

Discipline: Agriculture	Sub-discipline: Environmental Horticulture
General Course Title: <b>Advanced Floral Design</b>	Min. Units: <b>3 Semester</b>
Proposed Suffix: <b>L</b>	
<p>Course Description:  Advanced floral design theory; techniques and skills in the floral industry, including wedding, sympathy, party, holiday, high style and advanced floral designs. Other techniques include working with the customer, consultations, pricing and use of computers and other business machines. Construction and servicing of weddings, funerals, party and holiday floral displays are included.</p>	
Required Prerequisites or Co-Requisites <sup>1</sup>	
Advisories/Recommended Preparation <sup>2</sup>	
<p>Course Objectives: <i>At the conclusion of this course, the student should be able to:</i></p> <ul style="list-style-type: none"> <li>• Demonstrate the skills necessary for advanced placement in the floral industry</li> <li>• Identify floral arrangement styles</li> <li>• Design and construct arrangements used in wedding and sympathy floral work.</li> <li>• Demonstrate art principles used in floral designs</li> <li>• Conduct a wedding consultation</li> <li>• Complete a wedding and sympathy order form</li> <li>• Design and construct wedding and sympathy floral arrangements</li> <li>• Identify wedding floral decoration locations</li> <li>• Plan and construct a holiday display in a floral shop</li> <li>• Prepare a holiday and seasonal sales and promotional calendar</li> <li>• Determine the cost of wedding, sympathy, holiday, and party floral designs and apply appropriate mark-up to determine the sale price</li> <li>• Demonstrate the correct uses of computers and other business technologies as applied to the floral design work</li> </ul>	
<p>Course Content:</p> <ol style="list-style-type: none"> <li>1. Introduction <ol style="list-style-type: none"> <li>A. Floral industry's influence with flowers</li> <li>B. Careers in the floral industry</li> <li>C. Materials, tools and supplies</li> </ol> </li> <li>2. Advanced floral design principles <ol style="list-style-type: none"> <li>A. Design principles <ol style="list-style-type: none"> <li>1. Emphasis</li> <li>2. Balance</li> <li>3. Proportion and scale</li> <li>4. Focal point</li> <li>5. Rhythm</li> <li>6. Harmony</li> <li>7. Unity</li> </ol> </li> <li>B. Design elements <ol style="list-style-type: none"> <li>1. Line</li> <li>2. Form</li> <li>3. Color</li> <li>4. Texture</li> </ol> </li> </ol> </li> </ol> <p><b>Advanced Floral Design (Content Continued)</b></p>	

<sup>1</sup> 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.

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

3. Advanced color theory
  - A. Psychological influences of color
  - B. Color wheel
    1. Hues
    2. Tints
    3. Tones
    4. Shades
  - C. Color harmonies
    1. Monochromatic
    2. Complementary/split complement
    3. Analogous
    4. Triad and keyed triad
  
4. Wedding flowers
  - A. Bridal consultations
    1. The consultation
    2. The setting/location
    3. The follow-up
  - B. Wedding order form Use
  - C. Bridal and attendant bouquets
    1. Bride bouquets and styles
    2. Bridesmaids
    3. Flower girl basket or bouquet
    4. Attendants
    5. Corsages
    6. Boutonnieres
  - D. Styling wedding bouquets with dress styles and colors
  - E. Ceremonial floral decorations
    1. Church floral decorations
    2. Home floral decorations
    3. Garden weddings
    4. Banquet hall or wedding room
  - F. Reception decorations
    1. The cake
    2. Serving tables
    3. Reception book
    4. Floating pool arrangements
    5. Additional reception decorations
  - G. Other wedding designs and accessories
    1. Plant materials used in weddings
    2. Arches, fireplaces
    3. Kneeling benches and cushions
    4. Aisle decorations - ribbons, roping and netting
    5. Candelabras - T-branch, spiral, aisle and others
    6. Aisle runners - taping pinning, care, pricing
  - H. Rehearsal dinner
  - I. Servicing and delivering the wedding

**Advanced Floral Design  
(Content Continued)**

5. Sympathy flowers
  - A. Funeral and memorial flowers

- B. Types of funeral offerings
- C. Casket covers
- D. Set pieces
  - 1. Sprays - Various types
  - 2. Hearts
  - 3. Wreaths
  - 4. Crosses
  - 5. Pillows
  - 6. Floral emblems
  - 7. Fireside baskets
- E. Servicing the order
  - 1. Taking the order
  - 2. Cards and tags
  - 3. "Please Omit" notices
  - 4. Delivery
- F. Florist and funeral director relationships (Funeral home visitation)
- G. Memorial day offerings
- H. Family flowers
- I. Flowers and greens
  - 1. Selection
  - 2. Wiring and garlanding
  - 3. Use
  - 4. How to green and prepare for designing
- J. Waste reduction

6. High-Style - the non-traditional look in floral design (European)

7. Holiday and Seasonal Flowers

- A. Valentine's Day
- B. Easter
- C. Mother's Day
- D. Halloween
- E. Thanksgiving
- F. Christmas
- G. New Year
- H. Holiday Balloons

8. Pricing of Floral Design Work

- A. Determining costs of wedding, sympathy and holiday floral work
- B. Pricing strategies
- C. Pricing delivery, consultation and other services

9. Use of business technology in advanced floral designing

- A. Fax machines
- B. Computers use in floral industry

10. 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

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 225, other universities as lower division elective**

FDRG Lead Signature:

Date:

Mark E. Bender, PhD CSU Stanislaus

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**Internal Tracking Number**