COURSE OUTLINE OF RECORD

Number: FLRL G127  
TITLE: Creativity and Competition

ORIGINATOR: Gail Call  
EFF TERM: Fall 2012

FORMERLY KNOWN AS: Floral Design G027  
DATE OF OUTLINE/REVIEW: 10-30-2003

CROSS LISTED COURSE:  
TOP NO: 0109.20

SEMMESTER 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

CATALOG DESCRIPTION:
This course focuses on advanced design skills and techniques emphasizing the use of the student's own imagination and creative talent to create individualized, non-standard, contemporary flower arrangements. Theory and lab experience will broaden the student's design expertise and personally expand and develop creative potential. Creativity development, stimulation of the imagination, critical thinking and practice of technical skills prepare students to participate in competitions, separating the designer from the copier. Completion of the Floral Design and Shop Management Certificate prepares students for state certification and national accreditation. Advisory: Floral G110

JUSTIFICATION FOR COURSE:

PREREQUISITES:

COREQUISITES:

ADVISORIES:
- FLRL G110: Basic Floral Design

ASSIGNED DISCIPLINES:
Ornamental horticulture (landscape architecture, floristry, floral design) horticulture, design, maintenance, landscape

MATERIAL FEE: Yes [X] No [ ] Amount: $175.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [X] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X]  
LEVELS BELOW TRANSFER: Not Applicable

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCCUPATIONAL (SAM) CODE: B

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]
Floral Design and Shop Management(Associate in Arts)
Floral Design and Shop Management(Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:
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. Identify and categorize varieties of floral and foliage appropriate for non-standard and contemporary design by either genus, species or common name.
4. Illustrate and produce industry standard floral designs using advanced design techniques.
5. Identify principles and practices that are industry appropriate.

**COURSE OBJECTIVES:**
1. outline and recall methods of developing creativity and expressions of uniqueness.
2. demonstrate an understanding of the theory of the creative process and problem solving.
3. illustrate and describe the sources of creative inspiration through brainstorming and critical thinking.
4. identify and categorize appropriate varieties of flowers and foliage, by either genus, species or common name, to assemble aesthetically pleasing uniquely creative floral décor.
5. create atypical floral décor illustrating expanded elements and principles of color theory and floral design.
6. translate the proper care and handling procedures, including chemical applications, of fresh flowers and foliage to ensure quality and longevity of product.
7. illustrate, describe and demonstrate advanced design techniques appropriate for competitive design events.
8. outline and recall benefits, practices and procedures of floral design competitions.
9. describe and produce distinctive containers for thematic floral designs according to industry standards.

**COURSE CONTENT:**

**LECTURE CONTENT:**

I. Creativity
   A. Developing creativity
      1. Inner creativity
      2. Expressions of uniqueness
      3. Self-actualization
      4. Experimentation
   B. Traits of creative people
   C. The creativity process
      1. Preparation
      2. Incubation
      3. Illumination
      4. Implementation
   D. Blocks to creativity
   E. Overcoming rejection
   F. Brainstorming
   G. Sources of creative inspiration
      1. Art
      2. Nature
      3. Water
      4. Geological elements
      5. Mountains
      6. History
      7. Trends
      8. Innovation
II. Competition
   A. Benefits of competition
      1. Self confidence and competition
      2. Industry networking and competition
   B. Planning designs
      1. Rules of competitions
      2. Themes
      3. Design principles and elements
      4. Development of the design
   C. Props
   D. Time frame
   E. Surprise package

III. Purchasing and handling of speciality flowers
   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

IV. Design theory
   A. Expanding the principles of design
      1. Proportion
      2. Radiation
      3. Repetition
      4. Balance
      5. Depth
      6. Rhythm
      7. Focal area/dominance
      8. Unity
      9. Space
     10. Harmony
     11. The Golden Mean - Fibonacci principle
   B. Expanding the elements of design
      1. Color
      2. Form
      3. Line
      4. Texture

V. Advanced design techniques
   A. Abstract design
   B. Altering flowers and containers
   C. Armatures

   D. Clustering
   E. Detailing
   F. Framing
   G. Layering
   H. Pave
   I. Pillowing
   J. Plating or braiding
   K. Sheltering
   L. Tension
   M. Terracing
VI. Advanced design styles
   A. Abstract
   B. Linear
   C. Parallelism
   D. Hogarth Curve
   E. Crescent F. Phoenix G. Waterfall
   H. Armature hand- tied bouquet

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

Required readings:

Websites
Industry Trade Publications such as: Florist's Review, Flowers & Floral Management and Fusion Flower

Out-of-class Assignments

Floral design competition
Surprise box design evaluation
Industry design show report

Suggested Reading:
Creating from the Spirit, by Dan Wakefield
What a Great Idea, by Chip Thompson

Writing Assignments

1. Translate knowledge acquired from reading and class lectures to successfully create an armature design appropriate for competition.
2. Demonstrate the development of creative expression through journal entries and brainstorming sketches.
3. Formulate desired color harmony and design style through selection of appropriate floral materials used in competition design.
4. Analyze and determine which construction techniques are used to create industry standard competition-style floral designs.

METHODS OF STUDENT EVALUATION:

Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Essay Examinations
Objective Examinations
Report
Demonstration of Critical Thinking:

1. Plan thematic floral designs for a given criteria for weekly class projects.
2. Analyze and determine the appropriate types of flowers to be used in specific types of abstract floral arrangements.
3. Analyze and create an aesthetically pleasing color harmony for the floral décor for a competition creation.
4. Evaluate method of construction appropriate to create industry standard contemporary arrangements.
5. Given a set of criteria, students must complete projects that meet requirements of the course and industry standards.
6. Analyze and execute the altering of common items for use as unique, creative floral containers.

Required Writing, Problem Solving, Skills Demonstration:

1. Translate knowledge acquired from reading and class lectures to successfully create an armature design appropriate for competition.
2. Demonstrate the development of creative expression through journal entries and brainstorming sketches.
3. Formulate desired color harmony and design style through selection of appropriate floral materials used in competition design.
4. Analyze and determine which construction techniques are used to create industry standard competition-style floral designs.

TEXTS, READINGS, AND RESOURCES:

TextBooks:
1. The American Institute of Floral Designers. The AIFD guide to Floral Design - Terms, Techniques, and Traditions, latest ed. The Intelvid Group, 2005

Other:
1. Students must provide their own hand tools (florist knives, scissors, wire cutters, needle-nose pliers, specialty wires, glues, assorted containers, vases and thematic props fro lab projects as listed on course syllabus etc.)

LIBRARY:
Adequate library resources include:

Comments:

Attachments:

Attached Files