

# Advanced Floral Design (IMRA26)

Subject: Career Development and Career and Technical Education

Grade: 12

Expectations: 43

Breakouts: 141

## (a) Introduction.

- (1) Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.
- (2) The Agriculture, Food, and Natural Resources Career Cluster focuses on the production, processing, marketing, distribution, financing, and development of agricultural commodities and resources, including food, fiber, wood products, natural resources, horticulture, and other plant and animal products/resources.
- (3) In Advanced Floral Design, students gain advanced knowledge and skills specifically needed to enter the workforce as floral designers or as freelance floral event designers, with an emphasis on specialty designs and occasion-specific designs and planning. Students are also prepared to enter postsecondary certification or degree programs in floral design or special events design. Students build on the knowledge base from Floral Design and are introduced to more advanced floral design concepts. In addition, students gain knowledge of the design elements and planning techniques used to produce unique specialty floral designs that support the goals and objectives of an occasion or event.
- (4) Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.
- (5) Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples.

## (b) Knowledge and Skills Statements

- (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:
  - (A) identify career and entrepreneurship opportunities for a chosen occupation in the field of floral design and develop a plan for obtaining the education, training, and certifications required;
    - (i) identify career opportunities for a chosen occupation in the field of floral design
    - (ii) identify entrepreneurship opportunities for a chosen occupation in the field of floral design
    - (iii) develop a plan for obtaining the education required [for the chosen occupation in the field of floral design]
    - (iv) develop a plan for obtaining the training required [for the chosen occupation in the field of floral design]
    - (v) develop a plan for obtaining the certifications required [for the chosen occupation in the field of floral design]
  - (B) model professionalism by continuously exhibiting appropriate work habits, solving problems, taking initiative, communicating effectively, listening actively, and thinking critically;
    - (i) model professionalism by continuously exhibiting appropriate work habits

- (ii) model professionalism by continuously solving problems
  - (iii) model professionalism by continuously taking initiative
  - (iv) model professionalism by continuously communicating effectively
  - (v) model professionalism by continuously listening actively
  - (vi) model professionalism by continuously thinking critically
- (C) model appropriate personal and occupational safety and health practices and explain the importance of established safety and health protocols for the workplace;
- (i) model appropriate personal safety practices
  - (ii) model appropriate personal health practices
  - (iii) model appropriate occupational safety practices
  - (iv) model appropriate occupational health practices
  - (v) explain the importance of established safety protocols for the workplace
  - (vi) explain the importance of established health protocols for the workplace
- (D) analyze and interpret the rights and responsibilities, including ethical conduct and legal responsibilities, of employers and employees; and
- (i) analyze the rights of employers
  - (ii) analyze the rights of employees
  - (iii) analyze the responsibilities of employers, including ethical conduct
  - (iv) analyze the responsibilities of employers, including legal responsibilities
  - (v) analyze the responsibilities of employees, including ethical conduct
  - (vi) analyze the responsibilities of employees, including legal responsibilities
  - (vii) interpret the rights of employers
  - (viii) interpret the rights of employees
  - (ix) interpret the responsibilities of employers, including ethical conduct
  - (x) interpret the responsibilities of employers, including legal responsibilities
  - (xi) interpret the responsibilities of employees, including ethical conduct
  - (xii) interpret the responsibilities of employees, including legal responsibilities
- (E) describe and demonstrate characteristics of good citizenship in the agricultural workplace, including promoting stewardship, community leadership, civic engagement, and agricultural awareness and literacy.
- (i) describe characteristics of good citizenship in the agricultural workplace, including promoting stewardship
  - (ii) describe characteristics of good citizenship in the agricultural workplace, including promoting community leadership

- (iii) describe characteristics of good citizenship in the agricultural workplace, including promoting civic engagement
- (iv) describe characteristics of good citizenship in the agricultural workplace, including promoting agricultural awareness
- (v) describe characteristics of good citizenship in the agricultural workplace, including promoting agricultural literacy
- (vi) demonstrate characteristics of good citizenship in the agricultural workplace, including promoting stewardship
- (vii) demonstrate characteristics of good citizenship in the agricultural workplace, including promoting community leadership
- (viii) demonstrate characteristics of good citizenship in the agricultural workplace, including promoting civic engagement
- (ix) demonstrate characteristics of good citizenship in the agricultural workplace, including promoting agricultural awareness
- (x) demonstrate characteristics of good citizenship in the agricultural workplace, including promoting agricultural literacy

(2) The student develops a supervised agricultural experience program. The student is expected to:

- (A) plan, propose, conduct, document, and evaluate a supervised agricultural experience program as an experiential learning activity; and
  - (i) plan a supervised agricultural experience program as an experiential learning activity
  - (ii) propose a supervised agricultural experience program as an experiential learning activity
  - (iii) conduct a supervised agricultural experience program as an experiential learning activity
  - (iv) document a supervised agricultural experience program as an experiential learning activity
  - (v) evaluate a supervised agricultural experience program as an experiential learning activity
- (B) use appropriate record-keeping skills in a supervised agricultural experience program.
  - (i) use appropriate record-keeping skills in a supervised agricultural experience program

(3) The student develops leadership skills through participation in an agricultural youth organization. The student is expected to:

- (A) participate in youth agricultural leadership opportunities;
  - (i) participate in youth agricultural leadership opportunities [in an agricultural youth organization]
- (B) review and participate in a local program of activities; and
  - (i) review a local program of activities [in an agricultural youth organization]
  - (ii) participate in a local program of activities [in an agricultural youth organization]
- (C) create or update documentation of relevant agricultural experience such as community service, professional, or classroom experiences.

