

Floriculture (FLR)

Courses

FLR 130 Principles of Traditional Design (3 Hours)

This course teaches the guidelines and basics of floral design. These principles are known as balance, composition, harmony, focal point, proportion, line, rhythm, texture, form, space, and color. The course will help the students develop an eye for color combinations, flow of lines, perspectives and the post-harvest care of floral materials. Recommendations are made that pertain to receiving, unpacking and processing the flowers. Methods of conditioning, hardening, and forcing flowers and use of preservatives are illustrated. 2 hrs. lecture 3 hrs. instructional lab/wk.

FLR 150 Contemporary Design Styles (3 Hours)

This course will focus on contemporary, Asian, and current trends in floral design. The course will help students develop their skills in asymmetrical balance, negative space, focal point, dramatic lines. Also included is the history of oriental design, cutting edge design, twigs, branches, pods to be used for textures, bold color schemes, and further discussion of the "less is more" concept. 2 hrs lecture, 3 instructional lab hrs/wk.

FLR 200 Plants for Interior Design (3 Hours)

This course discusses the basic aspects of healthy plant growth, including the functions of the root system and the leaf. Photosynthesis, respiration, and transpiration are explained, and the factors that affect these processes are discussed. Students will also learn Plant Nomenclature (common names and scientific names) for many plants. Students will be able to diagnose an unhealthy plant and determine the necessary steps needed to take to bring it back to health. The course will help students obtain a greater appreciation of foliage and blooming plants and understand their role in improving the interior environment. 2 hrs.lecture and 3 hrs instructional lab/wk.

FLR 220 Wedding Design* (3 Hours)

Prerequisites: FLR 130 or FLR 150.

This course will focus on traditional and contemporary wedding designs. Because weddings often constitute a large portion of a florist's business, it is imperative that students become proficient in various wedding designs, and be trained in many specialized arranging techniques. The course covers steps in creating the bridal bouquet, including round, crescent, cascade, triangle, and hand tied. Corsage construction, hair pieces, and other accessories will be discussed. Marketing and promotional efforts to build the wedding business will also be discussed. 2 hrs. lecture 3 hrs instructional lab/wk.

FLR 250 Special Event Designs* (3 Hours)

Prerequisites: FLR 130 or FLR 150.

This course will focus on large scale designs to include large buffet florals, themed designs, sympathy designs, large altar and reception florals. The student will learn how to combine flowers using texture, shape and color for different effects. Interesting ways to use foliage, twigs, mosses and other accessory materials will be presented along with different uses of ribbon. The student will learn to create large scale designs within a specified budget. 2 hrs. lecture and instructional 3 hrs. lab/wk.

FLR 270 Retail Flower Shop Operations* (3 Hours)

Prerequisites: FLR 130 or FLR 150.

This course will focus on the retail operation of a flower shop. Students will explore the various types of flower shops. Topics will include marketing strategies, advertising and promotion, selling skills and merchandising. In addition, students will learn about employee relations, delivery services, public relations, management, florist computer software, buying and pricing. 3 hrs. lecture/wk.