

**Common Course Outline**  
**FLOR 104**  
**Display Techniques And Practices**  
**2 Semester Hours**

**The Community College of Baltimore County**

**Description**

Display Techniques And Practices

Covers how to plan, develop and construct a variety of displays used in the retail sales industry; examines the use and effect of lighting, the utilization of props and the basic concepts of visual merchandising.

Prerequisite: (ENGL 051 or LVE 1), or (ESOL 051 or LVE 1) and (RDNG 052 or LVR 2)

**Overall Course Objectives.**

Upon completion of this course the student will be able to:

- A. Design the functions of a store exterior.
- B. Identify the three types of store fronts (configurations) and explain the advantages and disadvantages of each.
- C. Identify the four types of window elevations.
- D. Explain the relationship between the mode of traffic going past a store and the design of the window display.
- E. Explain the 11 second theory and state the four functions that take place in this period of time.
- F. State and explain the principles of window display construction.
- G. Evaluate a window display based on the principles of artistic window display.
- H. Differentiate between the three types of window displays.
- I. Identify the three types of backgrounds used in window display construction and the advantages and disadvantages related to each type.
- J. Describe and set up each of the four types of interior displays.
- K. Differentiate between the three types of display contents.
- L. Construct displays utilizing one or more of the four display arrangements.
- M. Explain the ways lights are used to enhance sales potential.
- N. State and define the formula used by lighting experts to provide adequate lighting in the sales area of the store
- O. Set up lights in a display area that comply with the formula suggested by lighting experts.
- P. Create a step-by-step plan for creating effective displays on a schedule.
- Q. Utilize the principles of display construction and evaluate in store and window displays.
- R. Identify a variety of table coverings and demonstrate their use.
- S. Demonstrate the four types of cuts used on fome-cor.
- T. Finish the surface of fome-cor utilizing a variety of techniques and medium.
- U. Construct a cylinder, square and table from fome-cor.

**Major Topics**

- A. Stores' Exterior
  1. Functions
  2. Configuration
  3. Mode of Traffic
  4. Window Evaluations

- B. Window Displays
  - 1. "11" Second Theory
  - 2. Principles
  - 3. Types of Window Displays
  - 4. Background
  
- C. Interior Displays
  - 1. Categories
  - 2. Contents
  - 3. Arrangements
  
- D. Display Planning
  - 1. Timetable
  - 2. Evaluation
  
- E. Lighting
  - 1. Effect on Sales
  - 2. Formula for Use
  - 3. Reasons of Use

**Course Requirements**

Final letter grades will be determined as follows:

Theory Test	3 to 100 points each	300 theory points
Weekly Quizzes (written and practical)	10 to 50 points	150 theory points
Homework		50 theory points
Practical Projects		<u>200 theory points</u>
		700 theory points

TOTAL THEORY POINTS MAY CHANGE

Grade Distribution

- 90% - 100% of the total points = A
- 80% - 89% of the total points = B
- 70% - 79% of the total points = C
- 60% - 69% of the total points = D
- Below 60% of the total points = F

**Other Course Information**

This course is required for a Retail Floristry Certificate