E	D	
RF 028	E	E	
RF 031	D	E	
RF 032	D	E	
RF 033	E	D	
RF 037	E		
RF 038		E	
RF 039		E	
RF 041	E		
RF 045	E	E	
RF 057	D	D	
RF 061			E
RF 066			E
RF 069			E
WRKEX 301	D,E	D,E	

D= DAY CLASSES; E= EVENING CLASSES

Retail Floristry - Certificate

Core Courses (Required)	Units
RF 024..... Flowers and Foliage Basic Design.....	3.0
RF 028..... Interior Plant Identification	1.5
RF 031..... Intermediate Floral Design.....	1.5
RF 032..... Advanced Floral Design.....	2.0
RF 037..... Flower Shop Operations	2.0
RF 039..... Display for Designs for Florists	1.0
WRKEX 301 Occupational Work Experience.....	1.0
Total Required Units.....	12.0

Plus an Additional 6 Courses from the Electives Listed Below:

RF 033 Dry and Silk Floral Design	2.0
RF 038 Weddings, High Style and Memorial	1.0
RF 041 Holiday Flower Arranging for the Home	1.0
RF 045 Ikebana/Oriental Style Flower Arranging	0.5
RF 046 Advanced Exotic and High Style Arranging	0.5
RF 057 Introduction to Flower Arranging	1.0
RF 061 European Design Techniques	1.0
RF 065 Advanced Silk Flowers	1.0
RF 066 Designs Without Flowers/Flower	0.5
RF 069 Natural Garden in Northern California	1.0
Total Required Units.....	16.5-18.5

NOTE: Some classes require the student to pay a modest lab fee, and other classes may require the student to provide own floral materials.

RETAIL FLORISTRY (RF)

024 • FLOWERS AND FOLIAGE BASIC DESIGN 3.0 units

Total Lecture 54.4 hours

This course is designed for students aspiring to complete the Retail Floristry Program. It covers the identification, care, and use of cut flowers and foliage employed by a retail florist. The emphasis is on learning basic design elements, principles, and routine shop procedures used by florists in arranging flowers for professional purposes. *Materials Fee: \$130.00. Pass/No Pass Option.*

028 • INTERIOR PLANT IDENTIFICATION 1.5 units

Total Lecture 27.2 hours

Students are introduced to the basic botany and plant taxonomy of indoor plants. Course content includes how to identify, preserve and care for the most commonly utilized house plants and indoor flowering plants. Fundamental techniques used to control pests and disease common to indoor plants are reviewed. One Saturday field trip is required. *Materials Fee: \$25.00. Pass/No Pass Option.*

031 • INTERMEDIATE FLORAL DESIGN 1.5 units

Total Lecture 27.2 hours

Prerequisite: RF 030

Students will use specific criteria to evaluate professional flower arranging techniques used by retail floristry businesses. New design elements will be introduced that build on the basic elements covered in previous classes. Students will become exposed to fundamental techniques used in creating floral arrangements and corsages for weddings, sympathy tributes, and other religious occasions. *May be repeated one time. Materials Fee: \$20.00. Pass/No Pass Option.*

032 • ADVANCED FLORAL DESIGNS 2.0 units

Total Lecture 27.2 hours, Total Lab 27.2 hours

This course covers advanced principles and techniques used in Traditional, Contemporary, European, Asian, Tropical, and Hi-Tech designs. Exotic materials, faux finishes, spray color, sponge, antiquing, and marbleizing techniques will be covered. It includes designing, coordinating and preparing floral displays for social events, residences, and hotels. It builds on previous courses enabling students to polish their mechanics and participate in a professional floral show. *May be repeated three times. Materials Fee: \$50.00. Pass/No Pass Option.*

