This course is an introduction to the fundamentals of theory, techniques and skills currently practiced in the floral industry. The course includes applied art principles, cut flower and foliage care and botanical identification, handling practices, proper use of florist's tools and materials, pricing of floral products and historical period designs. This course prepares students for entry-level positions in the floral industry. Detailed instruction and demonstrations are given on various arrangement styles and flowers to wear. Students utilize lab time to execute class projects.

JUSTIFICATION FOR COURSE:

PREREQUISITES:

COREQUISITES:

ADVISORIES:

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: C

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

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]

Floral Design Artisan (Certificate of Specialization) Floral Design Entrepreneur (Certificate of Specialization) Floral Design Technology (Certificate of Achievement) Floral Design Technology (Associate in Arts) Floral Design and Shop Management(Associate in Arts) Floral Design and Shop Management(Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:
**PROGRAM LEVEL LEARNING OUTCOME(S) Supported by this course:**

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

Illustrate and produce industry standard floral designs used in wedding décor, sympathy tributes, window display, permanent botanicals and event design.

Distinguish floral industry standards for application to commercial venues.

Identify and categorize varieties of flowers and foliage by genus and species.

**IDENTIFY PRINCIPLES AND PRACTICES OF FLOWER SHOP OPERATION.**

**COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:**

1. Research floral product availability and cost to create retail cost sheets for industry appropriate retail floral decor for special events and holiday designs.

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

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

4. Identify and categorize varieties of floral and foliage varieties by genus and species.

5. Illustrate and produce industry standard floral designs used in wedding décor, sympathy tributes, window display, permanent botanicals and event designs.

6. Identify principles and practices that are industry appropriate.

**COURSE OBJECTIVES:**

1. Explain theory of floral design.

2. Describe floral designs and styles from different historical periods.

3. Demonstrate and perform safe floral knife handling procedures while performing the skills necessary to construct attractive and appropriate floral arrangements.

4. Define the art principles and elements of design, including line, form, space, texture, color, balance, emphasis, rhythm, proportion, harmony and unity as related to floral design.

5. Identify flowers and foliages by their common and genus name.

6. Explain and demonstrate the procedures of proper care and handling of fresh cut flowers, including applications of chemicals.

7. Demonstrate marketable skills for entry level positions in the floral industry.

8. List seasonal availability, vase life, color selection and flower form classification.

**COURSE CONTENT:**

**LECTURE CONTENT:**

A. Theory of Design
   1. Elements and principles of floral design
      a. Floral art and space principles
      b. Line, form, and depth
      c. Balance, proportion, and scale concepts
      d. Focal point and rhythm
      e. Harmony and unity
      f. Texture and the senses
   2. Color theory
a. Fundamental basis
b. Color wheel
c. Properties of Color
d. Psychological effects
   i. Cool and warm colors
   ii. Emotional impressions
e. Color in floral design
   i. Balance
   ii. Depth
   iii. Focal point
   iv. Rhythm
   v. Harmony and unity
f. Color schemes or color harmonies
   i. Related schemes/harmonies
      a. Monochromatic
      b. Analogous
   ii. Contrasting schemes/harmonies
      a. Complementary
      b. Split Complementary
      c. Triadic
   iii. Discordant schemes/harmonies
      a. Double complement
      b. Alternate complement
      c. Tetrad
   iv. Color inspirations
      a. Seasons/holidays
      b. Special occasions
      c. Symbolism
      d. Favorite colors
      e. Existing colors/interior design

B. History of Floral Design styles and techniques
   1. Flower art in ancient civilizations
      a. Egyptian Period
      b. Greek Period
      c. Roman Period
      d. Byzantine Period
   2. Flower art in European Periods
      a. Middle Ages
      b. Renaissance
      c. Baroque and Dutch-Flemish styles
      d. French Period
      e. English-Georgian Period
      f. Victorian Era
   3. Oriental influence
      a. Chinese style
      b. Japanese style
   4. American styles
      a. Early-American style
      b. Colonial style
      c. Neoclassic style
      d. American Victorian
   5. Floral arrangement styles
      a. Art Nouveau
      b. Art Deco
      c. Free-form expression
d. Geometric mass design

C. Shapes of floral arrangements
   1. Factors influencing desired shape
   2. Basic flower arrangement shapes
      a. Triangular design styles
      b. Symmetrical
         i. Equilateral triangle
         ii. Asymmetrical
      c. Circular design styles
         i. Mass style
         ii. Round
            a. Bubble bowl design
            b. Round in floral foam
         iii. Oval
      d. Vertical design styles
         i. Bud vase arrangements
         ii. Stylized vertical design
      e. Horizontal design styles
         i. Centerpiece

3. European design styles
   a. Linear design styles
      i. New Convention design style
   b. Techniques of European design styles
      i. Parallelism
      ii. Basing Techniques
         a. Pave
         b. Pillowing
         c. Layering
         d. Terracing
      c. Theory of the European Hand-tied bouquet
         i. Spiral mechanics and techniques

4. Vase arrangements
   a. Mechanics of construction
      i. Grid
      ii. Chicken wire
      iii. Curly willow
      iv. Lacing of foliage

D. Tools and Containers
   1. Professional floral design tools - basic
      a. Florist's knife
         i. Safe and proper knife handling procedures
      b. Wire cutters
      c. Stem cutters or pruning shears
      d. General classroom safety regarding used of tools and need for neatness/cleanliness
   2. Industry consistent containers
   3. Use of floral foam and other mechanics

E. Research flowers and plant materials
   1. Recognize and identify by genus, species, and common name the course list of flowers and foliage
   2. List specific care and handling procedures used in the commercial floral industry
      a. List chemical solutions and procedures
      b. Understand and explain refrigeration needs
      c. List ethylene sensitive flowers and foliage
         i. Control of ethylene
d. Explain other special requirements
3. Classify vase life of cut flowers and research lasting quality
4. Specify availability of product on the wholesale flower market
5. Recall and name available colors and varieties of common commercially produced flowers, as per class list
6. List wholesale packaging standards
7. Catalogue flowers to industry standard categories of flower forms to aid in product selection for commercially appropriate flower arrangements
8. Practice procedures of industry standard floral product handling techniques to extend vase life of the flowers

F. Corsages and Boutonnières
   1. Basic floral wiring and taping techniques
   2. Corsage, wrist corsage, floral hairpiece and boutonniere assembly techniques

G. Industry
   1. Work ethics and design proficiency
   2. Holidays and production
   3. Customer service

LABORATORY CONTENT:

Students will create and produce at least one floral arrangement/project per class session based on the criteria presented in the lecture and demonstration. Students will classify, describe and critique their floral creation during oral presentations of completed projects.

METHODS OF INSTRUCTION:

A. Lecture:
B. Lab:
C. Independent Study:

INSTRUCTIONAL TECHNIQUES:

- Hands-on
- Oral presentation
- Small group
- Create reference text
- Research

COURSE ASSIGNMENTS:

Reading Assignments

Text
Websites
Floral Industry Trade Publications

Out-of-class Assignments

Writing Assignments

1. Research and identify assigned flowers and recall the common and genus name.
2. Analyze and interpret steps to proper care of each flower, including chemical processes, and describe longevity orally in class.
3. Construct a Flower Identification Notebook to include 60 varieties of flowers and foliages with a photograph, seasonal availability, color selection, vase life and flower care.
4. Students will attend industry events and prepare a written report of each visit.
5. Create and produce floral designs
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 and describe floral designs from historical periods.
2. Formulate recipes using appropriate floral products to produce relevant color harmonies using color theory.
3. Demonstrate ability to construct a variety of flower arrangements according to industry standards.
4. Explain and perform the proper care and handling skills including chemical treatments.
5. Identify flowers and foliages by their common and genus name.

Required Writing, Problem Solving, Skills Demonstration:
1. Research and identify assigned flowers and recall the common and genus name.
2. Analyze and interpret steps to proper care of each flower, including chemical processes, and describe longevity orally in class.
3. Construct a Flower Identification Notebook to include 60 varieties of flowers and foliages with a photograph, seasonal availability, color selection, vase life and flower care.
4. Students will attend industry events and prepare a written report of each visit.
5. Create and produce floral designs

TEXTS, READINGS, AND RESOURCES:

TextBooks:

Other:
1. Florist's knife, wire cutters, scissors

LIBRARY:

Adequate library resources include:
Print Materials
Online Materials
Services

Comments:

Attachments:
Attached Files