



**ADVANCED FLORAL DESIGN**

<b>GRADE:</b>	10-12
<b>PREREQUISITE:</b>	Floriculture
<b>TEXT:</b>	<i>Floriculture Designing and Merchandising</i> , Charles Griner, Del Mar Publishing, 1993.
<b>SUPPLEMENTAL TEXTS:</b>	<i>The Retail Floral Business</i> , Behe/Pfahl/Hoffman, 1994.
<b>CREDIT:</b>	Five (5) units/semester of Practical Arts, or elective credit toward graduation.
<b>REPEATABLE:</b>	May be repeated for credit (up to 6 semesters)
<b>LENGTH OF COURSE:</b>	One (1) year Two (2) semesters
<b>COURSE NUMBER:</b>	
<b>DATE OF BOARD APPROVAL:</b>	

**SYNOPSIS**

This course is intended to prepare students for advanced college and/or employment in the Floral Industry.

**DESCRIPTION**

This course is designed to prepare the student for employment in the Floral Industry as an apprentice or designer. In an operational, floral class, students will learn advanced technology, in making arrangements, identify flowers and foliage, taking orders from customers and pricing the arrangements. Students will learn job search and interpersonal skills, as well as attitudes necessary to secure and maintain a job. Students who qualify will be permitted to enhance skills learned in the classroom in community sites or campus based floral stores.

**GOALS**

To train students to entry-level job standards for one or more of the following occupations: Floral Arranger, Design helper, or Salesperson (flowers, flower supplies, cashiers).

**COURSE OBJECTIVE**

The students will have the opportunity to learn the skills and competencies in the course outline.

1. Students will be able to demonstrate advanced and speciality corsage construction and techniques.
2. Students will be able to demonstrate advanced arrangement, style, and technique.
3. Students will be able to understand and carry out safety practices and standards in using material and tools.
4. Students will understand mathematical concepts used in the Floral Industry.
5. Students will be able to work in harmony with others.
6. Students will be able to use independent judgement in planning and carrying out a sequence of activities.
7. Students will be able to work with natural and artificial floral materials.
8. Students will be able to demonstrate a strong work ethic.

## COURSE OF STUDY OUTLINE

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## I. ORIENTATION TO FLORAL DESIGN BUSINESS

- A. Describe industry opportunities and job market.
  - 1. Understand Ikebana, European, and Western design styles.
  - 2. Describe job opportunities.
  - 3. Understand labor market.
  - 4. Pass safety test.

## II. PERSONAL SKILLS

- A. Demonstrate personal attitudes and work habits appropriate to a Floral Designer.
  - 1. Report to class/work regularly and punctually.
  - 2. Wear appropriate dress.
  - 3. Show willingness to learn.
  - 4. Demonstrate dependability and trustworthiness.
  - 5. Show initiative.
  - 6. Know when to ask for direction.
  - 7. Exhibit care in using materials and equipment.
  - 8. Comply with company policies.

## III. INTERPERSONAL SKILLS

- A. Demonstrate interpersonal skills in relation with an employer, other employees, and customers/clients.
  - 1. Accept correction well.
  - 2. Show tact and courtesy.
  - 3. Demonstrate a professional attitude.
  - 4. Maintain confidentiality.
  - 5. Maintain positive working relationships with employer and other employees.
  - 6. Understand key concepts in:
    - a. Group dynamics
    - b. Conflict resolution
    - c. Negotiations
  - 7. Share responsibility.
  - 8. Demonstrate cooperative working relationships across gender and cultural groups.
  - 9. Understand office politics.
  - 10. Assess needs and interests of customer/clients.
  - 11. Maintain stability, tact, and diplomacy in dealing with customers/clients.

## IV. COMMUNICATION SKILL

- A. Demonstrate effective listening, speaking, reading and writing skills.
  - 1. Understand written and oral communications.
  - 2. Follow instructions.
  - 3. Express him/herself effectively.
  - 4. Demonstrate effective telephone techniques and etiquette.
  - 5. Record and transmit messages accurately.
  - 6. Use communications equipment appropriately.
  - 7. Demonstrate effective telephone/P.A. techniques.
  - 8. Read and interpret trade publications.

## V. FUTURE FARMERS OF AMERICA

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- A. Describe its goals and objectives.
  - 1. Review history, goals, and purpose of FFA.
  - 2. Participate in three FFA activities per semester.

## VI. SUPERVISE OCCUPATIONAL EXPERIENCE PROGRAM

- A. Design and implement an agricultural project.
  - 1. Select a work experience or other project to be completed outside of regular classroom hours.

