

VALLEY ROP COURSE OUTLINE

COURSE TITLE:	Floral Design 2	
VALLEY ROP #:	AG-4050-FL2	
CDE #:	2492	
CBEDS TITLE:	Ornamental Horticulture	
CBEDS CODE:	4050	
CTE SECTOR:	Agriculture & Natural Resources	
CTE PATHWAY:	Ornamental Horticulture	
JOB TITLE:	Floral Designers	27-1023.00
	Sales & Related Workers	41-9099.00
	Couriers & Messengers	43-5021.00
	Landscape & Grounds Keeping Workers	37-3011.00
	Nursery Worker	45-2092.01
	Sales Representative, Wholesale & Manufacturing, Except Technical & Scientific Products	41-4012.00

COURSE DESCRIPTION:

The course is designed to expose students to the floriculture industry on a more technical and advanced level. This course will address the following topics: 1) importance of the floriculture industry, 2) floral crops and their characteristics, 3) tools and equipment, 4) care and management of floral crops, 5) principles and elements of design, 6) seasonal, holiday and occasional design, 7) plant propagation, 8) wedding and hi-style design and 9) merchandising and marketing of designs and arrangements.

Students will develop leadership and employability skills emphasized through the course Integrated through the course are career preparation standards, which include communication, interpersonal skills, problem solving, safety, technology and other employment skills.

Students will develop leadership skills through the FFA, maintain a Supervised Occupational Experience Program and keep a California FFA record book.

DATE APPROVED:	May 2000
REVISED DATE(S):	January 2006 / December 2008 / March 2009/Oct 2009
HOURS:	360
CREDITS:	20
PREREQUISITES:	Floral Design I
GRADE LEVELS:	11-12
ARTICULATION(S):	None

TEXTBOOK:	<i>Floriculture Designing and Merchandising</i> , Charles Griner, 1995
RESOURCES:	<i>Flowers for a Beautiful Wedding</i> , Gail Brown Brumley, 1990
	<i>Arranging Cut Flowers</i> , Ortho Books, 1985
	<i>Western Garden Book</i> , Sunset, 1999
	<i>Designers Workbook Series</i> , The John Henry Co., 1994
	<i>A Centennial History of the American Florist</i> , 1997
	<i>Retail Flower Shop Operation</i> , Redbook, 1997

STUDENT OUTCOMES:

Upon completion of this course, the student will:

- Become aware of careers within the floral industry.
- Identify flowers and foliage.
- Explain growing, grading, bunching, and shipping of flowers.
- Demonstrate drying flowers.
- Explain the types/styles, elements, and principles of floral design
- Explain use of color.
- Demonstrate construction of various floral products and arrangements.
- Demonstrate merchandising and sales of floral products.
- Construct special projects.
- Create a portfolio.
- Demonstrate job skills of specific floral related positions.
- Develop leadership skills through FFA activities.

INSTRUCTIONAL METHODS:

- Lecture
- Guest Speakers
- Laboratory
- Field Trips
- Demonstration
- Portfolio Projects
- Multi-Media Aids
- Business Simulation
- Technology Instruction
- Cooperative Group Learning
- Discussion

EVALUATION METHODS:

Assessment opportunities, which allow continuous evaluation of students' progress, will be embedded throughout the course and should be a learning experience. All students will be expected to achieve mastery of all topics; often, demonstrations of mastery will occur in a public forum. The following strategies, which include both formal and informal assessment techniques will include, but are not limited to:

- Student Projects—Teams
- Individual Projects
- Design Practicum
- Written Assessment
- Terminology and Vocabulary Tests
- Portfolio Development

COURSE OUTLINE:

