This course provides the student with history, theory and lab experience in the use of permanent botanicals as a medium of floral design. Instruction includes the use of artificial floral product and preserved natural plant materials. The course emphasizes the principles and elements of design, color theory, and the mechanics and techniques of construction for home decor and commercial interior applications. Theory and lab experience accentuates the preservation process of flowers and foliage for use in floral design. Completion of the Floral Design and Shop Management Certificate prepares students for state certification and national accreditation. Advisory: Floral G110
1. Create an arrangement illustrating elements and principles of color theory and floral design.

2. Identify and categorize varieties of floral and foliage appropriate for permanent botanical design or preservation by either genus, species or common name.

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

4. Illustrate and produce industry standard floral designs used in permanent botanical floral décor.

5. Identify principles and practices that are industry appropriate.

COURSE OBJECTIVES:
1. Identify and categorize by genus, species, or common name those flowers and foliages appropriate for preservation.
2. Outline and recall methods of chemical applications for the preservation of fresh flowers and foliages for use in floral designs.
3. Illustrate and demonstrate the process of drying and preserving flowers for permanent home décor.
4. Create permanent botanical floral décor illustrating elements and principles of color theory and floral design.
5. Understand and utilize the mechanics and techniques of construction unique to designing with permanent botanicals and preserved natural materials.
6. Develop design skills using permanent botanicals for home décor and commercial applications according to industry standards.
7. Construct a storyboard for use in client consultations to demonstrate color theory and design elements of interior permanent décor.
8. Calculate profitable retail pricing for permanent botanicals.

COURSE CONTENT:

LECTURE CONTENT:

I) History of dried flowers
   A. Ancient times
   B. Mythology and immortality
   C. Code of symbolism
   D. Practical and medicinal use of flowers

II) Commercially dried flowers
   A. The dried-flower trade
   B. International practices
   C. Varieties suitable for drying
      1. Identification of flowers and foliage by genus, species and common name
      2. Mosses, lichen, fruits and vegetables
   D. Production

III. Preservation techniques
   A. Commercial - Kilns, freeze drying
   B. Alternative studio methods - microwave, air dry, dehydrator, pressed
   C. Chemical applications
      1. Desiccants which absorb moisture - silica gel, borax, corn meal
      2. Glycerin applications
   C. Transportation and storage

IV. Designing permanent botanicals
   A. Design theory and shapes of arrangements
      1. Elements and principles of floral design
      2. Design shapes and forms
3. Principles of balance and line in practical application

B. Color Theory
   1. Color harmonies
   2. The artist's color wheel
   3. Psychological effects of color and interior décor

C. Bringing life to permanent botanicals
   B. Selection of appropriate materials and supplies
      1. Container styles
      2. Use of natural materials as container
      3. Choosing the right product mix
      4. Commercial application of permanent botanical design
      5. Color, style and theme of home décor

   C. Mechanics of construction
      1. Base mechanics - floral foam, styrofoam, alternatives
      2. Wreath mechanics
      3. Wooden and metal picks - stemming machine
      4. Wiring methods
      5. Types and appropriateness of glue
      6. Gluing to glass - technical application

V. Maintenance and cleaning

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

   Out-of-class Assignments
      1. Translate knowledge acquired from reading and class lectures to successfully preserve floral material.
      2. Demonstrate the necessary skill by constructing permanent botanical floral designs according to industry standards.
      3. Formulate desired color harmony and design style through selection of appropriate floral materials.
      4. Demonstrate ability to analyze and determine which proper construction/mechanics technique provides the proper stability in specific designs applications.

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

Demonstration of Critical Thinking:

1. Analyze, determine and identify by genus, species or common name the floral varieties appropriate for preservation.
2. Analyze and demonstrate the method of preservation for specific floral materials.
3. Critical thinking is employed in the initial phase of each new floral design and in the final evaluation. The student will apply basic design principles to form aesthetic permanent floral decor.
4. Evaluate method of construction appropriate for creating a permanent botanical arrangement according to industry standards.
5. Demonstrate sound mechanics in the construction of permanent botanical floral designs.
6. 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 preserve floral material.
2. Demonstrate the necessary skill by constructing permanent botanical floral designs according to industry standards.
3. Formulate desired color harmony and design style through selection of appropriate floral materials.
4. Demonstrate ability to analyze and determine which proper construction/mechanics technique provides the proper stability in specific designs applications.

TEXTS, READINGS, AND RESOURCES:

TextBooks:

Other:
1. Shears (light wire cutters)
2. Knife
3. Dykes (heavy wire cutters)

LIBRARY:

Adequate library resources include:

Comments:

Attachments:

Attached Files