

EH 37 50685 Beginning Floral Design

Instructor Laurie Garza

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Class Tuesdays, 6:00- 8:15 p.m.

Time: Thursdays, 6:00- 8:15 p.m.

Beginning August 17, 2010

Final: Tuesday, December 14, 2010

Holidays Veterans Day 11/11

Observed: Thanksgiving 11/25

Supplies:

A notebook or binder and note taking supplies. Floral shears and a floral knife are helpful but not required.

Bring a willingness to learn and be creative, exchange ideas, and appreciate the beauty of flowers.

Textbooks are not required, but I recommend this book: The Art of Floral Design, by Norah T. Hunter. It is available in the RC Library. Also, Floriculture: Principles and Species (2nd Edition) Dole, J.M. and H. F. Wilkins. 2004.

Description

An introduction to the fundamentals of theory, techniques and skills practiced in the floral industry. Includes design principles, cut flower care, handling practices, proper use of florist tools and materials, pricing of floral products and use of technology. Includes constructing corsages, floral arrangements, and foliage plant items, which meet floral industry standards.

Course Outcomes:

Upon completion of this course, students will be able to:

- A. Select and correctly use florist tools, equipment and materials.
- B. Construct basic floral products for display or resale.
- C. Construct a minimum of five different kinds of floral arrangements.
- D. Construct different kinds of corsages.
- E. Select containers appropriate for flowers and floral design.
- F. Select materials and construct a terrarium/dish garden.
- G. Calculate the cost of a floral design and apply appropriate mark-up to determine its sale price.

Course Objectives

In the process of completing this course, students will:

- A. Correctly condition and handle cut flowers, greens, and foliage plants used in the floral industry.
- B. Identify flowers, greens, and foliage plants commonly used in the floral industry.
- C. Demonstrate an understanding of basic floral design theory.
- D. Demonstrate the correct care and handling of foliage plants.
- E. Describe 10 floral designs and styles from different historical period.

Course Advisories:

Basic Skills Advisories: Eligibility for: English 125, 126; Math 101

Attendance/ Tardiness

Students are expected to be on time. It is distracting to fellow classmates and the instructor. Missing the beginning of the class puts you into an uninformed situation, and the class for the day needs to be explained to you, which takes time away from the students who arrive on time! Be courteous to your classmates and be on time! The lab projects are hands-on and cannot be repeated or made up due to the perishable nature of materials.

Homework:

Homework will be accepted on date due only.

Electronic Devices

No electronic devices are allowed in class during lecture or lab times. This includes: Cell phones, iPods, mp3 players etc. They must be turned off or volume on mute. It is highly distracting. We will have a break when you can access these devices. Thanks for your cooperation!

Tests:

There will be no makeups for missed tests. Assessments will be given on skills and terminology learned in class throughout the term and in the final class.

Grading

Grading will be based on:

- Participation points: Being present, on time, participating in class discussion -**10%**
- Floral projects -**20%**
- Written assignments/ Homework -**20%**
- Quizzes -**20%**
- Final Project / Tests -**30%**

Percent of Total Points	Grade
90-100	A
80-89	B
70-79	C
60-69	D
0-59	F

Final Exam: Tuesday December 14, 2010

The final exam will be given according to the schedule provided by the college. It will be review of the various subjects we covered in class. Final will consist of a written and a hands-on assessment.

This course involves primarily the utilization of a floral design process by which problems are solved through creative thought based upon knowledge and skills learned through classroom presentations and outside study. The major evaluation instrument is a series of floral design/arrangements which are critiqued and graded.

ADA

If you have special needs as addressed as by the Americans with Disabilities (ADA) act, please notify your instructor immediately. Reasonable efforts will be made to accommodate your special needs.

Academic Dishonesty

Cheating and/ or plagiarism will not be tolerated. Academic dishonesty in any form is a serious offense. The academic dishonesty policy of Reedley College is clearly stated in the class schedule.

Helpful Hints:

Come into the classroom ready to participate in discussion and the exchanging of ideas and information. Speak up and share your ideas. We can all learn something new.

Dress appropriately for flower handling- it can be messy. Students are required to join in to clean up the classroom after our lab time. Buckets will need to be dumped and supplies put away. Flowers are messy! It is a big job to clean up, so let's share!
Most of all, let's make it a great experience for all participants!

