

ENVIRONMENTAL HORTICULTURE/FLORISTRY
Flower Shop Procedures and Basic Designs
RF 80A Spring Semester 2008

Ocean/Phelan Campus-Horticulture Center-Rm EH/F 1

Instructor: Holly Money-Collins AIFD
Phone: (415)-239-3106
Meeting Day/Time: Tuesday & Thursday
9:00 AM-1:30 PM **CRN:33760**

Instructor: Steven W. Brown AIFD
Phone: (415)-239-3140
Meeting Day/Time: Monday & Wednesday
5:30 PM-10:00 PM **CRN:33761**

Opportunities for creative expression, a desire to work with a beautiful product, enjoyment of hands-on creativity, and a determination to make the most important moments in life truly special, are just a few of the reasons students choose to study floristry at City College of San Francisco.

Floristry 80A is recommended for beginning floristry students, **no prerequisite**.

This course is the first in our professional training series of classes that covers flower shop design and procedures essential for **professional floral artists**. Topics that will be covered include:

- * Principles and Elements of Design
- * Local and International Flower Markets
- * Holiday practices
- * Floral Tools and Mechanics
- * Salesmanship
- * Wire Services
- * Packaging Flowers
- * Shop Procedures
- * Care and handling of cut flowers
- * History of the Floral Industry



Students will receive guided practice in making arrangements for the home, workplace, parties, hospital, and special occasions. Some of the projects include:

- * Novelty Designs
- * Hospital Designs
- * Fruit and Flowers Designs
- * Historical European Designs
- * Western Floral Designs
- * Contemporary Design Styles
- * Dried Flower Arrangements
- * Dried Wreaths
- * Hand Tied Bouquets
- * Corsages and Body Flowers



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