

COURSE OUTLINE

Course Number: OHT 208
Mondays 5:00pm-8:40pm-Greenhouse

Course Title: Floral Design II

Course Instructor: Dawn Merz cell- 215-858-8753 dmerz24@aol.com

Text: The Art of Floral Design
Author: Norah T. Hunter
Publisher: Delmar Publishers Inc

Text: Retail Florist Manual
Author: Kim Colavito Markesich
Publisher: Stipes Publishing LLC

We will be referring to the books quite often during lecture, so you are strongly encouraged to bring both books with you to every class.

Course Catalog Description: Continued emphasis on the commercial rate of production and pricing for corsage, funeral, bridal and everyday work. A complete case study will be conducted for floral decoration for the home, church and hotel as well as formal occasions. Retail shop management will also be covered.

Prerequisites: Floral Design I, OHT 207, or permission of the instructor and advisor

Objective: To review the elements of floral design and also the management and daily operation of a retail flower shop. This will include correct ordering on the wholesale level, retail mark-up and assisting clients in the process of wedding, funeral and other specialty work. The course will include lecture material as well as designing arrangements in lab and assigned projects.

Attendance: Students will be expected to be on time and attend each lecture and lab. Do to the nature of the class, no make-up labs will be offered. Therefore, 10% of the student grade will be deducted after 2 unexcused absences, unless excused by the instructor prior to the absences.

Cell Phone Policy: Cell phones are a distraction to those around you. MCCC has restricted their use in the classroom. Please have respect for your classmates and the instructor by turning off your phone for the duration of class. If you must make a phone call, please do during a break or after class.

Lab Tools: During every class you will need the following tools

Sharp Floral Knife
Pruners/Wire Cutters
Scissors
Optional: Apron or gloves

Clean-up Policy: You are responsible for cleaning up your entire workspace. It should be spotless at the conclusion of lab. Please do not leave until your workspace has been cleaned, all supplies and flowers are stored away and your area inspected.

You are required to return all containers you use!!!

Grading:

Lab Designs	50%
Midterm Exam	15%
Projects	20%
Final Exam	15%

MCCC Grading System:

A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	70-76
D	60-69
F	0-59

You are always encouraged to share opinions and ideas with the class. Feel free to be creative, share ideas and ask questions in class. If you feel something about the floral design process is not being covered please feel free to bring it to my attention. We all learn from each other.

Schedule of Lectures and Labs

January 28, 2008	Review Course Outline Review Chapter # 3- Color Discussion of Color and Texture Wheel Project (Monochromatic Designs)
February 4, 2008	Chapter 20-Harvest and Distribution Review of Color and Texture Wheel Projects (All Foliage/ Texture Designs)

February 11, 2008	Chapter 21-The Retail Florist Buying and Pricing to Make a Profit (Valentine's Designs)
February 18, 2008	<u>Retail Florist Manual</u> Chapters 1, 2, 4 & 5 Discussion of Project # 1- "Interview a Flower Shop Owner" (Unique Containers)
February 25, 2008	Special Guest Designer: Kelvin Ooi (Modern / New Age/ Ikebana Designs)
March 3, 2008	Project # 1 Due "Interview a Flower Shop Owner" Chapter 19- Sympathy Flowers Guest Speaker- Deb Tolboom- Funeral Director
March 10, 2008	Review for Midterm (Sympathy Designs)
March 17, 2008	SPRING BREAK NO CLASS
March 24, 2008	MIDTERM
March 31, 2008	<u>Retail Florist Manual</u> Chapters 6-10 (Spring Designs)
April 7, 2008	Field Trip to Monday Morning Flower and Balloon Company Topic: Interviewing a Bride
April 14, 2008	Discussion: Project # 2- Designing a Themed Party Chapter 18- Wedding Design <u>Retail Florist Manual</u> - Chapter 18 (Bouquets)
April 21, 2008	Wedding Designs
April 28, 2008	Chapter 15- Everlasting Designs (Dried/ Silk Designs)
May 5, 2008	Project # 2 Due and Presentations Review for Final Return all Containers, clean cooler, closets and work area
May 12, 2008	FINAL

SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE WITHOUT NOTICE!

All of the arrangements made in class will be graded prior to you leaving the lab. You are encouraged to be creative and bring things with you that will enhance your arrangement. I will be providing the flowers and hard goods, but you are encouraged to bring any household items or things found in nature that you can use to enhance your arrangement. You are only limited by your imagination. You will be taking all your arrangements home with you after every lab, so all personal items will always be with you. If you use a container from class, please bring it back by the following lab.

You may want to bring a camera with you to document your floral work for a future portfolio (It is better to photograph a design before it takes the ride home in the car!)

Floral Arrangement Grading Criteria (Lab Design Grade)

Executes the Elements of Floral Design Properly (30 points)

Floral Piece Conveys the Theme or Needs of the Client (40 points)

Mechanics of the Piece are hidden and Arrangement can be Easily Moved (15 points)

Use of Creative Materials and Materials are Well Used (15 points)

You will be graded out of a possible 100 points. All arrangements will be averaged together to form your final Lab Design Grade, which is worth 50% of your final grade. The color/texture wheel and wedding flower project will also be part of your lab design grade.

Project # 1- Interview a Flower Shop Owner- Due on Monday, March 3, 2008

Call and make arrangements to meet and interview a flower shop owner. The following questions must be answered: (You can also think of a few of your own!)

What was your driving force for opening a Flower Shop?

How long have you been in business?

Why did you pick this location for the business?

What service drives the majority of your business? (weddings, sympathy, holiday, etc.)

What percentage of retail space is used for non-floral items? (gifts, candles, balloons, etc.)

What wholesaler is supplying your perishable and non-perishable goods?

What percentage mark-up on floral arrangements are you charging?

What are you charging for delivery?

How many people do you employ at the shop? (Full time and Part time)

What is your busiest time of the year and how do you prepare for it?

What is your slowest time of the year and how do you bring in business then?

How do you advertise or publicize your flower shop?

How does the internet affect your business?

What percentage of sales are walk-in vs. phone vs. internet?

How are trends and styles affecting wedding sales?

Where do you see your flower shop heading in the future?(trends, new clients, expansion)

If I was looking for a job in the florist industry what advice would you give?

Be sure to thank them for their time they spend with you. Take their answers and type them into a 2-3 page paper. Include opinions of what you thought of the shops appearance, window displays, perishable material and retail area. You will be asked to discuss your paper with the class on its due date.

This project is worth 10% of your final grade.

Project # 2 Design a Themed Party- Due on Monday, May 5, 2008

You will be asked to design your own themed party choices could be but not limited to:

Birthday Party (Adult or Child)

Shower (Bridal or Baby)

Anniversary Party

Retirement Party

Sports Championship Banquet

Bachelor/Bachelorette Party

Graduation Party

Holiday Party

You will need to create a poster depicting your party choice and theme. You can use pictures from books or magazines or your own drawings. You must depict the theme colors, invitation, table settings, party favors, floral arrangements and decorations. More details will be given in class as we get closer to the due date of the project.