

Discipline: Agriculture	Sub-discipline: Environmental Horticulture
General Course Title: Beginning Floral Design	Min. Units: 3 Semester
Proposed Suffix: L	
<p>Course Description: This course is an introduction to the fundamentals of theory, techniques and skills currently practiced in the floral industry. Includes applied art principles, cut flower care, handling practices, proper use of florist tools and materials, pricing of floral products and use of current floral business technology. Includes constructing corsages, floral arrangements, and foliage plant items, which meet floral industry standards.</p>	
Required Prerequisites or Co-Requisites ¹	
Advisories/Recommended Preparation ²	
<p>Course Objectives: <i>At the conclusion of this course, the student should be able to:</i></p> <ul style="list-style-type: none"> • Correctly condition and handle cut flowers, greens, and foliage plants used in the floral industry • Select and correctly use florist tools, equipment and materials • Identify flowers, greens, and foliage plants used in the floral industry • Demonstrate an understanding of basic floral design theory • Construct basic floral products for display or resale • Construct a minimum of five different kinds of floral arrangements • Construct a minimum of five different kinds of corsages • Describe floral designs and styles from different historical periods • Select containers appropriate for flowers and floral design • Decorate foliage plants in a manner that meet industry standards • Demonstrate the correct care and handling of foliage plants • Select materials and construct a terrarium/dish garden • Calculate the cost of a floral design and apply appropriate mark-up to determine its sale price • Successfully complete a telephone, wire, or walk-in customer • Demonstrate the correct uses of business machines and wire services used in the floral industry 	
<p>Course Content:</p> <ol style="list-style-type: none"> 1. Introduction <ol style="list-style-type: none"> A. Floral design defined B. Tools and supplies needed C. The floral industry: past, present and future D. Careers in the floral industry 2. History of floral design <ol style="list-style-type: none"> A. The Classical period B. European periods <ol style="list-style-type: none"> 1. Classical Greek and Roman 2. Italian Renaissance 3. Dutch and Flemish 4. French 5. Georgian 6. Victorian <p>Beginning Floral Design (Content Continued)</p>	

¹ Prerequisite or co-requisite course need to be validated at the CCC level in accordance with Title 5 regulations; co-requisites for CCCs are the linked courses that must be taken at the same time as the primary or target course.

² Advisories or recommended preparation will not require validation but are recommendations to be considered by the student prior to enrolling.

- C. American designs
 - 1. Colonial
 - 2. Colonial Williamsburg
 - 3. Federal
 - 4. American Victorian
 - 5. Early 20th Century
 - 6. Contemporary
 - 7. Western
 - D. Oriental flower designs
3. Care and handling of cut flowers
- A. Container selection and sanitation
 - B. Water preparation
 - C. Cleaning and preparation of flowers
 - D. Refrigeration and storage
 - E. Sanitation and floral refrigerator maintenance
4. Materials and supplies used in floral design
- A. Flowers and greens - identification and uses if floral design
 - B. Wire - sizes and uses
 - C. Ribbon - sizes, types and uses
 - D. Nets, Tulle, Aqua Net
 - E. Flower holders and fasteners
 - F. Corsage accessories and packaging
 - G. Containers - sizes, shapes and uses
 - H. Florist Foams and Frogs
 - I. Foils and laces
 - J. Other commonly used materials
5. The principles and elements of floral design
- A. Design principles
 - 1. Emphasis
 - 2. Balance
 - 3. Proportion
 - 4. Harmony
 - 5. Unity
 - B. Design elements
 - 1. Line
 - 2. Form
 - 3. Texture

**Beginning Floral Design
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- C. Basic floral arrangement shapes
 - 1. Vertical

2. Horizontal
 3. Inverted T
 4. Right Angle
 5. Hogarth curve or S-curve
 6. Oblique
 7. Crescent
 8. Symmetrical triangle
 9. Asymmetrical triangle
 10. Circular or oval
 11. Others
- D. Color in floral design
 1. Color wheel
 2. Color vocabulary
 3. Neutral colors
 4. Emotional qualities of color
 5. Symbolism of color in design
 6. Color schemes in floral designs
 - E. Container
 1. Height/container relationship
 2. Relationship to the arrangement
 - F. Flower placement
 1. Face, space and place
 2. Specialized techniques
6. Mechanics of floral design
 - A. Cutting tools
 - B. Selecting flowers and foliage
 - C. Preparing containers for a floral arrangement
 - D. Inserting flowers into the arrangement
 - E. Stem supports
 - F. Wiring cut flowers
 - G. Covering mechanics
 7. Dried and silk floral designs
 - A. Types of dried and silk flowers
 - B. Constructing arrangements
 - C. Methods of drying flowers
 8. Themes and accessories
 - A. Decorative wood
 - B. Accessories
 - C. Featured objects

**Beginning Floral Design
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9. Corsages
 - A. Wiring techniques
 - B. Construction procedures
 - C. Classification of corsages

- D. Care of corsages
- E. Evaluation of corsage flowers
- F. Corsage accessories
- G. Greens

10. Foliage plants

- A. Care and handling
- B. Wrapping
- C. Identification of common varieties in the floral industry
- D. Holiday enhancements

11. Dish gardens

- A. Construction
- B. Plant selection
- C. Planting
- D. Care and handling

12. Floral orders

- A. Telephone, wire, fax, walk-in customer's orders
- B. Order forms
- C. Etiquette when receiving an order
- D. Processing and routing the order

13. Pricing of floral designs

- A. Determining costs of the floral design
- B. Pricing strategies
- C. Applying overhead and profit to pricing
- D. Delivery pricing

14. Use of technology in floral industries

- A. Fax machines
- B. Computers in the flower shop
- C. Wire orders
- D. Telephone and telephone options
- E. Internet
- F. Cash registers

15. Public image and personal appearance

Laboratory Activities: Individual Laboratory Activities are designed to support course objectives.

Methods of Evaluation: Lecture Comprehensive Quizzes and Exams Written Critical Thinking Scenarios Problem Analysis and Solution Research and Term Papers	Methods of Evaluation: Laboratory Laboratory Skill Validation by Observation Laboratory Projects and Reports Laboratory Research Projects and Reports Laboratory Skill Practicum Exams
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Typical Textbooks, Manuals, or Other Support Materials
 Norah T. Hunter ,(2012) The Art of Floral Design, 3rd Edition
 Cengage Learning,ISBN-13: 9781418063030
 Griner, Charles (2011). Floriculture, Designing and Merchandising. Cengage Learning (ISBN-13: 9781435489356).

Statewide Articulation: CPSLO-EHS 125, CSUF-OH 4, other universities as lower division elective.

FDRG Lead Signature:

Date:

Mark E. Bender, PhD CSU Stanislaus

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Internal Tracking Number