

COURSE OUTLINE

Course Number: OHT 208  
Mondays 5:30pm-9:20pm-Greenhouse

Course Title: Floral Design II

Course Instructor: Dawn Merz cell- 215-858-8753 [dmerz24@aol.com](mailto: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 23, 2012	Review Course Outline Review 7 Elements for Proper Floral Design (Monochromatic Designs)
January 30, 2012	Chapter 20-Harvest and Distribution (All Natural-Texture Designs)
February 6, 2012	Chapter 21-The Retail Florist (Part 1) Discussion of Project # 1- "Interview a Flower Shop Owner" (Unique Containers)

February 13, 2012	Chapter 21-The Retail Florist (Part 2) Buying and Pricing to Make a Profit I (Valentine's Designs)
February 20, 2012	<u>Retail Florist Manual</u> Chapters 1, 2, 4 & 5 Chapter 19- Sympathy Flowers (Square Vase Designs)
February 27, 2012	Special Guest Speaker- Deb Tolboom- MCCC Funeral Services (Sympathy Designs)
March 5, 2012	<b>Project # 1 Due "Interview a Flower Shop Owner"</b> Review for Midterm Planning for Presidential Dinner Centerpieces
March 12, 2012	<b>MIDTERM EXAM</b> Presidential Dinner Centerpieces
March 19, 2012	<b>SPRING BREAK--- NO CLASS</b>
March 26, 2012	<u>Retail Florist Manual</u> Chapters 6-10 Presidential Dinner Centerpieces
April 2, 2012	Chapter 18- Wedding Designs <u>Retail Florist Manual</u> - Chapter 18 Bridal Interviewing Etiquette (Spring Designs)
April 9, 2012	Interviewing the Bride Planning for Mock Wedding Designs (Body Flowers)
April 16, 2012	Developing Order for Mock Wedding (Hand-tied Wedding Bouquets)
April 23, 2012	Mock Wedding Designs
April 30, 2012	Chapter 15- Everlasting Designs Designer's Choice Night
May 7, 2012	<b>Project # 2 Due "Portfolio Presentations"</b> Review for Final Buying and Pricing to Make a Profit II (Mother's Day Designs)
May 14, 2012	<b>FINAL EXAM</b>

**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 5, 2012

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 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 Portfolio Presentations** Due on Monday, May 7, 2012

A portfolio is a great way to showcase your floral design work. You are encouraged to photograph your design every week. You can either take the picture in class or at home.

At the end of the semester compile all of the pictures and arrange them into a portfolio. The portfolio should be large enough, so the pictures are easily visible. However, it should be small enough, so it can travel to interviews and not be obtrusive. A “photo book” style would probably work best. A black background will showcase the colors in your designs the best. You will be asked to show your portfolio on the date it is due.

All portfolios will be returned after grading, so they can be used, if you ever decide to interview for a floral designer position in the future.

We will discuss this project further throughout the semester.

This project is worth 10% of your final grade.