



Approved Innovative Course

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Course: *Advanced Floral Design*

PEIMS Code: *N1300270*

Abbreviation: *ADVFLDS*

Grade Level(s): *11-12*

Number of Credits: *1.0*

Course description:

In this course, students build on the knowledge from the Floral Design course and are introduced to more advanced floral design concepts, with an emphasis on specialty designs and specific occasion planning. This course focuses on building skills in advanced floral design and providing students with a thorough understanding of the design elements and planning techniques used to produce unique specialty floral designs that support the goals and objectives of a specific occasion or event. Through the analysis and evaluation of various occasion and event types, students explore the design needs and expectations of clients and propose and evaluate appropriate creations. From conception to evaluation, students are challenged to create and design appropriate specialty floral designs that meet the needs of the client. Furthermore, an emphasis on budgetary adherence and entrepreneurship equips students with many of the necessary skills needed for success in floral enterprises.

Essential knowledge and skills:

- (a) General requirements. This course is recommended for students in Grades 11-12. Prerequisite: Floral Design. Students shall be awarded one credit for successful completion of this course.
- (b) 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



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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 Principles and Elements of 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.
- (c) Knowledge and skills.
- (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:
 - (A) identify career development and entrepreneurship opportunities;
 - (B) apply competencies related to resources, information, interpersonal skills, and systems of operation;
 - (C) demonstrate personal and occupational health and safety practices in the workplace;
 - (D) identify employer expectations and appropriate work habits;
 - (E) demonstrate good citizenship characteristics, including advocacy, stewardship, and community leadership; and
 - (F) identify training, education, and certification requirements for occupational choice.
 - (2) The student develops a supervised agriculture experience program. The student is expected to:
 - (A) plan, propose, conduct, document, and evaluate a supervised agriculture experience program as an experiential learning activity;
 - (B) apply proper record-keeping skills as they relate to the supervised agriculture experience;
 - (C) participate in youth leadership opportunities to create a well-rounded experience program; and



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- (D) produce and participate in a local program of activities using a strategic planning process.
- (3) The student understands advanced floral design principles and techniques. The student is expected to:
- (A) demonstrate appropriate use of advanced botanical terminology;
 - (B) classify and identify flowers and plants used in floral design to symbolize specific meanings;
 - (C) compare and contrast contemporary floral design styles such as abstract, assemblage, asymmetrical, Biedermeier, cascade/waterfall, mille fleur, and underwater and their characteristics;
 - (D) illustrate ideas for arrangements using contemporary floral design styles from direct observation, experience, and imagination; and
 - (E) evaluate the effective use of floral design elements such as design schema, sources of inspiration, design proportions, and use of color and texture.
- (4) The student demonstrates advanced design techniques using fresh and permanent floral designs. The student is expected to:
- (A) plan and execute fresh and permanent botanical arrangements using various contemporary design styles;
 - (B) prepare and evaluate floral designs using various basing design techniques such as layering, terracing, pave, clustering, and pillowing;
 - (C) prepare and evaluate floral designs using advanced focal-emphasis design techniques, s-grouping, banding, binding, shadowing, sequencing, framing, zoning, and parallelism; and
 - (D) prepare and evaluate thematic floral designs such as southwestern, rustic, seasonal, and color palettes.
- (5) 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) explain the importance of proper planning of floral designs;
 - (B) identify the steps of effective planning used to design floral arrangements for specific occasions and events;
 - (C) analyze and discuss contingency factors to consider when planning large-volume floral designs; and



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- (D) identify effective practices for conferencing with customers to determine customer's mission, goals, objectives, and expectations for décor design including budget considerations.
- (6) The student applies key floral design elements to enhance the experience of specific occasions and events. The student is expected to:
- (A) identify floral design elements and terminology used for specific occasions and events;
 - (B) analyze the aesthetic benefits of floral design elements such as bouquets, boutonnieres and corsages, and pedestal arrangements for specific occasions and events such as weddings, funerals, and banquets;
 - (C) critique current floral design trends;
 - (D) demonstrate the proper use of floral design tools; and
 - (E) compare and contrast ideas for occasion-specific floral designs from direct observation, experience, and imagination.
- (7) 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 planning consultation;
 - (B) evaluate and select floral design elements that achieve the objectives and budget expectations of an occasion or event;
 - (C) present a proposal that showcases floral design elements appropriate to the selected occasion;
 - (D) assess the design, creation, and installation and dismantle of floral décor when creating a production schedule;
 - (E) ensure necessary resources are obtained within a specified budget and timeframe by developing a procurement plan;
 - (F) identify, assess, manage and reduce risks and functional impediments as they pertain to floral décor;
 - (G) implement the floral design plan through project completion; and
 - (H) evaluate strategies to determine the effectiveness of floral design planning and performance.
- (8) The student demonstrates business 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;



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- (B) evaluate pricing policies;
 - (C) discuss the contracts and negotiations processes;
 - (D) design a floral décor budget, including per item total costs;
 - (E) demonstrate correct procedures for handling customer sales transactions;
 - (F) identify strategies to establish business relationships with a variety of locations, venues, vendors, and other suppliers such as floral suppliers; and
 - (G) analyze basic marketing principles and procedures entrepreneurs can apply to target consumers.
- (9) 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
 - (B) describe the benefits of participating professional organizations and earning certifications.

Description of specific student needs this course is designed to meet:

Students are exposed to aspects of occasion-specific design through the Floral Design course, but there is not an advanced course to help students enrich and enhance their skills and interest in specialty designs or design planning for specific occasions and events. Freelance floral design for occasions and events is part of a \$30 billion industry and is especially in-demand across the state of Texas. The goal of this course is to provide students with advanced-level floral design knowledge, skills, and experiences that can transition to floral design careers and advancement in the floral design industry.

The standards of this course are designed in a manner in order to enhance the ability of students in mastering the TSFA Level 2 Floral Design certification.

Major resources and materials:

Hunter, N. (2013). *The art of floral design* (3rd ed.). New York: Cengage.

Monroe, J. (2006). *Art of the event: Complete guide to designing and decorating special events*. New Jersey: John Wiley & Sons, Inc.

Space, P. & DelPrince, J. (2014). *Principles of floral design: An illustrated guide*. Tinley Park, IL: Goodhearted Wilcox.



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Texas Master Florists. *Principles and elements of floral design: Teacher's manual*. Austin, TX: Texas State Florist Association.

Texas State Florist Association. *Texas Agricultural Science Teacher Floral Design Professional Development and CEU Opportunities: Texas Certified Florists Program*. Retrieved from <http://www.tsfa.org/development.html>.

Recommended course activities:

- Create and evaluate advanced floral arrangements
- Observe and evaluate occasion-specific designs
- Plan occasion-specific floral design schematics using floral arrangements and floral decor elements
- Design an occasion-specific design inspiration board
- Develop an occasion or event design budget and procurement plan
- Create and present a comprehensive occasion or event design proposal
- Implement and evaluate an occasion-specific floral design plan

Suggested methods for evaluating student outcomes:

- Rubric grading of individual student work
- Documented observation and assessment of student performance
- Externally reviewed practicum experiences
- Student portfolios

Teacher qualifications:

Agriculture, Food, and Natural Resources: Grades 6-12

Agricultural Science and Technology: Grades 6-12

Any vocational agriculture certificate

Trade and Industrial Education: Grades 6-12 with appropriate work approval

Trade and Industrial Education: Grades 8-12 with appropriate work approval

Vocational Trades and Industry with appropriate work approval

Additional information:

The Texas State Florists' Association (TSFA) was consulted and contributed to the development of this course.