COURSE OUTLINE OF RECORD

Number: FLRL G115

TITLE: Wedding Designs

ORIGINATOR: Gail Call

FORMERLY KNOWN AS: Formerly known at Floral Design G015, Floral Design-Wedding

CROSS LISTED COURSE:

SEMESTER UNITS: 2.0

HRS LEC: 27.0

HRS LAB: 36.0

HRS OTHER: 0.0

CONTACT HRS TOTAL: 63.0

STUDY NON-CONTACT HRS RECOMMENDED: 54.0

DATE OF OUTLINE/REVIEW: 10-20-2003

TOP NO: 0109.20

CID:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:
1. Identify and categorize varieties of floral and foliage appropriate for wedding design by either genus, species or common name.

2. Illustrate and produce industry standard floral designs used in wedding décor.

3. Create an arrangement illustrating elements and principles of color theory and floral design.

4. Distinguish floral industry standards for application to commercial venues.

5. Identify principles and practices that are industry appropriate.

COURSE OBJECTIVES:
1. Outline and recall methods of attracting clients for wedding floral sales.
2. Translate and perform the process of gathering client information during the wedding consultation according to industry standards.
3. Demonstrate an understanding of the factors used to calculate cost estimations for wedding floral sales.
4. Calculate profitable retail pricing for wedding floral designs and services.
5. Illustrate, describe and design industry appropriate floral décor for a wedding ceremony and reception.
6. Describe and produce suitable floral bouquets for a bride and her bridesmaids.
7. Identify and categorize appropriate varieties of flowers and foliage, by either genus, species or common name, to create aesthetically pleasing wedding floral décor.
8. Create floral décor illustrating elements and principles of color theory and floral design.
9. Translate the proper care and handling procedures, including chemical applications, of fresh flowers and foliage to ensure quality and longevity of product.

COURSE CONTENT:

LECTURE CONTENT:

I. Design Mechanics
   A. Basics of wiring and taping
      1. Gauges and types of wire
   B. Floral bouquet holders
   C. Hand-tied bouquets
      1. Theory of the European spiral bouquet
      2. Balance of product
   D. Alternate mechanics of construction
   E. Theory of color
   F. Elements and principles of floral design

II. Purchasing and Handling of Floral Products
   A. Identification of flowers and foliage by genus, species and common name
   B. Availability and seasonality of flowers and foliage
   C. Care and handling of fresh floral products
   D. Chemical solutions and procedures
   E. Timing flower purchases to optimize floral products
   F. Preorder procedures for wholesale markets
   G. Wholesale packaging standards
   H. Creating a market sheet for purchase of product

III. Marketing Wedding Flowers
   A. Attracting the client
      1. Bridal shows
      2. Advertising
      3. Networking with other professionals
4. Websites, social media and the Internet

IV. The Wedding Consultation
   A. Scheduling
   B. Wedding planner organizational techniques
   C. Items for discussion
      1. Venues
      2. Theme and color harmony
      3. Wedding party members and family
      4. Floral types and styling
   D. Pricing of Wedding Flowers
      1. How to calculate profitable retail pricing
   E. Closing the sale
      1. Contracts
      2. Referrals

V. Wedding Bouquets
   A. Bouquet construction and techniques of design
      1. Cascade
      2. Colonial round
      3. Crescent
      4. Hand-tied - spiral technique
      5. European contemporary
      6. Trends

VI. Corsages, boutonnieres and floral fashion accents
   A. Trends in styling
   B. Review of corsage construction mechanics and techniques
   C. Wearing flowers appropriately

VII. Ceremony Floral Décor
   A. Location and style
      1. Arches
      2. Altar design
      3. Pew décor
   B. Rituals and regulations
      1. Customs and religious guidelines
   C. Construction mechanics for ceremony arrangements
   D. Trends

VIII. Reception Decorations
   A. Venue rules and regulations
      1. Candle regulations
   B. Table décor - guest, buffet, head table, sweetheart, cake and other options
      1. Styles and color harmony
      2. Linen and accessory options
      3. Decorating tips
   C. Cake flowers
   D. Trends

IX. Delivering and Servicing Weddings
   A. Packaging flowers for safe delivery
   B. Required tools for delivery
   C. Tasks performed during servicing of the wedding
LABORATORY CONTENT:

Students will be expected to create and produce at least one floral arrangement/project per week based on criteria presented in lecture and demonstration.

METHODS OF INSTRUCTION:

A. Lecture:
B. Lab:
C. Tutoring – noncredit:
D. Work Experience:
E. Field Experience:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:

Reading Assignments

Websites
Current Industry Trade Publications, such as Florist's Review, flowers & Fusion flowers and Wedding

Out-of-class Assignments
Planning and executing floral designs for a mock wedding ceremony.
Delivering and servicing this mock wedding ceremony.
Attend industry wedding design shows/seminars.

Writing Assignments

1. Translate knowledge acquired from reading and class lectures to successfully create a written wedding proposal of the floral décor for a bride.
2. Prepare cost sheets for the various designs of the written wedding proposal and calculate the retail price to demonstrate understanding of cost and profit.
3. Formulate desired color harmony and design style through selection of appropriate floral materials.
4. Analyze and determine which construction techniques are used to create industry standard wedding floral designs

METHODS OF STUDENT EVALUATION:

Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Report
Projects (ind/group)
Problem Solving Exercises
Oral Presentations
Skills Demonstration

Demonstration of Critical Thinking:

1. Plan the floral designs for a complete hypothetical wedding and reception.
2. Analyze and determine the appropriate types of flowers to be used in specific types of wedding floral arrangements.
3. Analyze and create an aesthetically pleasing color harmony for the floral décor for an assigned hypothetical bridesmaids gown.
4. Evaluate method of construction appropriate to create industry standard wedding arrangements.
5. Given a set of criteria, students must complete projects that meet requirements of the course and industry standards.
Required Writing, Problem Solving, Skills Demonstration:

1. Translate knowledge acquired from reading and class lectures to successfully create a written wedding proposal of the floral décor for a bride.
2. Prepare cost sheets for the various designs of the written wedding proposal and calculate the retail price to demonstrate understanding of cost and profit.
3. Formulate desired color harmony and design style through selection of appropriate floral materials.
4. Analyze and determine which construction techniques are used to create industry standard wedding floral designs.

TEXTS, READINGS, AND RESOURCES:

TextBooks:


Other:

1. Students must provide their own small hand tools (florist's knives, scissors, wire cutters, needle-nose pliers, specialty wires, assorted containers, etc.)

LIBRARY:

Adequate library resources include:

Comments:

Attachments:

[Attached Files]