City College of San Francisco
ENVIRONMENTAL HORTICULTURE/FLORISTRY
RF 80B Intermediate Floral Design
Spring Semester 2008
Ocean/Phelan Campus-Horticulture Center-Rm EH/F 1

Instructors: Steven W. Brown AIFD
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Phone: (415)-239-3106
Prerequisite: RF 80A or instructor approval

Meeting Days: Monday & Wednesday
Time: 9:00AM-1:00PM
CRN: 33762
ENROLL ONLINE @ WWW.CCSF.EDU

Floristry 80B—an excellent course that expands on Basic Flower Shop Procedures, (RF 80A), in the study and practical application of professional flower arranging techniques used commonly by high style florists. This “hands-on” class emphasizes current European design styles as well as sympathy tributes, party flowers and complex, creative, American style floral art.
In addition, the principles and elements of window and store display are studied and practiced.

Topics that will be covered include:
Customer Service and Delivery
Contemporary Design Techniques
High Style Corsages
Party Arrangements
Advanced Designs with Fruits and Vegetables
Holiday Designs
Dried Materials
Advanced Vase Arrangements
Advanced Hand Tied Bouquets
Pricing Floral Product
Sympathy Customs and Etiquette
High Style Designs for Sympathy
Selling and Promoting Floral Products
Window Display
Table top Display
Designing and Servicing of Corporate Accounts

This is a partial listing of course content. For further information please contact the instructor or visit our website at www.CCSF.edu