Globalization has changed the floral focus to include intercontinental design techniques and imported products. This class increases awareness and appreciation of cultural influence and country specific designs. This course provides practical application and construction of design styles with an emphasis on International floral customs, European floral designs, sympathy tributes and dual purpose designs, such as wedding and event décor. Lecture and lab. Completed lab projects are taken home by the students. Completion of the Floral Design and Shop Management Certificate prepares students for state certification and national accreditation.
1. Create an arrangement illustrating elements and principles of color theory and floral design.

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

3. Illustrate and produce industry standard floral designs used in sympathy tributes.

4. Identify and categorize varieties of floral and foliage appropriate for European and sympathy design by either genus, species or common name.

5. Identify principles and practices that are industry appropriate.

**COURSE OBJECTIVES:**

1. outline and recall the importance of sympathy rituals as they relate to cultural and regional influences.
2. determine and describe the specific floral designs appropriate for a sympathy tribute from a family member from various cultures.
3. summarize the process of delivery and service to a funeral home or cemetery according to industry standards.
4. illustrate and produce industry standard floral designs used in sympathy tributes.
5. create floral décor illustrating elements and principles of color theory and floral design.
6. identify and categorize varieties of flowers and foliage appropriate for European and sympathy design by genus, species or common name.
7. demonstrate the proper and safe handling of floral tools in the lab.

**COURSE CONTENT:**

**LECTURE CONTENT:**

I. Global Floral Industry
   A. Worldwide network
      1. Production and distribution of flowers
      2. Availability of product
      3. Design trends
   B. Cultural and religious influences
   C. Regional differences

II. History of Sympathy Flower Use
   A. Importance of sympathy rituals
   B. Special considerations
   C. Trends and regional differences
   D. Changes in the Sympathy Flower Industry
   E. Celebration of life event

III. Professional approach to Funeral Homes and Directors
   A. Maintaining a relationship with local funeral homes
   B. Provide services to funeral homes
   C. Packaging and delivery
   D. Flower marketing through professional relationships

IV. Selling Sympathy Flowers
   A. Funeral site awareness
   B. Knowledge of religious and cultural customs
   C. Selling with sensitivity and empathy
   D. Knowledge of product and design styles
      1. Determining the clients needs
      2. Appropriate family tributes
      3. Selling to non-family members
   E. Sympathy cards
1. Description of the floral tribute design
2. Flower identification by genus, species or common name

F. Servicing the funeral
1. Time constraints
2. Hearse interior height

V. Design Theory
   A. Review of elements and principles of floral design
      1. Factors influencing basic shape
      2. Identification of flowers appropriate for sympathy design by botanical and common names.
      3. Color theory

VI. Tools, Industry Mechanics and Containers
   A. Review of industry specific tools and proper safety procedures consistent with those tools, especially the florist’s knife.
   B. Mechanics specific to sympathy design, event and wedding décor
   C. Dual purpose design styles including mechanics for construction
   D. Industry Appropriate Containers
   E. Floral foam use

VII. Shapes, Types and Mechanics of Sympathy Floral Arrangements
   A. Casket designs
      1. Full couch
      2. Half couch
      3. Blanket
      4. Scarf
      5. Infant casket spray
      6. Casket insets or inside lid pieces

   B. Easel Designs and Set Pieces
      1. Types of easels
      2. Standing spray
      3. Basic set pieces, such as cross, heart, wreath, pillow
      4. Creating unique custom set pieces

   C. Baskets and Arrangements
      1. Traditional shapes of arrangements
      2. European design
      3. Hand-tied bouquets
      4. Designs appropriate for the home
      5. Plants and dish gardens
      6. Graveside tributes

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. Field Experience:

INSTRUCTIONAL TECHNIQUES:
COURSE ASSIGNMENTS:
Reading Assignments
Websites
Industry Trade Publications such as Florist's Review, Flowers & Fusion Flowers

Out-of-class Assignments
Field trip to mortuary/cemetery facility with oral report.
Research gifts and gestures of love and respect.

Writing Assignments
1. Research and write a Country Tradition Research Paper
2. Translate knowledge acquired from reading and class lectures to successfully create an industry standard funeral spray.
3. Formulate desired color harmony and design style for a cultural Celebration of Life event.
4. Analyze and determine which construction techniques are used to created industry standard casket spray designs.

METHODS OF STUDENT EVALUATION:
Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Essay Examinations
Report
Projects (ind/group)
Problem Solving Exercises
Oral Presentations
Skills Demonstration

Demonstration of Critical Thinking:
2. Analyze and determine the appropriate types of flowers needed to create a floral arrangement consistent with the traditions of the student's country assignment.
3. Evaluate method of construction appropriate to create an industry standard sympathy arrangement.
4. 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. Research and write a Country Tradition Research Paper
2. Translate knowledge acquired from reading and class lectures to successfully create an industry standard funeral spray.
3. Formulate desired color harmony and design style for a cultural Celebration of Life event.
4. Analyze and determine which construction techniques are used to created industry standard casket spray designs.

TEXTS, READINGS, AND RESOURCES:
TextBooks:

Other:
1. Students must provide their own hand tools (knives, scissors, wire cutters, etc.)
LIBRARY:
Adequate library resources include:
Comments:
Attachments:
Attached Files