

Las Positas College
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Course Outline for HORT 66

ADVANCED FLORISTRY

Effective: Spring 2017

I. CATALOG DESCRIPTION:

HORT 66 — ADVANCED FLORISTRY — 3.00 units

Continuation of knowledge and skills developed in Horticulture 65 in floral design styles covering a number of contemporary styles. Emphasis on holiday and seasonal designs, wedding designs and consultations, and funeral designs. Further study of retail aspects and customer relations. Development of personal style.

2.50 Units Lecture 0.50 Units Lab

Prerequisite

HORT 65 - Intermediate Floristry
with a minimum grade of C

Grading Methods:

Letter or P/NP

Discipline:

	MIN
Lecture Hours:	45.00
Lab Hours:	27.00
Total Hours:	72.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering the course a student should be able to:

A. HORT65

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. be familiar with various contemporary design styles;
- B. be able to plan and carry-out holiday and seasonal designs;
- C. be able to conduct a bridal consultation;
- D. be able to construct a simple bouquet;
- E. be able to construct wedding ceremony pieces;
- F. be able to conduct a funeral consultation;
- G. be able to construct various funeral pieces;
- H. develop a greater understanding of the retail aspects of flower shop management;
- I. begin to develop a personal style;
- J. be able to construct basic balloon structures.

V. CONTENT:

- A. Contemporary floral design styles
 - 1. containers and mechanics
 - 2. flower selection
 - 3. construction
- B. Holiday and seasonal design
 - 1. holiday designs and accessories
 - 2. major holidays
 - 3. special occasions
- C. Wedding designs
 - 1. planning wedding details
 - 2. bridal consultations
 - 3. decorations for the wedding ceremony
 - 4. wedding bouquet construction
 - 5. balloon decorations
 - 6. wedding pieces
- D. Funeral designs

1. consultation
2. basic designs
3. servicing the funeral
- E. Retail flower shop practices
 1. the flower shop
 2. the wholesale florist
 3. customer relations and sales
 4. developing a clientele
- F. Visual merchandising
 1. commercial floral design
 2. party display
 3. planning and layout
 4. shop display/window
 5. prop-making

VI. METHODS OF INSTRUCTION:

- A. Slide presentations
- B. Videotapes
- C. Student presentations/models
- D. **Lecture** -
- E. **Field Trips** -
- F. **Demonstration** -
- G. Standard laboratory exercises
- H. Resource speakers
- I. **Discussion** -

VII. TYPICAL ASSIGNMENTS:

VIII. EVALUATION:

- A. **Methods**
- B. **Frequency**

-NO LONGER OFFERED

IX. TYPICAL TEXTS:

1. Gary L. McDaniel *Floral Design and Arrangement.*, Reston Publishing, 0.

X. OTHER MATERIALS REQUIRED OF STUDENTS: