

YOSEMITE REGIONAL OCCUPATIONAL PROGRAM

FLORICULTURE

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
Balloon Designer	142.081-010

Course Description:

The course is designed to train students in occupational skills for entry-level employment in floral shops, nurseries, and department stores selling houseplants, floral, and balloon arrangements. Instruction will include floral arrangement, balloon design and production as well as care and maintenance of houseplants.

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 REQUIRMENTS: No

MEETS CALIFONIA STATE UNIVERSITY REQUIREMENTS: No

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			
1. Safety 1. Discuss safety precautions and first aid procedures when coming in contact with hazardous sprays. 2. Demonstrate proper handling procedure of flowers containing thorns or needles. 4. Demonstrate proper usage of tools. 5. Demonstrate proper lifting procedures. 6. Demonstrate safety precautions and proper handling and usage of a helium tank.	Goal: The student will understand safety procedures. A. Appropriate procedures for use of poisonous sprays. B. Demonstrate correct handling of flowers with thorns or needles. C. Proper usage of floral tools D. Proper lifting E. Proper usage of a helium tank	Anchor/CR A11, A6 CR1 CR2 CR3 CR4 CR5 CR6 CR12	CTE ANR F11.1	CL 10	CC
2. History of Floral Design 1. Discuss the characteristics of European and Oriental styles. 2. Review examples of floral arrangements throughout time.	Goal: The student will be able to identify floral contributions of ancient and modern civilizations. A. Flower art in ancient civilizations. B. European Periods C. Oriental Influence D. American Styles	A2, A3, A4, A5, A7, A11 CR1 CR2 CR3	ANR F11.2 F11.4	10	
3. Design, Harmony, and Unity	Goal: Describe how the style of a floral design depends upon the selection of its container, flowers, foliage, accessories, and design. A. Design Process B. Style and Composition C. Harmony and Unity	A2, A3, A4, A5, A7, A8, A9, A11 CR1 CR2 CR4 CR10 CR11	F11.1 F11.2 F11.3 F11.4	10	
4. Color 1. Discuss emotional responses to warm, cool, and individual colors. 2. Demonstrate how to use color to incorporate design principles of balance, depth, and focal point. 3. Discuss how to achieve rhythm, harmony, and unity in a design. 4. Discuss various color schemes and how to use in floral designs.	Goal: The students will demonstrate knowledge and understanding of the emotional affect of colors and proper usage in design. A. Color facts B. Properties of color C. Psychological effects D. Color in design E. Color schemes F. Color inspiration	A2, A3, A4, A5, A6, A7, A8, A9, A11 CR1 CR2 CR4 CR10	F11.1 F11.2 F11.3 F11.4	12	

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

Instructional Content Instruction will include:	Student Outcomes At the end of instruction, the Student will be able to:	Hours CL=Classroom CC=Comm. Class			
5. Balance, Proportion, and Scale <ol style="list-style-type: none"> 1. Identify visual balance and how to achieve in a floral arrangement. 2. Discuss how flowers, foliage, accessories, and containers contribute to balance, proportion, and scale. 3. Discuss how proportion of the arrangement relates to its setting. 4. Discuss how to keep the parts of a floral arrangement in scale to each other. 	Goal: Students will demonstrate knowledge and apply the rules of balance, proportion, and scale. <ol style="list-style-type: none"> A. Balance B. Proportion C. Scale 	Anchor/CR A2, A3, A4, A5, A6, A7, A8, A9, A11 CR1 CR2 CR4 CR10	CTE ANR F11.1 F11.2 F11.3 F11.4	CL 10	CC
6. Focal Point and Rhythm <ol style="list-style-type: none"> 1. Discuss ways of creating focal points in floral designs. 2. Discuss rhythm in floral designs and how to achieve. 	Goal: Students will demonstrate knowledge of creating focal points in floral designs. <ol style="list-style-type: none"> A. Focal Points B. Rhythm 	A2, A3, A4, A5, A6, A7, A8, A9, A11 CR1 CR2 CR4 CR10	F11.1 F11.2 F11.3 F11.4	6	
7. Line, Form, Space, and Depth <ol style="list-style-type: none"> 1. Discuss the types of line in floral design. 2. Discuss the emotional responses of various line directions. 3. Discuss the importance of line, form, space, and depth. 	Goal: The students will demonstrate knowledge of line, form, space, and depth. <ol style="list-style-type: none"> A. Line B. Form C. Space D. Depth 	A2, A3, A4, A5, A6, A7, A8, A9, A11 CR1 CR2 CR4 CR10	F11.1 F11.2 F11.3 F11.4	14	
8. Tools, Containers, Mechanics and Basic Terminology <ol style="list-style-type: none"> 1. Identify proper tools for flower arranging and their functions in floral design. 2. Describe the types of containers and their uses. 3. Discuss the methods of efficient floral and plant design and materials available. 	Goal: The students will demonstrate the knowledge and understanding of tools, containers, mechanics and basic terminology. <ol style="list-style-type: none"> A. Hand Tools B. Containers C. Mechanics of Arrangement D. Plant sleeves and foil E. Bows F. Basic floriculture terminology 	A1, A2, A3, A5, A6, A7, A10, A11 CR1 CR2 CR4 CR10 CR12	F11.1 F11.2 F11.3 F11.4	30	

Instructional Content Instruction will include:	Student Outcomes At the end of instruction, the Student will be able to:	Hours CL=Classroom CC=Comm. Class			
9. Nomenclature and Postharvest Physiology <ol style="list-style-type: none"> Identify basic flower parts. Discuss how structural differences influence design style. Discuss how foliage can enhance floral arrangements. Discuss the primary metabolic activities that continue during the postharvest period. 	Goal: The students will demonstrate knowledge and understanding of Nomenclature and Postharvest Physiology. <ol style="list-style-type: none"> Flower nomenclature Postharvest physiology and metabolic processes. 	Anchor/CR A1, A2, A3, A4, A5, A6, A7, A8, A9, A10, A11 CR1 CR2 CR4 CR10 CR12	CTE ANR F11.1 F11.2 F11.3	CL	CC
10. Care and Handling of Fresh Flowers and Foliage Plants <ol style="list-style-type: none"> Discuss the chain of life. Identify the reasons for early aging of flowers. Discuss the care and handling procedures to increase longevity and quality of flowers. Discuss the ingredients and purpose of floral preservatives and fertilizer. Discuss harvesting and care procedures for garden flowers. Discuss and demonstrate growing and raising of foliage plants. 	Goal: The students will demonstrate knowledge and understanding of the care and handling of fresh flowers. <ol style="list-style-type: none"> Chain of life Causes of early senescence Procedures to delay senescence Chemical solutions and procedures Refrigeration Ethylene Care and handling of garden flowers Care and handling of floral arrangements Care and handling of foliage plants Division and transplanting Propagation Soil preparation 	A1, A2, A3, A4, A5, A6, A7, A8, A9, A10, A11 CR1 CR2 CR4 CR10 CR11	F11.1 F11.2 F11.3 F11.4	30	20
11. Shapes of Floral, Plant and Balloon Arrangements <ol style="list-style-type: none"> Discuss the facts that influence the shape of floral, plant and balloon arrangements. Identify the geometric shapes used in floral, plant and balloon design. Demonstrate the steps in constructing the different shapes of arrangements. 	Goal: The students will demonstrate knowledge and understanding of the shapes of floral, plant and balloon arrangements. <ol style="list-style-type: none"> Factors influencing arrangement shape. Basic shapes of arrangements Triangular design styles Circular design styles Horizontal design styles Dish and basket gardens Moss baskets 	A2, A3, A4, A5, A6, A7, A8, A9, A10, A11 CR1 CR2 CR4 CR10	F11.1 F11.2 F11.3 F11.4	30	10

Instructional Content Instruction will include:	Student Outcomes At the end of instruction, the Student will be able to:	Hours CL=Classroom CC=Comm. Class			
		Anchor /CR A1,A2,A3,A4, A5,A6,A7,A8, A9,A10 A11 CR1 CR2 CR4 CR10	CTE ANR F11.1 F11.2 F11.3 F11.4	CL 6	CC 46
12. Seasonal, Holiday, and Special Occasion Designs <ol style="list-style-type: none"> Discuss popular flowers and foliage of the four seasons. Discuss accessories and color schemes that represent the four seasons. Discuss and identify the major floral holidays. Discuss design guidelines for hospital arrangements. 	Goal: The students will demonstrate knowledge and understanding of seasonal, holiday, and special occasion's designs. <ol style="list-style-type: none"> Seasonal themes Floral holidays Theme designs for special occasions Hospital designs. 				
13. Flowers to Wear <ol style="list-style-type: none"> Discuss special occasions to wear flowers. Discuss the visual and physical and guidelines for making basic body flowers. Discuss ways to wear body flowers. Discuss the purpose for wiring and taping natural stems. Describe and demonstrate common wiring methods. 	Goal: The students will demonstrate knowledge and understanding of flowers to wear. <ol style="list-style-type: none"> Guidelines for designing body flowers Preparation of materials Spray painting Accessories Boutonnieres Corsages Other designs to wear 	A1,A2,A3,A4, A5,A6,A7,A8, A9,A10 A11 CR1 CR2 CR4 CR10	ANR F11.1 F11.2 F11.3 F11.4	20	10
14. Introduction to Careers and Continuing Education <ol style="list-style-type: none"> Career opportunities for qualified professional floral designers Other career opportunities in the floral industry Continuing Education 	Goal: The students will demonstrate knowledge and understanding of careers and continuing education. <ol style="list-style-type: none"> Describe various employment opportunities in a retail flower shop. Outline the skills and experience required working in specialized areas of floral design. Identify other career opportunities within the wholesale and production areas of the floral industry. Describe the importance of continuing education in floral design. Identify numerous career options within the floral industry. Describe and distinguish between the different trade organizations and the opportunities each provides. List some of the many trade publications, design workshops, and educational programs available to increase the knowledge and skills of a floral designer. 	A1,A2,A3,A4, A5,A6,A7,A8, A9,A10 A11 CR1 CR2 CR3 CR4 CR5 CR6 CR7 CR8 CR9 CR10 CR11 CR12	ANR F11.3	6	

Instructional Content Instruction will include:	Student Outcomes At the end of instruction, the Student will be able to:	Hours CL=Classroom CC=Comm. Class			
15. Floral Business <ol style="list-style-type: none"> 1. Discuss importance of location and access for a floral business. 2. Define overhead costs as they relate to operating a successful floral business. 3. Demonstrate techniques to use when creating store displays. 4. Define necessary equipment related to the operation of a floral business. 5. Discuss creative store layouts. 	Goal: The student will understand and demonstrate basic knowledge of Floral Business <ol style="list-style-type: none"> A. Knowledge of appropriate location for a floral business. B. Demonstrate basic knowledge of overhead costs to run a successful floral business. C. Demonstrate basic knowledge of how to create store displays. D. Identify equipment necessary to open and run a floral business. E. Exhibit creative knowledge of store layout to maximize efficiency and client interest. 	Anchor/ CR A1,A2,A3,A4,A5, A6,A7,A8,A9,A10 A11 CR1 CR2 CR3 CR4 CR5 CR6 CR7 CR8 CR9 CR10 CR11 CR12	CTE ANR F11.1 F11.2 F11.3 F11.4 BF A9.2 A9.3 A9.4 A9.5 MSS A6.4 A7.4 A7.7 A7.9 A7.10 FID 10.2 10.3 10.4	CL 10	CC
16. Salesmanship <ol style="list-style-type: none"> 1. Define pricing to maximize sales and profit. 2. Demonstrate merchandising techniques. 3. Discuss advertising. 4. Demonstrate customer relation techniques and phone etiquette. 	Goal: The student will understand and demonstrate salesmanship. <ol style="list-style-type: none"> A. Demonstrate basic understanding of pricing merchandise. B. Exhibit basic merchandising techniques. C. Identify cost effective advertising campaigns. D. Demonstrate customer relations and phone etiquette. 	A1,A2,A3,A4,A5, A6,A7,A8,A9,A10 A11 CR1, CR2,CR3 CR4,CR5,CR6 CR7 CR8 CR9 CR10 CR11 CR12	ANR F11.4 MSS A8.1 A8.2 A8.4 A8.5 B4.4 4.1- 4.11 A7.1 A7.4 B5.1 B5.2	CL 10	CC 10
17. Floral Associations <ol style="list-style-type: none"> 1. Discuss and define associations that direct sales and delivery of flowers. 	Goal: The students will demonstrate knowledge and understanding of associations as they pertain to the floral industry. <ol style="list-style-type: none"> A. Identify associations locally, nationally and internationally that has direct affect on floral sales and delivery. 	A1,A2,A3,A4,A5, A6,A7,A9, A11 CR1, CR2,CR3, CR12	ANR F11.4 MSS A6.1	CL 4	CC 10

Instructional Content Instruction will include:	Student Outcomes At the end of instruction, the Student will be able to:	Hours CL=Classroom CC=Comm. Class			
18. Accounting <ol style="list-style-type: none"> 1. Define recordkeeping procedures important to the successful operation of a floral business. 2. Demonstrate operation of a cash register. 3. Demonstrate procedure for making correct change. 4. Demonstrate guidelines for accepting checks. 5. Demonstrate procedures for processing credit cards. 	Goal: The students will demonstrate knowledge and understanding of associations as they pertain to the floral industry. <ol style="list-style-type: none"> A. Exhibit a basic knowledge of recordkeeping as it pertains to: <ul style="list-style-type: none"> • Inventory • Delivery • Bank Deposits • Income and expenditures B. Demonstrate basic knowledge of operating a cash register, making change, check approval and credit card processing. 	Anchor/CR A1,A2,A3,A4,A8,A10 10.7 CR1, CR2,CR4, CR5, CR8, CR12	CTE ANR F11.4 A4.1 A4.2 BF B3.3	CL 10	CC
19. Communication, Leadership and Opportunities for Occupational Growth <ol style="list-style-type: none"> 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 CR1, CR2, CR4, CR7, CR8, CR9, CR10, CR12	FID A2.1 A2.2		