Unit of Instruction	Estimated Hours	State Framework
CAREER PREPARATION STANDARD	15	
FLOWERS AND FOLIAGE	15	
<ul style="list-style-type: none">• Identify annual, perennial, biennials, bulbs, potted/flowering plants and tools used in the floral industry.• Identify plant-growing structures.• Propagate plants by separation and division.• Explain use of growth stimulants, retardant and rooting hormones.• Explain the environmental conditions required for potted/flowering plants.• Explain techniques used in grading, bunching, and shipping cut flowers.• Select flowers at optimum stages of maturity.• Select marketable, healthy potted plants.• Practice procedures for extending the life of cut flowers and foliage.• Demonstrate the ability to dry flowers.		
DESIGN ELEMENTS	30	
<ul style="list-style-type: none">• Explain the history of floral design.• Appreciate cultural diversity and its implication for different floral designs• Explain the following three types/styles of modern floral design and their origin.<ul style="list-style-type: none">○ Ikebana○ Continental○ Western line design• Explain the following elements and principles of floral design.<ul style="list-style-type: none">○ Scale○ Balance○ Harmony○ Texture○ Depth• Explain the use of color, including the following:<ul style="list-style-type: none">○ Color wheel○ Color theory○ Color psychology		
DESIGN PRACTICUM	45	
<ul style="list-style-type: none">• Demonstrate construction of boutonnieres and corsages.<ul style="list-style-type: none">○ Create basic designs.○ Demonstrate proper techniques for creating boutonnieres and corsages.○ Select appropriate flower(s).○ Incorporate accessories.• Create floral arrangements.<ul style="list-style-type: none">○ Create arrangements with fresh and dry cut flowers and foliage.○ Create arrangements with artificial products○ Use and select appropriate containers.○ Design arrangements appropriate to customer needs.• Create holiday decorations<ul style="list-style-type: none">○ Explain cultural differences in designs.○ Demonstrate ability to construct table-setting arrangements.• Create/construct designs for weddings.<ul style="list-style-type: none">○ Explain Cultural Differences		

- Distinguish a variety of wedding needs
- Create/construct designs for sympathy/funerals
 - Explain cultural differences
 - Distinguish color and styles appropriate to funerals
- Use balloons in floral design
- Construct marketable novelty products

MERCHANDISING AND SALES 35

- Explain shop management procedures
- Describe layout/design of an effective floral shop
- Describe effective advertising techniques
- Understand importance of a good customer relations and describe strategies for retaining customers
- Perform shop sales and/or electronic cashiering
- Describe personal management techniques
- Understand how to start a business
- Conduct and prepare a complete wedding consultation
- Explain importance of floral wire service
- Describe techniques used for efficient delivery
- Demonstration techniques for sales displays

SPECIAL PROJECTS 30

- Construct holiday projects
- Construct special occasion projects
- Develop a personal portfolio
- Demonstration ability to teach/train fellow employees

JOB SPECIFIC SKILLS-ADVANCED 5

- Demonstrate job specific skills of a floral designer/assistant.
- Demonstrate job specific skills of a floral wholesaler.
- Demonstrate job specific skills of a garden worker/gardener-florist
- Demonstrate job specific skills of a salesperson, flowers
- Demonstrate job specific skills of a salesperson, floral supplies

FFA, SAE AND RECORD KEEPING 5

- Develop leadership skills through the participation in FFA
- Maintain a California FFA Record Book and understand the importance of keeping records
- Develop an strong SAE project related to the floral industry

Community Classroom 90

Cooperative Vocational Ed 90

Total Hours 360 Total Hours

CAREER PREPARATION STANDARDS:

- A. **PERSONAL SKILLS** - Students will understand how personal skill development affects their employability. This skill includes positive attitudes, self-confidence, honesty, responsibility, initiative, self-discipline, personal hygiene, time management, and the capacity for lifelong learning.
1. Demonstrate an understanding of classroom policies and procedures.
 2. Discuss importance of the following personal skills in the business environment:
 - a. positive attitude
 - b. self-confidence
 - c. honesty
 - d. perseverance
 - e. self-management/work ethic
 - f. pride in product/work
 - g. dependability
 3. Identify acceptable work attire.
 4. Establish goals for self-improvement and further education/training.
 5. Prioritize tasks and meet deadlines.
 6. Understand the importance of initiative and leadership.
 7. Understand the importance of lifelong learning in a world of constantly changing technology.
- B. **INTERPERSONAL SKILLS** - Students will understand key concepts on group dynamics, conflict resolution, and negotiation. This skill includes the ability to work cooperatively, accept supervision, assume leadership roles, and show respect for others. This standard includes an understanding of sexual harassment laws and an appreciation of cultural diversity in the workplace.
1. Identify and discuss behaviors of an effective team.
 2. Explain the central importance of mutual respect in the workplace relations.
 3. Discuss and demonstrate strategies for conflict resolution and negotiation, and explain their importance within the business environment.
 4. Understand laws that apply to sexual harassment in the workplace, and identify tactics for handling harassment situations.
 5. Work cooperatively, share responsibilities, accept supervision and assume leadership roles.
 6. Demonstrate cooperative working relationships and proper etiquette across gender and cultural groups.
- C. **THINKING AND PROBLEM-SOLVING SKILLS** - Students will exhibit critical and creative thinking skills, logical reasoning, and problem-solving. These skills include applying basic skills in order to calculate, estimate, measure; identify, locate, and organize information/data; interpret and follow directions from manuals, labels, and other sources; analyze and evaluate information and solutions.
1. Recognize the importance of good academic skills and implement a plan for self-improvement as needed.
 2. Read, write, and give directions.
 3. Exhibit critical and creative thinking skills and logical reasoning skills, and employ these skills for problem solving.
 - a. Work as a team member in solving problems.
 - b. Diagnose the problem, its urgency, and its causes.
 - c. Identify alternatives and their consequences.
 - d. Explore possible solutions.
 - e. Compare/contrast the advantages and disadvantages of alternatives.
 - f. Determine appropriate action(s).
 - g. Implement action(s).
 - h. Evaluate results of action(s) taken.

