Instructor: Steven W. Brown AIFD
Phone: (415)-239-3140

Meeting Day/Time: Monday 3:00-5:00 PM

This course is imperative for students training to enter the field of floral design and for students that wish to enhance their knowledge of floral materials for personal and professional growth.

In this course the student will learn about:

This is a partial listing of course content.

* Floral Specimens used in Commercial Floristry
* Botanical and Common Names
* Safe use of Floral Treatments
* Post Harvest Care for Cut Flowers
* Proper use of Specimens in Designs
* Displaying Cut Flowers
* Packaging Floral Materials
* Wholesale Sources
* Distribution Methods
* Origins of Floral Products
* Wholesale and Retail Pricing
* Purchasing Floral Products

ENROLL ONLINE @ WWW.CCSF.EDU

This is a partial listing of course content. To enroll online or for more information go to www.ccsf.edu.

Contact the instructor if you have additional questions.