- (i) create or update documentation of relevant agricultural experience

(4) The student understands advanced floral design elements and principles. The student is expected to:

- (A) describe floral materials using advanced botanical terminology;
  - (i) describe floral materials using advanced botanical terminology
- (B) identify the symbolic meaning of flowers and plants used in floral design such as love, friendship, courage, and innocence;
  - (i) identify the symbolic meaning of flowers used in floral design
  - (ii) identify the symbolic meaning of plants used in floral design
- (C) compare the characteristics of contemporary floral design styles such as abstract, assemblage, asymmetrical, Biedermeier, cascade/waterfall, hedgerow, parallel, synergistic, submerged, topiary, and vegetative;
  - (i) compare the characteristics of contemporary floral design styles
- (D) illustrate ideas for arrangements using contemporary floral design styles from direct observation, experience, and imagination;
  - (i) illustrate ideas for arrangements using contemporary floral design styles from direct observation
  - (ii) illustrate ideas for arrangements using contemporary floral design styles from experience
  - (iii) illustrate ideas for arrangements using contemporary floral design styles from imagination
- (E) identify and explain various basing design techniques, including layering, terracing, pavé, clustering, and pillowing; and
  - (i) identify various basing design techniques, including layering
  - (ii) identify various basing design techniques, including terracing
  - (iii) identify various basing design techniques, including pavé
  - (iv) identify various basing design techniques, including clustering
  - (v) identify various basing design techniques, including pillowing
  - (vi) explain various basing design techniques, including layering
  - (vii) explain various basing design techniques, including terracing
  - (viii) explain various basing design techniques, including pavé
  - (ix) explain various basing design techniques, including clustering
  - (x) explain various basing design techniques, including pillowing
- (F) identify and explain advanced focal-emphasis design techniques, including grouping, banding, binding, shadowing, sequencing, framing, zoning, and parallelism.
  - (i) identify advanced focal-emphasis design techniques, including grouping
  - (ii) identify advanced focal-emphasis design techniques, including banding
  - (iii) identify advanced focal-emphasis design techniques, including binding

- (iv) identify advanced focal-emphasis design techniques, including shadowing
- (v) identify advanced focal-emphasis design techniques, including sequencing
- (vi) identify advanced focal-emphasis design techniques, including framing
- (vii) identify advanced focal-emphasis design techniques, including zoning
- (viii) identify advanced focal-emphasis design techniques, including parallelism
- (ix) explain advanced focal-emphasis design techniques, including grouping
- (x) explain advanced focal-emphasis design techniques, including banding
- (xi) explain advanced focal-emphasis design techniques, including binding
- (xii) explain advanced focal-emphasis design techniques, including shadowing
- (xiii) explain advanced focal-emphasis design techniques, including sequencing
- (xiv) explain advanced focal-emphasis design techniques, including framing
- (xv) explain advanced focal-emphasis design techniques, including zoning
- (xvi) explain advanced focal-emphasis design techniques, including parallelism

(5) The student demonstrates advanced design techniques using fresh and permanent floral designs. The student is expected to:

- (A) plan and design fresh flower and permanent botanical arrangements using various contemporary design styles such as abstract, assemblage, asymmetrical, Biedermeier, cascade/waterfall, hedgerow, parallel, synergistic, submerged, topiary, and vegetative;
  - (i) plan fresh flower arrangements using various contemporary design styles
  - (ii) plan permanent botanical arrangements using various contemporary design styles
  - (iii) design fresh flower arrangements using various contemporary design styles
  - (iv) design permanent botanical arrangements using various contemporary design styles
- (B) design and evaluate floral designs that exhibit various basing design techniques such as layering, terracing, pavé, clustering, and pillowing; and
  - (i) design floral designs that exhibit various basing design techniques
  - (ii) evaluate floral designs that exhibit various basing design techniques
- (C) design and evaluate floral designs using advanced focal-emphasis design techniques such as grouping, banding, binding, shadowing, sequencing, framing, zoning, and parallelism.
  - (i) design floral designs using advanced focal-emphasis design techniques
  - (ii) evaluate floral designs using advanced focal-emphasis design techniques

(6) The student describes effective design planning and the processes used to create floral designs for specific occasions and events. The student is expected to:

- (A) describe and apply proper planning techniques in floral design;
  - (i) describe proper planning techniques in floral design