- D. **COMMUNICATION SKILLS** - Students will understand principles of effective communication. This standard includes effective oral and written communication, listening skills, following and giving directions, requesting and giving information, asking questions.
1. Use communication concepts in application of skills, techniques, and operations.
 - a. Prepare written material.
 - b. Analyze written material.
 2. Understand and implement written instructions, from technical manuals, written communications, and reference books.
 3. Present a positive image through verbal and nonverbal communication, and understand the power of body language in communication.
 4. Demonstrate active listening through oral and written feedback.
 5. Give and receive feedback.
 6. Demonstrate assertive communications (both oral and written).
 7. Demonstrate proper etiquette in workplace communications, including an awareness of requisites for international communications (languages, customs, time zones, currency and exchange rates).
 8. Demonstrate writing/editing skills as follows:
 - a. Write, proofread, and edit work.
 - b. Use correct grammar, punctuation, capitalization, vocabulary, and spelling.
 - c. Select and use appropriate forms of technology for communication.
 9. Exhibit a proficiency in the use of reference books.
 10. Research, compose, and orally present information for a variety of business situations utilizing appropriate technology.
- E. **OCCUPATIONAL SAFETY** - Students will understand occupational safety issues, including the avoidance of physical hazards in the work environment. This includes the safe operation of equipment, proper handling of hazardous materials, appropriate attire and safety accessories, avoidance of physical injuries, interpretation of warning and hazard signs and terminology, and following and understanding safety-related directions.
1. Discuss and implement good safety practices, including the following (if applicable to course):
 - a. personal
 - b. lab
 - c. fire
 - d. electrical
 - e. equipment
 - f. tools
 - g. interpretation of Material Safety Data Sheets (MSDSs)
 - h. Environmental Protection Agency (EPA)
 - i. Occupational Safety and Health Administration (OSHA)
 - j. American Red Cross Standards (ARC)
 - k. Networking Safety Standards
 2. Apply sound ergonomic principles in organizing one's work space.
- F. **EMPLOYMENT LITERACY** - Students will understand career paths and strategies for obtaining employment within their chosen field. This includes traditional job preparation skills, such as resumes, application forms, cover letters, sources of employment information, and interviewing skills, but also includes an overview of the industry and an understanding of labor market trends.
1. Explore career opportunities and projected trends; investigate required education, training and experience; and develop an individual education plan.
 2. Identify steps for setting goals and writing personal goals and objectives.
 3. Examine aptitudes related to career options; relate personal characteristics and interests to educational and occupational opportunities.
 4. Develop a career portfolio, including the following documents:
 - a. job application

- b. resume(s)
 - c. appropriate cover and follow-up correspondence
5. Identify and demonstrate effective interviewing techniques.
- G. **TECHNOLOGY LITERACY** - Students will understand and adapt to changing technology by identifying, learning, and applying new skills to improve job performance. Students should understand the role of technology in their chosen field and should be able to use all appropriate technology. Students should also feel confident in their ability to learn new technology by generalizing from what they know, adapting skills to new situations, and identifying and using sources of information and of further learning.
- 1. Demonstrate the ability to use personal computers for loading and retrieving data, information gathering, measurements, and writing.
 - 2. Identify the characteristics and explain the importance of adapting to changes, being flexible, and evaluating goals when working in the industry.
 - 3. Understand the importance of lifelong learning in adapting to changing technology.
- H. **IMPORTANCE OF ETHICS** – Students will understand proper ethics in the workplace.
- 1. Discuss social and ethical responsibilities in the industry.
 - 2. Demonstrate ethical choices in workplace situations.