Course outline, lecture and lab schedule

The instructor will determine the order in which the following will be presented. It is also probable that several skills may be served by the same assignment

- I. Introduction to floral design class 8/17 T
 - A. Introduction to class
 - B. Review syllabus
 - C. College issued e-mail
 - D. Webadvisor
 - E. Classroom Procedures
 - F. Floral design definedLab:
 - a) Introductions of classmates

- II. History of floral design Classical periods, Simple Boutonniere 8/19 Th
 - A. Classical Greek and Roman
 - B. Egyptian
 - C. Roman
 - D. Byzantine
 - E. Supplies for boutonniere making
 - F. Construction of a boutonniereLab:
 - a. Floral handling, cleaning and preparation
 - b. Refrigeration and Storage
 - c. Boutonniere construction

- III. Floral Handling, Preparation 8/24 T
 - A. Procedures for preparation of flowers for use
 - B. Cutting and Care
 - C. Container selection and sanitation
 - D. Water preparation
 - E. Refrigeration and storage
 - F. Sanitation and floral refrigerator maintenanceLab
 - a. Container selections
 - b. Prepare buckets
 - c. Cleaning coolers

- IV. History of Floral Design, European Periods 8/26 Th
- A. Middle Ages
 - B. Renaissance
 - C. Baroque
 - D. Dutch-Flemish
 - E. French
 - F. English-Georgian
 - G. Victorian
- Lab:
- a) Identify materials, tools, flowers and greens to be used
 - b) Construction of a historically styled bouquet
- V. Tools, Selection and proper use, Careers 8/31 T
- A. Tools needed in the floral industry
 - B. Selecting the right tools for the job
 - C. Tool safety
 - D. Exploring careers in the floral industry
- VI. Design Elements, Flowers and foliage forms, Bud Vase 9/2 Th
- A. Design elements
 - Form, Space, Line, Texture, Color
 - B. Flowers and greens used in floral design
 - C. Foliage Forms
 - D. Flower Forms
 - E. Bud vase construction and supplies
- Lab:
- a. Identifying flowers
 - b. Identifying Greenery
 - c. Powerpoint presentation
 - d. Bud vase construction
- VII. Design Principles 9/7 T
- A. Principles of floral Design
 - Accent, Scale/ Proportion, Harmony, Rhythm, Unity, Balance
 - B. Floral foams and frogs and their uses
- Lab:
- a) Floral foam and preservative use
 - b) Design and container mechanics
- VIII. Color Theory, Materials and Supplies 9/9 Th
- A. Color Wheel
 - B. Color Principles
 - C. Color vocabulary
 - D. Color symbolism
 - E. Color schemes
 - F. Containers used in floral design
 - Traditional
 - Contemporary
 - Recycled and found objects
- Lab:

- a. Project using color and design principles learned
- b. Wire, ribbon: terminology and sizes

- IX. Floral Arrangement Shapes 9/14 T
- A. Horizontal
 - B. Vertical/ Line-Mass
 - C. Right angle
 - D. Hogarth Curve
 - E. Symmetrical Triangle
 - F. Centerpiece/ Round
 - G. Inverted T
 - H. Fan Shape

Lab:

- a. Powerpoint presentation
- b. Using internet to research design styles

- X. American Period of Floral Design 9/16 Th
- A. Early American
 - B. Colonial Williamsburg
 - C. American Federal
 - D. 19th century American

Lab:

- a. Create a Fan shape arrangement using methods and styles of early America
- b. Flower and Foliage ID

- XI. Houseplants and Dish Gardens 9/21 T
- A. Houseplants common in the floral trade
 - B. Plant Selection
 - C. Container examples and selection
 - D. Potting soils

Lab:

- a. Select plants
- b. Mix potting soil
- c. Select fertilizer
- d. Prepare container
- e. Plant dish garden

- XII. Cut flower information and sources, Corsages 9/23 Th
- A. California Cut Flower Commission
 - B. Internet Sources
 - C. Resources for information
 - D. Magazines and books
 - E. Discuss preparation for an event

- XIII. Review first half lessons 9/28 T
- A. Review and discussion

- XIV. Floral orders, Quiz, first half information 9/30 Th
- A. Telephone, wire, fax, walk-in customer's orders
 - B. Order forms

- C. Etiquette when receiving an order
D. Processing and routing the order
- Lab:
- Quiz
 - Work in pairs to place order and take a customer order
 - Discussion
- XV. | Pricing of floral designs 10/5 T
- Determining costs of the floral design
 - Pricing strategies
 - Applying overhead and profit to pricing
 - Delivery pricing
- Lab:
- Sample arrangement pricing
 - Project: Bud Vase in a Vertical/ Line –mass style
 - Compose estimate for Fiesta Project
- XVI. Community Service Project, Reedley Fiesta King and Queen 10/7 Th
- Special event flowers
 - Construct parade car flowers for Fiesta Royal Court
- Lab:
- Divide into groups
 - Construct floral arrangements for parade cars
 - Construct Corsage and Boutonniere for King and Queen
 - Price floral arrangements made in class
- XVII. Corsages, Boutonnieres and wearable floral designs 10/12 T
- Wiring techniques
 - Construction procedures
 - Styles of corsages
 - Boutonniere styles
 - Care of corsages
 - Methods of treatment for longevity
 - Corsage accessories
 - Pins, tape, boxes, bags, tulle, rhinestones, flower treatments
- Lab:
- Practice wiring and taping
 - Wire and tape selected flowers
 - Style selection
- XVIII. Use of technology in floral industries 10/14 Th
- Fax machines
 - Computers in the flower shop
 - Wire orders
 - Internet
 - Cash registers
- Lab:
- Construct Corsage
 - Presentation and preservation of corsage
- XIX. History of Floral Design 10/19 T

