This course focuses on the advanced design skills and techniques used to create thematic floral arrangements for special events and window display. Planning, organization, design, and delivery as well as party props, room décor, table treatments and display elements are emphasized in this course. Theory and lab experience accentuate art principles and creative thematic approaches to floral design. Students will design and create a themed floral arrangement during labs. Completed lab projects are taken home by the student. Completion of the Floral Design and Shop Management Certificate prepares students for state certification and national accreditation. Advisory: Floral G110 - Basic Floral Design
1. Create an arrangement and thematic table display illustrating elements and principles of color theory and floral design.

2. Illustrate and produce industry standard floral designs used in event work and window displays.

3. Identify principles and practices that are industry appropriate.

4. Identify and categorize varieties of flowers and foliage appropriate for event design by either genus, species or common name.

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

COURSE OBJECTIVES:

1. Outline and recall methods of attracting clients for thematic events.
2. Translate and perform the process of gathering client information during the event consultation according to industry standards.
3. Demonstrate an understanding of the factors used to calculate cost estimations for event floral sales.
4. Calculate profitable retail pricing for event floral designs and services.
5. Illustrate, describe and design industry appropriate floral décor for a themed event.
6. Describe and produce suitable floral centerpieces for a special event table.
7. Identify and categorize appropriate varieties of flowers and foliage, by either genus, species or common name, to create aesthetically pleasing special event 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. Marketing for Special Events
   A. Attracting the client
      1. Networking with other professionals
      2. Advertising options
      3. Websites, social media and the Internet

II. The Event Consultation
   A. Scheduling
   B. Event planner organizational techniques
   C. Items for discussion
      1. Venues
      2. Theme and color harmony
      3. Floral preferences and styling
   D. Profitable pricing of event flowers
   E. Closing the sale
      1. Contracts
      2. Referrals

III. Logistics of Party Work
   A. Site analysis
   B. Site File
   C. Work and storage space
   D. Delivery
      1. Vehicles
      2. Tips for loading vehicles
      3. Delivery supply kit
4. Delivery etiquette
5. Time schedule
E. Party Removal and Cleanup

IV. Purchasing and Handling of Floral Products
A. Availability and seasonality
B. Care and handling of fresh products
C. Chemical solutions and procedures
D. Timing flower purchases to optimize floral products
E. Preorder procedures
F. Wholesale packaging standards
G. Creating a market sheet for purchase of product

V. Design Theory and Mechanics
A. Elements and principles of floral design theory
B. Theory of color
C. Theory and execution of classic design shapes
   1. Mass
   2. Vase design
   3. Triangular
D. Theory and execution of advanced design shapes
   1. Hogarth
   2. Parallellism
   3. Biedermeier
   4. Armature construction
   5. Ikebana inspired
   6. European design
   7. Topiary

VI. Party and Display Themes
A. Brainstorming for ideas
   1. Holidays
   2. Seasons
   3. Special events such as birthday, anniversary, etc.
   4. Product oriented
   5. Internet research
   6. Ethnic customs
   7. Endless possibilities of creativity
B. Execution of the theme
   1. Props and accessories
   2. Floral materials and styling
   3. Color theory
   4. Table setting ideas
   5. Special effects

VII. Table Setting
A. Table guide
   1. Round
   2. Rectangular
   3. Buffet
B. Table linens
   1. Sizes
   2. Measuring the table
C. Table cover treatments
   1. Mirrors
   2. Fabric overlay
3. Fresh plant material overlay
D. Place setting etiquette
   1. Informal place settings
   2. Formal place settings
   3. Glass and plate decorations
E. Chair decorations
   1. Fabric chair covers
   2. Floral chair décor

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 publications such as The special Event, Florist's Review, Flowers and Fusion Flowers

Out-of-class Assignments
1) Gather party ideas, menus and recipes
2) Research new entertainment trends
3) Attend special event trade shows as well as floral industry events.

Writing Assignments
1. Demonstrate the necessary skills by constructing floral arrangements for events according to industry standards.
2. Formulate desired color harmony and design style through selection of appropriate floral materials and supplies.
3. Prepare cost sheets for event designs to demonstrate understanding of cost and profit margin.
4. Illustrate and produce sound mechanics and construction of event props.

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

Demonstration of Critical Thinking:
1. Plan thematic floral designs for a special event party table.
2. Analyze and determine the appropriate types of flowers to be used in specific types of event floral arrangements.
3. Analyze and create an aesthetically pleasing color harmony for the floral décor of a themed event.
4. Evaluate method of construction appropriate to create industry standard event arrangements and window display.
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. Demonstrate the necessary skills by constructing floral arrangements for events according to industry standards.
2. Formulate desired color harmony and design style through selection of appropriate floral materials and supplies.
3. Prepare cost sheets for event designs to demonstrate understanding of cost and profit margin.
4. Illustrate and produce sound mechanics and construction of event props.

**TEXTS, READINGS, AND RESOURCES:**

**TextBooks:**


**Other:**

1. Students must provide their own small hand tools (knives, scissors, wire cutters, etc.)

**LIBRARY:**

* Adequate library resources include:

**Comments:**

**Attachments:**

[Attached Files](#)