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- 033 • DRY AND SILK FLORAL DESIGN** **2.0 units**
Total Lecture 27.2 hours, Total Lab 27.2 hours
 This course covers the types of dried and silk flowers used in displays. Techniques for drying flowers are discussed and differences between dried and silk floral materials are reviewed. Students design floral arrangements that incorporate dried, silk and fresh flowers. This hands-on course incorporates a variety of creative advanced styles and methods utilizing dry and silk flowers. May be repeated three times. *Materials Fee: \$20.00. Pass/No Pass Option.*
- 037 • FLOWER SHOP OPERATIONS** **2.0 units**
Total Lecture 36.8 hours
Prerequisite: RF 024 and RF 030
 This course introduces the student to the minimum steps and procedures necessary for individuals to establish a retail florist shop. The importance of location, goals, and financing will be reviewed with experienced florists. Topics will include marketing, sales techniques, employee and customer relationships related to successfully running a florist shop. *May be repeated one time. Materials Fee: \$10.00. Pass/No Pass Option.*
- 038 • WEDDINGS, HIGH STYLE AND MEMORIAL DESIGNS** **1.0 unit**
Total Lecture 8.0 hours, Total Lab 27.2 hours
Prerequisite: RF 030
 This course covers the variety of designs used in the construction of arrangements for traditional and non-traditional weddings or other events that need high style arrangements. Students will learn techniques used in bridal consultations. Memorial consultations and the construction of casket covers, sprays, container arrangements and family pieces are also discussed. *May be repeated one time. Materials Fee: \$30.00. Pass/No Pass Option.*
- 039 • DISPLAY DESIGN FOR FLORISTS** **1.0 unit**
Total Lecture 8.0 hours, Total Lab 27.2 hours
Total lecture 9.6 hours; Prerequisite: RF 032
 This course covers the basic merchandising and marketing techniques used to display and sell fresh flowers, silk flowers and dried materials. A variety of display pieces (e.g. baskets, pottery, glassware and textiles) will be reviewed and evaluated. The course emphasizes different materials and techniques each semester. *May be repeated one time. Materials Fee: \$45.00. Pass/No Pass Option.*
- 041 • HOLIDAY FLOWER ARRANGING FOR THE HOME** **1.0 unit**
Total Lecture 16.0 hours
 Student will learn to create holiday arrangements and design for the home in a supportive atmosphere. Topics covered will include wreaths, door decorations, fruit and vegetable designs and centerpieces. *May be repeated one time. Materials Fee: \$30.00. Pass/No Pass Option.*
- 045 • IKEBANA/JAPANESE STYLE FLOWER ARRANGING** **0.5 unit**
Total Lab 27.2 hours
 Students will obtain an overview and appreciation of the historical basis and fundamental principles that direct the oriental style of flower arranging (Sogetsu Ikebana). The course emphasizes the creative use of materials and encourages students to experiment and explore a variety of design concepts. Each semester different aspects and design principles will be emphasized. No previous floral experience is necessary. *May be repeated two times. Materials Fee: \$30.00. Pass/No Pass Option.*
- 057 • INTRODUCTION TO FLOWER ARRANGING** **1.0 unit**
Total Lecture 16.0 hours
 This introductory course is designed for the student who has no floral experience and who is interested in obtaining an overview of the fundamental design concepts used in floral arranging. Material covered is intended to assist the students develop an appreciation for flowers and other materials used in creating arrangements. Flowers and design elements emphasized vary from fall to spring to summer depending on availability and events being celebrated. *May be repeated two times. Pass/No Pass Option.*
- 061 • EUROPEAN DESIGN TECHNIQUES** **0.5 unit**
Total Lecture 8.0 hours, Total Lab 27.2 hours
 This course is a hands-on design techniques class. Tufting, plating, leafwork, pave and other design techniques are studied. European and contemporary hand-tied bouquets and bundling techniques are introduced. *May be repeated one time. Materials Fee: \$20.00. Pass/No Pass Option.*
- 066 • DESIGNS WITHOUT FLOWERS/FLOWER PRESERVATION** **0.5 unit**
Total Lecture 8.0 hours
 In this course students discover their ability to incorporate in floral designs paper, rocks, plastic, metal, pods, branches and moss using their textures to make a complete statement. Techniques used to preserve flowers using the press, glycerin, air dry, and picture frames. *May be repeated one time. Pass/No Pass Option.*
- 301 • OCCUPATIONAL COOPERATIVE WORK EXPERIENCE EDUCATION (RETAIL FLORISTRY (WRKEX))** **1.0 unit**
Total 75.0 hours
Prerequisite: Must have a declared major and corresponding job and coursework. Enrollment in a minimum of 7 units which can include Work Experience
Acceptable for credit: California State University
 Cooperative Work Experience Education involves the supervised employment of students in positions which are commensurate with their selected field of study, thereby extending the learning experiences of the classroom to the field. The program provides students with the opportunity to increase their understanding of the world of work and to assist students in learning about their chosen field of work. Units of credit are awarded on the basis of number of hours of employment per week and the successful completion of learning objectives. Please speak to Retail Floristry Department for more details. *May be taken for a total of 16 units. Pass/No Pass Option.*