

Floral Designer

LEARNING OBJECTIVES



Some people like to sit behind a computer, reviewing spreadsheets and statistical data. Others enjoy crafting marketing campaigns that capture the hearts and imaginations of consumers. And some simply weren't made for office life—they'd rather spend their time in nature, surrounded by lilacs, peonies, roses, and daisies.

This course? It isn't exactly your garden-variety training. Here, you'll learn the principles of floral design, explore the history of floral arranging, and learn the various classifications and names of flowers and foliage. We'll even give you a few ideas of how you can take your green thumb and turn it into a blossoming career you'll love.

Florist Curriculum:

Course Introduction

- Discuss and outline course expectations.

The Floral Industry

- Learn all the ins-and-outs/ups-and-downs of the competitive world of floral design.

Flowers & Foliage

- Review the different groups, classifications, and names of flowers—and foliage.

Design Principles & Elements

- Explore the rules of floral design: Proportion, scale, harmony, rhythm, balance, unity, and emphasis.
- Explore the elements of floral design: Color, space, light, line, form, pattern, texture, and size.

Functional Design

- Learn how to adapt your designs to fit the rooms, tables, and spaces provided.

Basic Styles & Techniques

- Learn how to cut stems, remove leaves, and secure your arrangements.

Classic Floral Design

- Explore the simple, tried-and-true arrangements that still hold up.

Advanced Design

- Explore new, modern approaches to floral design.

Floral Industry Crops

- Familiarize yourself with bedding plants, houseplants, potted plants, cultivated greens, and cut flowers.

Final Exam

Become an Entrepreneur Curriculum:

Course Introduction

- Discuss and outline course expectations.

Entrepreneurial Pathways

- Learn how starting your own business gives you the chance to express your creativity and explore your specific passion.

Who are Your Customers?

- Review audience segments and discuss what makes customers tick.

Integrated Marketing

- Learn what you need to do to provide a seamless, consistent customer experience across multiple marketing channels.

Show Me the Money: Finding, Securing, and Managing It

- Learn how to make, manage, and maintain a steady stream of income.

Leadership, Ethics, and Exits

- Learn how to hire, train, and lead your business with integrity.

Final Exam