## VII. TOOLS

- A. Identify Floriculture tools, equipment, and supplies.
  - 1. Apply current CATA Curricular Code Guidelines.
  - 2. Identify tools and their proper use.

## VIII. SAFETY

- A. Use all equipment correctly.
  - 1. Demonstrate proper safety techniques.
  - 2. Exhibit care with cutting instruments.
  - 3. Determine proper First Aide procedures.

## IX. FLORAL MATERIALS

- A. Apply materials listed in current CATA Curricular Code.
- B. Clarify materials and their use.

## X. FLORAL MECHANICS

- A. Understand the significance of floral mechanics.
  - 1. Demonstrate proper packing techniques of fresh flower, form, wire mesh, netting, silk, dried foam, and styrofoam.
  - 2. Packing for specialty arrangements.

## XI. COLOR

- A. Understand the significance of flower colors.
  - 1. Describe size and proportion of color and flowers.
  - 2. Describe psychological effects of color.

## XII. CUT FLOWER AND FOLIAGE

- A. Identify cut flowers foliage; demonstrate proper care of flowers.
  - 1. Identify cut flowers and foliage listed in current CATA Curricular Code Guidelines.
  - 2. Demonstrate care and handling of flowers and foliage as stated in the Floriculture Design and Merchandising Book.
  - 3. Demonstrate refrigeration care as stated in the Floriculture Design and Merchandising Book.

**XIII. FLORAL ARRANGEMENT USING VASES, BOWLS, AND BASKETS**

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- A. Demonstrate advanced floral arrangements.
  - 1. Design advanced bud vase, vase arrangement.
  - 2. Create advanced centerpieces in a variety of containers.
  - 3. Differentiate advanced arrangement styles.

**XIV. PERMANENT/SILKS AND DRIED MATERIAL**

- A. Demonstrate the construction of permanent/silks and dried materials.
  - 1. Demonstrate care of permanent/silks and dried materials.
  - 2. Describe construction.
  - 3. Recognize quality types.

**XV. SPECIALTY ARRANGEMENTS**

- A. Demonstrate knowledge of special arrangements.
  - 1. Identify types of specialty arrangements; balloons, fruit, seasonal holiday design, baby, and novelty.
  - 2. Construct a specialty arrangement or design.

**XVI. WEDDING FLOWERS**

- A. Explain different types of wedding designs and their construction.
  - 1. Explain specialized wedding formation.
  - 2. Recognize specific wedding designs.
  - 3. Describe cost estimating.

**XVII. SYMPATHY FLOWERS**

- A. Create funeral designs.
  - 1. Describe construction of hearts, wreaths, sprays, and crosses.
  - 2. Construct an advanced funeral design.
  - 3. Identify other special funeral arrangements.

**XVIII. CORSAGES**

- A. Demonstrate advanced flower/specialty shapes of corsages.
  - 1. Identify advanced corsage design.
  - 2. Explain procedures of use of accessories.

**XIX. SALES AND SHOP PROCEDURES**

- A. Use the specific skills in the operation of a functional shop.
  - 1. Demonstrate use of telephone for sales.
  - 2. Demonstrate phone courtesy.
  - 3. Demonstrate sales technique.
  - 4. Explain wire orders.
  - 5. Demonstrate cashiering techniques.
  - 6. Fill out sales order form.
  - 7. Process purchase orders.
  - 8. Explain procedures for credit card sales.

9. Explain procedures for processing checks.
10. Demonstrate pricing techniques.
11. Explain work ethics and customs.

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## XX. DELIVERING FLOWERS

- A. Demonstrate an understanding of delivery procedures.
  1. Explain vehicle care.
  2. Recognize driving laws.
  3. Demonstrate care of flowers.
  4. Demonstrate map reading.
  5. Recognize customer protocol.
  6. Describe delivery duties.

## XXI. CAREER PLANNING

- A. List appropriate career ladders and training resources.
  1. List career ladders.
  2. Identify resources for additional training.

## XXII. JOB SEEKING SKILLS

- A. Recall and demonstrate techniques for job procurement and retention.
  1. Identify job sources, including: friends/relatives, newspaper, public/private agencies, walk-in.
  2. Obtain, complete, and return job application.
  3. Prepare a resume.
  4. Write letters of application.
  5. Demonstrate interview skills to include: preparing for interview, researching the employer, handling interview questions, preparing answers to questions, preparing questions to ask, suitable appearance, body language, attitude.
  6. Follow up after an interview by: writing letters, phoning.
  7. Recall techniques for getting a job.
  8. Recall procedures for handling job termination.