

VALLEY ROP COURSE OUTLINE

COURSE TITLE:	Floral Design 3	
VALLEY ROP #:	AG-4050-FL3	
CDE#:	4308	
CBEDS TITLE:	Ornamental Horticulture	
CBEDS #:	4050	
CTE SECTOR:	Agriculture & Natural Resources	
CTE PATHWAY:	Ornamental Horticulture	
JOB TITLES:	Floral Designers	27-1023.01
	Sales & Related Workers Other	41-9099.00
	Couriers & Messengers	43-5021.00

COURSE DESCRIPTION:

This course in Floristry is for students who are interested in the advancement of pursuing a career in floral design: Wedding designer, high-style designer, balloon designer, production designer and other related floral fields. Instruction includes the basic design skills used in everyday floral shops to elite designs, styles and weddings.

Students are taught to properly design corsages, centerpieces, wedding bouquets, funeral pieces and all phases of design work commonly used in the planning and staging of events or parties. Flower materials to be used, but not limited to, fresh flowers and foliage or dried, silks and other textures as may be required to complete a project. Students who are job ready and have a genuine interest in floristry will be given an opportunity to go into a community classroom setting and obtain actual on the job training in the floral industry. Students who are successful in the industry can usually expect to obtain full or part-time employment.

DATE APPROVED:	May 2003
REVISED DATE(S):	December 2008 / March 2009 / Oct 2009
HOURS:	180 Classroom hours 45-90 hours Community Classroom
CREDITS:	10 credits per year
PREREQUISITES:	Floral Design 1 & 2
GRADE LEVEL:	12
ARTICULATION(S):	None
TEXTBOOK:	Floriculture Designing Merchandising

COURSE COMPETENCIES:

Upon completion of course, the student will:

- Students will be able to correctly identify tools and supplies used in floral design, as well as use these materials in a safe manner.
- Students will be able to construct a corsage and boutonniere in a fashionable, stylistic and saleable manner in a reasonable amount of time.
- The students will be familiar with all styles of Western design and the roles they play in high styled weddings and high-styled events.
- Students will become acquainted with flowers and foliage more commonly used in wedding, events and funerals and their correct uses.
- Students will become aware of the role color plays in the effective use of flowers and the incorporation of accessories into arrangements and wedding designs.
- Students will be able to critique arrangements.
- Students will be able to successfully plan and implement a wedding order.
- Students will plan and event and implement the order.
- Students will be familiar with the pricing structure of wedding and high style designs.
- Students will be familiarized with the proper procedures used to get and keep a job.
- Students will be instructed in the use of portfolios used in the art/design world. Each student will have a portfolio in progress. In the world of Art and Design a portfolio is continually updated and redeveloped as a student becomes more proficient.
- Students will be able to demonstrate good human relations and decision-making skills prior to entering a community classroom site.
- Students will be instructed in entering various fairs, flower shows, and design contests.
- Students will be able to develop a resume/cover letter to obtain a job in a floral industry.
- Students will construct and be proficient in arm bouquets, hand-tied bouquet, nosegays and cascade designs.
- Students will be proficient in constructing ceremonial decorations, reception decorations and rehearsal dinner decorations.
- Students will complete 45 hours of community classroom which involves planning and completing flowers/balloons decoration for weddings, holiday events, banquets and other community events.

INSTRUCTIONAL METHODS:

- Lecture
- Cooperative Group Learning
- Demonstration
- Modeling
- Multi-Media Aids
- Computer Technology
- Nursery and Floral Practices
- Lab
- Community Classroom

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:

- Projects
- Written exams on lectures and textbook chapters
- Oral Presentations
- Class Participation
- Community Classroom

COURSE CONTENT:

- Floristry Equipment
- Advanced Corsages and Boutonnieres
- Advanced High-Style Designs
- Wedding Flowers
- Wedding and Event Planning
- Competitive Floral Judging and Construction
- Marketing Techniques for Weddings and Events

COURSE OUTLINE:

Unit of Instruction	Estimated Hours
Principles of Designs	10
<ul style="list-style-type: none">• Design Elements• Design Principles	
Corsages and Boutonnieres	10
<ul style="list-style-type: none">• Advanced Corsage Designs• Advanced Boutonnieres Designs• Construction of Advanced Corsages and Boutonnieres	
Shapes and Styles of Arrangements	20
<ul style="list-style-type: none">• Advanced Line Designs• Advanced Triangular Designs• Advanced Circular Designs• Advanced and High-Style Design Construction	
Significance of Holidays	20
<ul style="list-style-type: none">• Seasonal Holidays• Religious Holidays• Importance of Holidays in the Floral Industry• Advanced Design Construction• Event and Holiday Planning	
Wedding Flowers	30
<ul style="list-style-type: none">• Bridal Consulting• Wedding Order Form• Bridal/Attendant Bouquets• Wedding Corsages and Boutonnieres• Ceremonial Decorations• Reception Flowers and Decorations• Rehearsal Dinner Flowers and Decorations• Creating and planning a wedding order• Constructing an advanced wedding design to include bouquets, ceremony, and reception flowers	
Pricing Strategies	20
<ul style="list-style-type: none">• Wedding Designs• Holiday Designs• Special Events and Community Events• Mark Up/Percentage Pricing Method• Costs of Goods and Labor	
Displays and Advertising	25
<ul style="list-style-type: none">• Advertising Weddings and Events• Artistic Displays• Design Displays• Types of Marketing and Advertising	
Career Preparation Standards (hours applied throughout course)	
Community Classroom	

Total Hours

Total Hours

Standards Integrated

Portfolio Development

CR2.6, CW 1.1, 2.6 CWO 1.1, 1.2, 1.3 CPM 3.6-T, 4.6 PS-CT, 5.3
F11.1, F11.2, F11.3, F11.4

Design Practicum

T-4.0, PS-CT 5.1, 5.3-HS 6.2, 6.4, 6.5-RF 7.6
F11.1, F11.2, F11.3, F11.4

Pricing Strategies

M10.0, PS-CT 5.3, CP 3.5

Wedding and Event Planning

Cr 2.6 CW 1.2, 1.3, 2.6, 1.7, 2.6-cwo 1.1, 1.2-ls 1.7,2.3 ,2.4-ps-ct 5.1, 5.2,5.3-RF 7.1,
7.2,7.3,7.4,7.5,7.6-LT 9.1
F11.1, F11.2, F11.3, F11.4

Career Preparation

H-SS 12.2,12. 2.5, 12.4.3-CW 2.5, 2.5-CW0 1.1, 1.2, LS 2.3, CPM 3.1,3.2,3.3,3.4,3.5,3.6-T 4.1, 4.5-
HS 6.1,6.2-ELR 8.1,8.2,8.3

Community Classroom

LS 1.1,2.3-PS-CT 5.1,5.2,5.3-HS6.1,6.2,6.3,6.4,6.5-RF 7.1,7.2,7.3,7.4,7.5,7.6, ELR 8.2,8.3-LT
9.1,9.4,9.5,9.6-TKS-10.2,10.3,10.4 F11.1,F11.2,F11.3,F11.4

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.