

FLORAL DESIGN AND SHOP MANAGEMENT, ASSOCIATE IN ARTS DEGREE

Banner code: 2_AA_FDSM

Financial aid: Eligible

The Floral Design and Shop Management program trains students by offering excellent instruction of industry skills and practical training necessary to secure employment in the floral design industry. Students receive hands-on experience and quality instruction with instructors who are accredited by the American Institute of Floral Designers (AIFD). The Floral Design program is recognized as the Shirley Haas Student Chapter of the American Institute of Floral Designers (SAIFD). Golden West College's Shirley Haas Chapter is the only SAIFD chapter in Southern California and students may choose to apply. The objective of SAIFD is to further the students' education and participation in floral design through conventions at local and state levels, and at the National AIFD Symposium. The Shirley Haas Chapter of SAIFD is one of the education-based pathways aimed at preparing students for national accreditation with AIFD.

The program is aligned with the California Certified Florist's Certificate and completion of this program will help prepare students for the state exam. Students will learn an internationally recognized occupation and portable skill. The California Certified Florist's certificate is another approved education-based pathway to accreditation with AIFD. Our alignment with CCF therefore reinforces the opportunities offered our students. Courses not only teach technical skills necessary to gain employment but also address the multicultural and international aspect of this industry. Other courses challenge students to pursue their creativity and critical thinking skills. Some courses prepare students to be a salesperson, manager, business owner or entrepreneur.

The program offers employment opportunities by supporting local businesses by acting as a job clearing house. Students have the opportunity to participate in professional industry events, such as the California State Floral Association's Annual Event, Top Ten Design Competition and Student Competition, the AIFD National Symposium and local industry design shows. Students also have the opportunity to participate in the construction of floral designs for campus events that support student success.

Potential careers students may enter upon completion are as follows:

- Floral designer
- Wedding floral designer
- Events designer
- Shop owner
- Entrepreneur

Program Level Learning Outcomes

Upon completion of this program, students will be able to:

1. Create an arrangement illustrating the elements and principles of color theory and floral design.
2. Distinguish floral industry standards for application to commercial venues.

3. Identify and categorize varieties of flowers and foliage by genus and species.
4. Illustrate and produce industry standard floral designs used in wedding décor, sympathy tributes, window display, permanent botanicals, and event design.
5. Identify principles and practices of flower shop operation.

Associate Degree Graduation Requirements

(See GWC website (<http://www.goldenwestcollege.edu>) for the most up-to-date information on Associate Degree Requirements (<https://catalog.cccd.edu/golden-west/general-education/associate-degree/>).

1. Completion of General Education Requirements by one of the following methods:
 - a. Completion of a minimum of 18 units as listed under Areas A through E, including the Cultural Diversity Requirement.
 - b. Completion of a minimum of 39 units of CSU General Education requirements. Students who complete this pattern are also eligible to receive the Certificate of Achievement in CSU General Education Breadth (<https://catalog.cccd.edu/golden-west/general-education/csu-ge/>).
 - c. Completion of a minimum of 34 (UC) or 37 (CSU) units of Intersegmental General Education Transfer Curriculum (IGETC) requirements. Students who complete this pattern are also eligible to receive the Certificate of Achievement in IGETC (<https://catalog.cccd.edu/golden-west/general-education/igetc/>).
2. Completion of a Major or Area of Emphasis—a minimum of 18 units.
3. Completion of additional elective units to a total of 60 units.
4. 2.0 overall Grade Point Average at GWC and 2.0 overall Grade Point Average for all colleges attended.
5. At least 12 units completed at GWC.

Students should consult a GWC counselor in order to select the best pathway to meet their educational goals. For students who intend to transfer, the choice of general education will be specific to both their major and transfer institution.

Course	Title	Units
Required Courses		
FLRL G110	Basic Floral Design	3
FLRL G115	Wedding Designs	2
FLRL G120	Advanced Designs in Global Floristry	2
FLRL G125	Advanced Floral Design - Events and Display	2
FLRL G127	Creativity and Competition	2
FLRL G130	Floral Business and Marketability	3
FLRL G132	Permanent Botanicals	2
	<i>Select one of the following:</i>	3
MGMT G152	Starting a Business - Entrepreneurial Small Business	3
BUS G100	Introduction To Business	3
MKTG G100	Principles Of Marketing	3
Major Total		19
GE Pattern (Local, CSU GE-Breadth, or IGETC)		18-39
Total Units		60