

YOSEMITE REGIONAL OCCUPATIONAL PROGRAM

ADVANCED FLORICULTURE (ROP)

CBEDS Code: 4052

<u>JOB TITLES</u>	<u>DOT NO.</u>
General Floral Designer	142.081-010
Production Floral Designer	142.081-010
Head Floral Designer	142.081-010
Specialized Floral Designer	142.081-010
Floral Department Designer	142.081-010
Free Lance Floral Designer	142.081-010
Salesperson (Customer Service/Counter)	299.367-010
Delivery Person	299.477-010
Interior landscaping/Maintenance Person	408.364-010
Cut Flower Processor	405.687-010
Greenhouse Worker	405.684-014

Course Description:

The advanced floral design class is designed to give the student advanced design techniques including wedding, sympathy, and high-style floral design. This includes everlasting flowers, oriental style of design, contemporary design and techniques, and harvest and distribution. This class also goes into greater detail of operating a retail flower shop and covers careers and continuing education.

Recommended Prerequisites: Beginning Floriculture (ROP)

DURATION: 2 Semesters/360 total hours

CREDIT: 20 units

MEETS GRADUATION REQUIREMENTS IN: Elective

REQUIRED FOR GRADUATION: No

SCHOOLS OFFERED: Ceres High School

MEETS UNIVERSITY OF CALIFORNIA ENTRANCE REQUIREMENTS: No

MEETS CALIFORNIA STATE UNIVERSITY REQUIREMENTS: Yes

ARTICULATED WITH POSTSECONDARY INSTITUTIONS: No

INSTRUCTIONAL MATERIALS

Textbooks:

1. The Art of Floral Design, Delmar Publishers Inc., 1994
2. Flowers for a Beautiful Wedding, Gail Brown Brumley, 1990
3. Arranging Cut Flowers, Ortho Books, 1985
4. Family Circle Weekend Crafts, Newfield Publications
5. Western Garden Book Sunset, 1997
6. Designers' Workbook Series, The John Henry Co., 1994
7. Flowers, Flowers, Rizzoli International Publications, Inc., 1996
8. A Centennial History of the American Florist, 1997
9. Retail Flower Shop Operation, Redbook, 1991
10. Selling and Designing Wedding Flowers, Redbook, 1991
11. The Profit Minded Florist, Source Publications, 1987
12. The Retail Florist Business, The Interstate Printers & Publishers, 1977
13. Floriculture: Designing & Merchandising, Delmar Publishers, 2004
14. Start Your Own Florist Shop & Other Floral Business Entrepreneur, Media Inc., 2006

Publications:

1. Florists' Review, Monthly
2. Flowers & Telefloral, Monthly
3. Floral & Nature Crafts, Better Homes and Gardens, Monthly
4. Green Profit, Bi-monthly

Instructional Content
Instruction will include:

Student Outcomes
At the end of instruction, the student will be able to:

Hours
CL=Classroom
CC=Comm. Class

<p>1. Introduction to Everlasting Flowers.</p> <ol style="list-style-type: none"> 1. Types of permanent flowers and foliage. 2. Dried plant material 3. Designing with everlastings 	<p>Goal: The students will demonstrate knowledge and understanding of Everlasting Flowers.</p> <ol style="list-style-type: none"> A. Describe various preserving techniques and to be able to dry flowers and leaves successfully for use in floral design. B. Demonstrate proficiency in designing with artificial and dried materials. C. Described the advantages of everlastings over fresh designs. 	<p>Anchor/ CR 1, 2, 3, 4, 5, 6, 7, 8, 9,10, 11</p> <p>CR1, CR2, CR4, CR10</p>	<p>CTE ANR F11.1 F11.2 F11.3 F11.4</p>	<p>CL 10</p>	<p>CC 15</p>
<p>2. Introduction to Oriental Style of Design</p> <ol style="list-style-type: none"> 1. Chinese influence 2. Japanese influence 	<p>Goal: The students will demonstrate knowledge and understanding of the difference in styles of Oriental Design.</p> <ol style="list-style-type: none"> A. Identify the characteristics of Chinese and Japanese styles of arrangement and distinguish between the two. B. Describe the various Japanese styles of design. C. Explain the benefits of exploring oriental design styles and techniques. D. Identify and gather appropriate supplies to make arrangements in several different Japanese styles. 	<p>2, 3, 4, 5, 7, 11,</p> <p>CR1, CR2, CR3</p>	<p>ANR F11.2 F11.4</p>	<p>10</p>	<p>15</p>
<p>3. Introduction to Contemporary Design Styles and Techniques</p> <ol style="list-style-type: none"> 1. Classic design styles 2. Naturalistic design styles 3. Linear design styles 4. Modernistic design styles 5. Advanced design techniques 	<p>Goal: The students will demonstrate knowledge and understanding of the different styles of contemporary design styles and techniques.</p> <ol style="list-style-type: none"> A. Specify what constitutes a contemporary floral design. B. Demonstrate proficiency in advanced arrangement techniques. C. Define, sketch, or construct the various contemporary, advanced, classic, naturalistic, linear, and modernistic design styles discussed. 	<p>1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11</p> <p>CR1, CR2, CR4, CR10</p>	<p>ANR F11.1 F11.2 F11.4</p>	<p>10</p>	<p>15</p>

Legend

A = Anchor
CR = Career Ready
ANR = Ag & Natural Resources Standard
BF = Business & Finance Standard
FID = Fashion & Interior Design Standard
MSS = Marketing, Sales & Service Standard

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<p>4. Introduction to Wedding Flowers Floral romance</p> <ol style="list-style-type: none"> 1. Promotion and advertising by retail florist 2. Wedding consultation 3. Styles of bouquets 4. Servicing the wedding. 	<p>Goal: The students will demonstrate knowledge and understanding of Wedding Flowers.</p> <ol style="list-style-type: none"> A. Describe the importance of promotion and advertising to attract prospective brides-to-be. B. Specify the importance of the wedding consultation appointment and the necessity for a floral consultant to be knowledgeable about wedding flowers and professional in helping a bride-to-be select appropriate flowers for her wedding. C. Describe how to conduct a bridal consultation and explain the various floral pieces that are listed on a wedding order form. D. Describe the most popular bouquet styles. E. Describe general approaches to planning and presenting flowers for the ceremony and reception decorations. F. List the fundamental design techniques that are important in creating wedding flowers. G. Construct a simple colonial bouquet and a simple cascade bouquet using foam bouquet holders. H. Construct a cake top in a cake-top holder. I. Describe the importance of servicing weddings that require professional attention at the ceremony and the reception. 	<p>Anchor/CR 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11</p> <p>CR1, CR2, CR4, CR10</p>	<p>CTE ANR F11.1 F11.2 F11.3 F11.4</p>	<p>CL 40</p>	<p>CC 75</p>
<p>5. Introduction to Sympathy Flowers</p> <ol style="list-style-type: none"> 1. Importance of sympathy flowers 2. Trends and regional differences 3. Selling sympathy flowers 4. Overview of sympathy flower designs 5. Maintaining ideal working relations with funeral directors 6. Servicing the funeral 	<p>Goal: The students will demonstrate knowledge and understanding of sympathy flowers.</p> <ol style="list-style-type: none"> A. Identify various sympathy floral designs, tributes, and funeral-related terminology. B. Describe the significant construction techniques in creating sympathy designs. C. List ways a professional retail flower shop can develop a positive working relationship with funeral directors. D. Identify concerns that limit the growth of the sympathy flower business. E. Characterize how to conduct a consultation with a family ordering flowers for their deceased loved one. F. Construct a variety of floral designs including a tied flat spray, a pedestal arrangement, an easel spray and a simple casket spray. 	<p>1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11</p> <p>CR1, CR2, CR4, CR10</p>	<p>ANR F11.1 F11.2 F11.3 F11.4</p>	<p>CL 40</p>	<p>CC 75</p>