- A. Contemporary Designs
 - B. Oriental Influence
 - C. Novelty Designs
- XX. Library Research 10/21 Th
- A. Research the EH library's art and floral design books and magazines for examples of Contemporary designs
- Lab:
- a) Construct a Contemporary style arrangement in a Horizontal shape
 - b) Flower and plant identification
 - c) Prepare flowers and greenery for lesson
 - d) Prepare buckets for flowers
- XXI. Seasonal and specialty arrangements, Fall traditions and history 10/26 T
- A. Exploring seasonal materials
 - B. Seasonal arrangements
 - C. Halloween
 - D. Dia de Los Muertos
- XXII. Continue Seasonal lesson 10/28 Th
- A. Novelty containers
 - B. Theme accessories
- Lab:
- a) Prepare pumpkins for arrangement
 - b) Assemble pumpkin arrangement
 - c) Identify all materials used
- XXIII. Growing flowers for floral design 11/2 T
- A. Exploring growing flowers for use in floral design
 - B. Varieties suitable for home growing
 - C. Examples of homegrown flowers
 - D. Growing potted plants for seasonal decoration
 - Lighting, timing, soils, fertilizer, maintenance
- Lab:
- a) Greenhouse tour
 - b) Poinsettia care
 - c) Preparing plants for retail sale
- XXIV. Houseplants 11/4 Th
- A. Common houseplants in the floral industry
 - B. Identification
 - C. Pests
 - D. Care and Maintenance
 - E. Decorating for retail sale
 - F. Accessories, tools, materials:
 - Foil, cellophane, wire, scissors, ribbon, leaf shine, enclosure card
- Lab:
- a) Powerpoint presentation
 - b) Houseplant selection
 - c) Wrap and prepare plants for retail sale

d) Fertilizer

XXV.	Floral Tributes for Veteran's Day, Group Presentation	11/9 T
	A. Traditional designs for memorial tributes	
	B. Veteran's Day history	
	C. Oral Presentation in groups of an Artistic Period	
	Lab:	
	a) Discuss and choose groups for oral presentation	
	b) Presentations due: 11/18	
	c) Group research in RC Library	
XXVI.	11/11 Veteran's Day Holiday	11/11 Th
XXVII.	Floral Trends	11/16 T
	A. Current trends in Floral Design	
	B. Pantone Color of the Year	
	C. Holiday 2010 Trends	
	Lab:	
	a) Groups gather for their chosen Artistic Period report	
	b) Presentations Due on 11/18	
XXVIII.	Thanksgiving Holiday traditions and history, Group Presentations Day	11/18 Th
	A. Group presentations	
	B. Thanksgiving history	
	C. Cornucopia designs	
	D. Seasonal materials, flower and foliage	
XXIX.	Thanksgiving Centerpieces, Group Presentations due	11/23 T
	A. Design and construction of a centerpiece	
	B. Supplies	
	Lab:	
	a) Gather tools and materials for centerpiece construction	
	b) Flower and foliage identification	
	c) Construct a Thanksgiving centerpiece	
XXX.	Thanksgiving Holiday	11/25 Th
XXXI.	Seasonal Decoration	11/30 T
	A. Decorating for winter holidays	
	B. Resources for holiday decoration	
	C. History of Christmas and holiday decoration	
	D. Foliage from the garden	
	E. Swags Wreaths and Garlands	
XXXII.	Swag Construction	12/2 Th
	A. Show examples of greenery suitable for swags	
	B. Greenery from the garden to use in construction	
	C. Materials needed	
	D. Tools	
	E. Accessories	

- Bring accessories from home if you choose
- Ribbon
- Cones, Berries

Lab:

- a) Construct a Holiday swag
- b) Bows
- c) Identify all tools materials and foliage used in its construction

XXXIII. Open discussion and review, Choose bouquet for final 12/7 T

- A. Discuss previous lessons
- B. Review techniques and styles

Lab:

- a) Choose bouquet style for final
- b) Discuss flowers and foliage to be used for final design
- c) Container selections

XXXIV. Review of materials, lectures and labs 12/9 Th

Lab:

- a) Practice design style of choice for Final Design
- b) Questions and answers

XXXV. Finals week: Tuesday December 14 and Thursday December 16

NOTES: