

Agriculture, Food & Natural Resources Career Cluster
Floral Design and Management
Course Number: 01.46600

Course Description:

This laboratory course is designed to prepare students to apply systematic business procedures and design principles in the operation of a retail or wholesale floral business. Students will learn about the cut flower industry, the history of floral design, identification of flowers and foliage, design shapes, mechanics of design, everlasting flowers, and use knowledge and skills to create custom design work for special occasions.

Course Standard 1**AFNR-FDM-1**

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: Demonstrate employability skills required by business and industry.

The following elements should be integrated throughout the content of this course.

1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé

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Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict

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Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6 Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

Course Standard 2

AFNR-FDM-2

Explore, develop, and implement the comprehensive program of agricultural education, learn and demonstrate safe working habits in the agriculture lab and work sites, demonstrate selected competencies in leadership through the FFA and agricultural industry organizations, and develop plans for a Supervised Agricultural Experience Program (SAEP).

- 2.1 Explain the role of the Agricultural Education program and the FFA in personal development.
- 2.2 Demonstrate knowledge learned through a SAEP.
- 2.3 Develop leadership and personal development skills through participation in the FFA.

Course Standard 3

AFNR-FDM-3

Assess the career opportunities in the floral industry.

- 3.1 Classify the careers available in the floral industry.
- 3.2 Outline the differences in the types of floral operations.
- 3.3 Describe the duties and responsibilities of the various careers in the floral industry.
- 3.4 Identify the training necessary for employment in each type of floral operation.
- 3.5 Compose a list of industry associations related to floral design careers and businesses.
- 3.6 Create a unique floral business with a team of your peers identifying the operational considerations of owning a retail florist (employee responsibilities, social media marketing and print advertising, public relations and promotion, salesmanship, buying and pricing, designing, delivery, and management).

Course Standard 4

AFNR-FDM-4

Recognize how different time periods and cultures have shaped the floral design industry.

- 4.1 Trace the style and trends of the floral design industry through the major historical periods.
- 4.2 Identify the various concepts of design which evolved into our modern design.

Course Standard 5

AFNR-FDM-5

Identify proper harvest, distribution, and care for materials used in the floral industry.

- 5.1 Name the major foreign countries that produce flowers for exporting.
- 5.2 List the factors that determine the grading of roses.
- 5.3 Describe the traditional route of distribution of cut flowers.
- 5.4 Identify the causes of premature flower deterioration.
- 5.5 List the essential procedures to condition flowers for maximum longevity.
- 5.6 List and describe the various floral preservatives.
- 5.7 Identify the storing requirements of flowers and greenery.
- 5.8 Demonstrate the proper handling and storage of floral materials.
- 5.9 Recognize the importance of sanitary measures and disease prevention in the floral cooler.

Course Standard 6

AFNR-FDM-6

Identify commonly used materials in the floral industry.

- 6.1 Discuss the advantages in knowing the nomenclature of flowers and foliage.
- 6.2 Categorize flowers and foliage based on their forms.

- 6.3 Categorize common cut flowers and foliage based on their texture.
- 6.4 Create an identification portfolio of the most commonly used cut flowers.
- 6.5 Create an identification portfolio of the most commonly used foliage.
- 6.6 Determine the seasonal availability of flowers and foliage.

Course Standard 7

AFNR-FDM-7

Describe the major components in the principles of design.

- 7.1 Explain the principles of balance, proportion and scale, focal point, emphasis, rhythm, harmony, and unity in creating a design.
- 7.2 Describe how the elements of line, form, texture, and color can be achieved in designs.
- 7.3 Utilize the color wheel to create various floral designs.
- 7.4 Design and create floral arrangements using proper techniques to achieve each design principle.

Course Standard 8

AFNR-FDM-8

Describe and demonstrate proper mechanics of floral design.

- 8.1 Recognize the importance of texture, shape, size, and color when choosing a container.
- 8.2 Demonstrate the ability to choose an appropriate container to complement the intended floral design.
- 8.3 Identify the types and uses of floral foam.
- 8.4 List a florist's basic hand tools and describe the function of each.
- 8.5 Describe how florist wire is categorized and identify reasons for use in floral design.
- 8.6 Determine and demonstrate the correct wiring procedures for different flowers and foliage.
- 8.7 Describe the types of floral tapes and adhesives and demonstrate proper taping methods.
- 8.8 Compare and contrast ribbon used in floral design.
- 8.9 Demonstrate various methods used to tie floral bows.
- 8.10 Describe accessories used in floral design.
- 8.11 Create and design floral arrangements using proper mechanics of design.

Course Standard 9

AFNR-FDM-9

Identify the various shapes of floral designs and create an example of each arrangement style.

- 9.1 Assess the factors that influence design shape and discuss the importance.
- 9.2 Sketch the geometric shape groups floral designs are divided into (e.g., triangular, circular, vertical, and horizontal).
- 9.3 Distinguish between the different styles of triangular designs (e.g., equilateral, isosceles, conical, right triangle, scalene triangle).
- 9.4 Distinguish between the different styles of circular designs (e.g., round, oval, cube, fan, topiary ball, crescent, Hogarth).
- 9.5 Distinguish between the different styles of vertical designs.
- 9.6 Distinguish between the different styles of horizontal designs.
- 9.7 Design and create a wet-floral foam-based design following the guidelines for a specific geometric shaped arrangement.
- 9.8 Design and create a water-based design following the guidelines for a specific

geometric shaped arrangement.

Course Standard 10

AFNR-FDM-10

Evaluate the relationship between cultural, historical, and religious events and the floral industry.

- 10.1 List popular flowers, foliage, accessories, containers, and color schemes that depict the seasons of spring, summer, autumn, and winter.
- 10.2 Identify the major floral holidays.
- 10.3 Formulate a list of regional floral holidays.
- 10.4 Assemble a design scrapbook of pictures of seasonal and holiday floral designs.
- 10.5 Design and create a holiday floral arrangement.

Course Standard 11

AFNR-FDM-11

Describe the major components related to floral wedding work.

- 11.1 Explain the process and list the necessary items needed during a bridal consultation.
- 11.2 List and describe the events related to weddings that require floral designs.
- 11.3 List the basic flower arrangements and personal/body flowers that would be used for a typical church wedding and reception.
- 11.4 Create a reference manual illustrating the different bouquet styles (colonial/nosegay, hand held/clutch, cascade, crescent, arm bouquet, clutch bouquet, basket bouquet, prayer book bouquet, fan bouquet, parasol and pomander bouquet).
- 11.5 Design and create wedding floral pieces.

Course Standard 12

AFNR-FDM-12

Discuss the importance of floral designs to the funeral industry.

- 12.1 Describe the history of flowers used in funeral work.
- 12.2 Summarize current trends in sympathy designs.
- 12.3 Relate the importance of funeral work to a year-round florist business.
- 12.4 Distinguish between the different styles of sympathy tributes (casket flowers, lid designs, easel sprays, set pieces).
- 12.5 Explain the use of memorial tributes.
- 12.6 Identify foliage and flowering plants commonly used as sympathy tributes.
- 12.7 Design and create a sympathy tribute.

Course Standard 13

AFNR-FDM-13

Explore the differences in contemporary design.

- 13.1 Describe contemporary floral design including specifics on classic mass style, naturalistic design, linear/architectural style, modernistic design, and the Japanese style.
- 13.2 Discuss why modernistic designs exist.
- 13.3 Name and describe various basing techniques.
- 13.4 Compare and contrast the techniques of sheltering and framing.
- 13.5 Explain how to incorporate techniques in floral design to increase visual movement.
- 13.6 Create a reference manual illustrating contemporary design styles from high style florists.
- 13.7 List some common rules of Japanese design.
- 13.8 Design and create various contemporary designs.

Course Standard 14

AFNR-FDM-14

Define everlasting flowers and identify preservation techniques.

- 14.1 List five advantages of everlasting designs over fresh designs.
- 14.2 Describe the basic methods used for drying and preserving plant material.
- 14.3 Demonstrate the use of preserving flowers using one or more of the preservation techniques (air drying, desiccant, microwaving, pressing, treating with glycerin, and bleaching/dying).
- 14.4 Compare and contrast the maintenance of fresh floral arrangements with everlasting designs.
- 14.5 Design and create an everlasting design.

Course Standard 15

AFNR-FDM-15

Explain the importance of indoor houseplants to the floral industry.

- 15.1 List common houseplants sold in retail floral businesses by the scientific and common names.
- 15.2 Analyze and group common houseplants sold in retail floral businesses based on their light and water requirements.
- 15.3 Identify ways to wrap potted plants for delivery.
- 15.4 Design and construct a jardinière.
- 15.5 Design and construct a decorative dish garden.