- (ii) apply proper planning techniques in floral design
  - (B) identify and execute the steps of effective planning used to design floral arrangements for specific occasions such as weddings and funerals;
    - (i) identify the steps of effective planning used to design floral arrangements for specific occasions
    - (ii) execute the steps of effective planning used to design floral arrangements for specific occasions
  - (C) analyze and discuss contingency factors when planning large-volume floral designs; and
    - (i) analyze contingency factors when planning large-volume floral designs
    - (ii) discuss contingency factors when planning large-volume floral designs
  - (D) identify effective consultation practices to determine customers' expectations for design, including budget.
    - (i) identify effective consultation practices to determine customers' expectations for design, including budget
- (7) The student applies key floral design elements and principles to enhance the experience of specific occasions and events. The student is expected to:
- (A) identify floral design terminology used for specific occasions, including weddings and funerals;
    - (i) identify floral design terminology used for specific occasions, including weddings
    - (ii) identify floral design terminology used for specific occasions, including funerals
  - (B) apply elements and principles of floral design to wedding and funeral arrangements such as bouquets, boutonnieres, corsages, sprays, and pedestal arrangements;
    - (i) apply elements of floral design to wedding arrangements
    - (ii) apply principles of floral design to wedding arrangements
    - (iii) apply elements of floral design to funeral arrangements
    - (iv) apply principles of floral design to funeral arrangements
  - (C) describe current floral design trends;
    - (i) describe current floral design trends
  - (D) use and maintain floral design tools; and
    - (i) use floral design tools
    - (ii) maintain floral design tools
  - (E) create examples of appropriate occasion-specific floral designs from direct observation, experience, and imagination.
    - (i) create examples of appropriate occasion-specific floral designs from direct observation
    - (ii) create examples of appropriate occasion-specific floral designs from experience
    - (iii) create examples of appropriate occasion-specific floral designs from imagination
- (8) The student demonstrates effective planning of occasion-specific floral designs from the conceptual stage through completion. The student is expected to:

- (A) conduct a floral design consultation to gather details, including occasion, budget, formality, and theme;
    - (i) conduct a floral design consultation to gather details, including occasion
    - (ii) conduct a floral design consultation to gather details, including budget
    - (iii) conduct a floral design consultation to gather details, including formality
    - (iv) conduct a floral design consultation to gather details, including theme
  - (B) evaluate and select floral arrangements that achieve the objectives and budget expectations of an occasion;
    - (i) evaluate floral arrangements that achieve the objectives of an occasion
    - (ii) evaluate floral arrangements that achieve the budget expectations of an occasion
    - (iii) select floral arrangements that achieve the objectives of an occasion
    - (iv) select floral arrangements that achieve the budget expectations of an occasion
  - (C) develop a proposal that showcases floral arrangements appropriate for the selected occasion;
    - (i) develop a proposal that showcases floral arrangements appropriate for the selected occasion
  - (D) develop a production schedule that allows sufficient time for the design, creation, installation, and disassembly of floral arrangements;
    - (i) develop a production schedule that allows sufficient time for the design of floral arrangements
    - (ii) develop a production schedule that allows sufficient time for the creation of floral arrangements
    - (iii) develop a production schedule that allows sufficient time for the installation of floral arrangements
    - (iv) develop a production schedule that allows sufficient time for the disassembly of floral arrangements
  - (E) develop a procurement plan to ensure necessary resources are obtained within a specified budget and timeframe;  
and
    - (i) develop a procurement plan to ensure necessary resources are obtained within a specific budget
    - (ii) develop a procurement plan to ensure necessary resources are obtained within a specific timeframe
  - (F) implement a floral design plan through completion and evaluate the results of the plan.
    - (i) implement a floral design plan through completion
    - (ii) evaluate the results of the [floral design] plan
- (9) The student demonstrates business management and merchandising skills necessary for floral design and freelance floral event design professionals. The student is expected to:
- (A) calculate mark-up of floral products and design services;
    - (i) calculate mark-up of floral products
    - (ii) calculate mark-up of design services
  - (B) evaluate the cost-effectiveness and profitability of pricing policies;
    - (i) evaluate the cost-effectiveness of pricing policies
    - (ii) evaluate the profitability of pricing policies

- (C) develop and negotiate contracts for floral services;
    - (i) develop contracts for floral services
    - (ii) negotiate contracts for floral services
  - (D) formulate a floral budget, including per-item total costs;
    - (i) formulate a floral budget, including per-item total costs
  - (E) describe and demonstrate proper customer service skills for a floral business;
    - (i) describe proper customer service skills for a floral business
    - (ii) demonstrate proper customer service skills for a floral business
  - (F) identify the benefits of establishing business relationships with a variety of vendors such as wedding venues, funeral homes, wholesale florists, and wire services; and
    - (i) identify the benefits of establishing business relationships with a variety of vendors
  - (G) analyze basic marketing principles and procedures used in the floral industry such as displays and advertisements.
    - (i) analyze basic marketing principles used in the floral industry
    - (ii) analyze basic marketing procedures used in the floral industry
- (10) The student explains the significance of professional organizations to the floral design industry. The student is expected to:
- (A) identify industry-related professional organizations; and
    - (i) identify industry-related professional organizations
  - (B) describe the benefits of participating in professional floral organizations and earning industry-based certifications.
    - (i) describe the benefits of participating in professional floral organizations
    - (ii) describe the benefits of earning industry-based certifications