

## Floral Design

**Course Description:** This course is designed to introduce students to the career possibilities in the floral industry and to provide basic instruction in the techniques of floral design. It includes standards that prepare students to produce creative floral arrangements for various events and cultures.

**Recommended Prerequisites:** Principles of Horticultural Sciences, Agriscience or Principles of Agricultural Sciences

**Recommended Credit:** 1

**Recommended Grade Level:** 10<sup>th</sup>, 11<sup>th</sup>, or 12<sup>th</sup>

**Course Codes:** (2009-2010) A10 – 5114 or A12 – 5164  
(2010-2015) A12 - 5164

## Floral Design

### **Standard 1.0**

Evaluate the history of the florist industry and career opportunities in the retail/wholesale trade.

### **Standard 2.0**

Assess basic communication and business skills needed to manage a wholesale or a retail florist business.

### **Standard 3.0**

Evaluate design and illustrate construction principles used to prepare floral arrangements.

### **Standard 4.0**

Assess the use of commonly cut flowers, greenery and indoor plants for private and commercial floral arrangements.

### **Standard 5.0**

Assess and demonstrate the use of dried and permanent flowers in the floral industry.

### **Standard 6.0**

Assess techniques used to coordinate and construct a complete special event order.

### **Standard 7.0**

Demonstrate premier leadership and personal growth needed in the floral design industry.

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### **Standard 1.0**

**Evaluate the history of the florist industry and career opportunities in the retail/wholesale trade.**

Learning Expectations and Performance Indicators:

- 1.1 Examine and explain the history of floral design.
- 1.2 Research and write a report on the career opportunities in the retail florist business.
- 1.3 Examine local jobs available in the retail flower business.
- 1.4 Evaluate the training requirements for a job in the retail floral shops.

### **Standard 2.0**

**Assess basic communication and business skills needed to manage a wholesale or a retail florist business.**

Learning Expectations and Performance Indicators:

- 2.1 Assess changes in needed floral materials due to seasonal changes in demand for floral products.
- 2.2 Figure the cost of a floral bill of materials.
- 2.3 Evaluate the use of financial software and tools for keeping records in the floral industry.
- 2.4 Examine the proper telephone etiquette used in the floral industry.
- 2.5 Examine the procedures for making a sale to prospective customers.
- 2.6 Analyze the production costs of the important floriculture crops.

### **Standard 3.0**

**Evaluate design and illustrate construction principles used to prepare floral arrangements.**

Learning Expectations and Performance Indicators:

- 3.1 Evaluate and explain the basic principles of floral design.
- 3.2 Examine the basic floral design shapes used in the floral industry.
- 3.3 Illustrate basic floral construction principles.
- 3.4 Evaluate design software that can be used in the floral industry.

#### **Standard 4.0**

##### **Assess the use of commonly cut flowers, greenery and indoor plants for private and commercial floral arrangements.**

Learning Expectations and Performance Indicators:

- 4.1 Explain the use of cut flowers, greenery and indoor plants, based on form and shape.
- 4.2 Analyze and explain traits of the most commonly used cut flowers and indoor plants.
- 4.3 Evaluate the seasonal availability of flowers, foliage and indoor plants.
- 4.4 Relate colors in which flowers are available to seasonal demands for floral arrangements.
- 4.5 Compare the methods for keeping a variety of high quality flowers.
- 4.6 Evaluate the use of the most common indoor flowering and foliage plants.
- 4.7 Evaluate the effect of environmental conditions on floral arrangement longevity.
- 4.8 Examine techniques for using indoor plants for decoration.
- 4.9 Create private and commercial floral arrangements with cut flowers and greenery.

#### **Standard 5.0**

##### **Assess and demonstrate the use of dried and permanent flowers in the floral industry.**

Learning Expectations and Performance Indicators:

- 5.1 Evaluate and explain the processes of design, preservation and care of dried and permanent materials.
- 5.2 Compare commonly used materials used in dried floral arrangements.
- 5.3 Select materials needed for silk, dried and permanent flowers.
- 5.4 Evaluate and explain methods for drying and preserving floral materials.
- 5.5 Create private and commercial floral arrangements with dried or artificial flowers and greenery.

#### **Standard 6.0**

##### **Assess techniques used to coordinate and construct a complete special event order.**

Learning Expectations and Performance Indicators:

- 6.1 Complete an order form for a special occasion.
- 6.2 Evaluate the decoration needs for a special event using floral arrangements.

#### **Standard 7.0**

##### **Demonstrate premier leadership and personal growth needed in the floral design industry.**

Learning Expectations and Performance Indicators:

- 7.1 Demonstrate public speaking abilities through oral presentations and participating in career development events.
- 7.2 Evaluate professional organizations and compare membership requirements.
- 7.3 Examine certification programs for retail florists.
- 7.4 Determine what is needed in a business plan for a supervised agricultural experience program in floriculture.
- 7.5 Evaluate the use of appropriate business etiquette in a meeting.