City College of San Francisco
ENVIRONMENTAL HORTICULTURE/FLORISTRY
Flower Shop Procedures and Basic Designs
RF 80A Spring Semester 2007
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

ENROLL ONLINE @ WWW.CCSF.EDU

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

This beginning course covers flower shop design and procedures commonly used by 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

This is a partial listing of course content. For further information please contact the instructor or visit our web site at CCSF.org