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<p>6. Introduction to Harvest and Distribution</p> <ol style="list-style-type: none"> 1. The world flower market 2. Harvest 3. Packing 4. Shipping 5. Distribution 6. Marketing flowers 	<p>Goal: The students will demonstrate knowledge and understanding of Harvest and Distribution.</p> <ol style="list-style-type: none"> A. Describe the world flower market and the position the United States maintains in this market. B. Discuss the important processes of harvesting, grading, bunching, and conditioning flowers to ensure optimum quality and longevity for the final consumer. C. Explain the various methods of packing and shipping flowers. D. Outline the tradition distribution channel for flowers and describe changes that are taking place in the movement of product from growers to final consumers. E. Summarize the floral industry's advertising and promotion programs. 	<p>Anchor/CR 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11</p> <p>CR1, CR2, CR4, CR5, CR8, CR9, CR10, CR11, CR12</p>	<p>CTE ANR F11.1 F11.2 F11.3 F11.4 A7.6</p> <p>MSS A6.1 A6.4 A7.1 A4.11</p>	<p>CL 6</p>	<p>CC 9</p>
<p>7. Introduction of the Retail Flower Shop</p> <ol style="list-style-type: none"> 1. Types of flower shops 2. Location 3. Production presentation and shop layout 4. Employees and responsibilities 5. Marketing 6. Salesmanship and customer relations 7. Wire service 8. Buying and pricing 9. Designing 10. Delivery 	<p>Goal: The students will demonstrate knowledge and understanding of the retail flower shop.</p> <ol style="list-style-type: none"> A. Identify the primary functions of a retail flower shop. B. Differentiate the major classifications of retail flower operations. C. Explain the characteristics of store location options. D. Characterize the principle responsibilities of employees. E. Summarize the key management responsibilities required for a successful and profitable flower shop. F. Describe product presentation and the importance of window and store display. G. Identify the primary goals of display. H. Describe the sequence of taking information for a telephone order. 	<p>1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11</p> <p>CR1 CR2</p>	<p>ANR F11.1 F11.2 F11.3 F11.4</p> <p>BF A9.2 A9.3 A9.4 A9.5</p> <p>MSS A6.4 A7.4 A7.7 A7.9 A7.10</p> <p>FID A10.2 A10.3 A10.4 A2.3</p>	<p>10</p>	<p>15</p>

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8. Introduction to Careers and Continuing Education	Goal: The students will demonstrate knowledge and understanding of careers and continuing education.	Anchor 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11	CTE ANR F11.4	CL 6	CC 9
1. Career opportunities for qualified professional floral designers 2. Other career opportunities in the floral industry 3. Continuing Education	A. Describe various employment opportunities in a retail flower shop. B. Outline the skills and experience required to work in specialized areas of floral design. C. Identify other career opportunities within the wholesale and production areas of the floral industry. D. Describe the importance of continuing education in floral design. E. Identify numerous career options within the floral industry. F. Describe and distinguish between the different trade organizations and the opportunities each provides. G. List some of the many trade publications, design workshops, and educational programs available to increase the knowledge and skills of a floral designer.	A 3.1, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9	FID C4.1 C4.2 C4.3 C4.4		
9. Communication, Leadership and Opportunities for Occupational Growth 1. Develop leadership skills 2. Develop communication skills 3. Develop interpersonal and intrapersonal skills 4. Develop interview skills 5. Demonstrate a positive self- image 6. Create a career seeking portfolio	Goal: Student will, through the National FFA Organization, learn leadership skills in interviewing, portfolio development, work and professional attire. They will develop growth in interpersonal and intrapersonal skills working with others and alone. The students will learn the ability to solve problems and think critically on group and individual projects and assignments.	1, 2, 4, 9, 10, 11, 9.0	FID A2.1 A2.2		