

# Advanced Floral Design (2024)

- Knowledge and skills. D**
- 1 The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: D.1**
    - A identify career and entrepreneurship opportunities for a chosen occupation in the field of floral design and develop a plan for obtaining the education, training, and certifications required; D.1.A
    - B model professionalism by continuously exhibiting appropriate work habits, solving problems, taking initiative, communicating effectively, listening actively, and thinking critically; D.1.B
    - C model appropriate personal and occupational safety and health practices and explain the importance of established safety and health protocols for the workplace; D.1.C
    - D analyze and interpret the rights and responsibilities, including ethical conduct and legal responsibilities, of employers and employees; and D.1.D
    - E describe and demonstrate characteristics of good citizenship in the agricultural workplace, including promoting stewardship, community leadership, civic engagement, and agricultural awareness and literacy. D.1.E

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  - 2 The student develops a supervised agricultural experience program. The student is expected to: D.2**
    - A plan, propose, conduct, document, and evaluate a supervised agricultural experience program as an experiential learning activity; and D.2.A
    - B use appropriate record-keeping skills in a supervised agricultural experience program. D.2.B

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  - 3 The student develops leadership skills through participation in an agricultural youth organization. The student is expected to: D.3**
    - A participate in youth agricultural leadership opportunities; D.3.A
    - B review and participate in a local program of activities; and D.3.B
    - C create or update documentation of relevant agricultural experience such as community service, professional, or classroom experiences. D.3.C

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**4 The student understands advanced floral design elements and principles. The student is expected to:** D.4

- A describe floral materials using advanced botanical terminology; D.4.A
- B identify the symbolic meaning of flowers and plants used in floral design such as love, friendship, courage, and innocence; D.4.B
- C compare the characteristics of contemporary floral design styles such as abstract, assemblage, asymmetrical, Biedermeier, cascade/waterfall, hedgerow, parallel, synergistic, submerged, topiary, and vegetative; D.4.C
- D illustrate ideas for arrangements using contemporary floral design styles from direct observation, experience, and imagination; D.4.D
- E identify and explain various basing design techniques, including layering, terracing, pavé, clustering, and pillowing; and D.4.E
- F identify and explain advanced focal-emphasis design techniques, including grouping, banding, binding, shadowing, sequencing, framing, zoning, and parallelism. D.4.F

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**5 The student demonstrates advanced design techniques using fresh and permanent floral designs. The student is expected to:** D.5

- A plan and design fresh flower and permanent botanical arrangements using various contemporary design styles such as abstract, assemblage, asymmetrical, Biedermeier, cascade/waterfall, hedgerow, parallel, synergistic, submerged, topiary, and vegetative; D.5.A
- B design and evaluate floral designs that exhibit various basing design techniques such as layering, terracing, pavé, clustering, and pillowing; and D.5.B
- C design and evaluate floral designs using advanced focal-emphasis design techniques such as grouping, banding, binding, shadowing, sequencing, framing, zoning, and parallelism. D.5.C

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**6 The student describes effective design planning and the processes used to create floral designs for specific occasions and events. The student is expected to:** D.6

- A describe and apply proper planning techniques in floral design; D.6.A
- B identify and execute the steps of effective planning used to design floral arrangements for specific occasions such as weddings and funerals; D.6.B
- C analyze and discuss contingency factors when planning large-volume floral designs; and D.6.C
- D identify effective consultation practices to determine customers' expectations for design, including budget. D.6.D

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**7 The student applies key floral design elements and principles to enhance the experience of specific occasions and events. The student is expected to:** D.7

- A identify floral design terminology used for specific occasions, including weddings and funerals; D.7.A
- B apply elements and principles of floral design to wedding and funeral arrangements such as bouquets, boutonnieres, corsages, sprays, and pedestal arrangements; D.7.B
- C describe current floral design trends; D.7.C
- D use and maintain floral design tools; and D.7.D
- E create examples of appropriate occasion-specific floral designs from direct observation, experience, and imagination. D.7.E

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**8 The student demonstrates effective planning of occasion-specific floral designs from the conceptual stage through completion. The student is expected to:** D.8

- A conduct a floral design consultation to gather details, including occasion, budget, formality, and theme; D.8.A
- B evaluate and select floral arrangements that achieve the objectives and budget expectations of an occasion; D.8.B
- C develop a proposal that showcases floral arrangements appropriate for the selected occasion; D.8.C
- D develop a production schedule that allows sufficient time for the design, creation, installation, and disassembly of floral arrangements; D.8.D
- E develop a procurement plan to ensure necessary resources are obtained within a specified budget and timeframe; and D.8.E
- F implement a floral design plan through completion and evaluate the results of the plan. D.8.F

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**9 The student demonstrates business management and merchandising skills necessary for floral design and freelance floral event design professionals. The student is expected to:** D.9

- A calculate mark-up of floral products and design services; D.9.A
- B evaluate the cost-effectiveness and profitability of pricing policies; D.9.B
- C develop and negotiate contracts for floral services; D.9.C
- D formulate a floral budget, including per-item total costs; D.9.D
- E describe and demonstrate proper customer service skills for a floral business; D.9.E
- F identify the benefits of establishing business relationships with a variety of vendors such as wedding venues, funeral homes, wholesale florists, and wire services; and D.9.F
- G analyze basic marketing principles and procedures used in the floral industry such as displays and advertisements. D.9.G

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**10 The student explains the significance of professional organizations to the floral design industry. The student is expected to:** D.10

**A** identify industry-related professional organizations; and D.10.A

**B** describe the benefits of participating in professional floral organizations and earning industry-based certifications. D.10.B