

Floral Designer

INDUSTRY FACTS



What do floral designers do?

When discussing the layout and aesthetic of virtually any room in a home or office with an interior designer, you'll find the words drab, dull, and lifeless aren't in their vocabulary.

That's because they create work-spaces that inspire. Sitting rooms that invite. Living areas that radiate the positive vibes we all need to get through the day. And they do it all while saving clients time, money, and stress.

Here's a breakdown of their responsibilities:

- Buying flowers and other products from wholesalers and suppliers
- Designing floral displays that dazzle the senses
- Taking orders and crafting arrangements for large and small events
- Recommending classes of flowers and other plant life to achieve their customers' desired effect

Where do they work?

You'll find a lot of florists working in retail—generally in a flower shop or local grocer. Many run their own business so they can set their own hours, hire an awesome team, and approach their work in whatever works best for them. Regardless of where they work, they're always surrounded by stems and blossoms.

How much do they earn?

According to the U.S. Bureau of Labor and Statistics, most florists make about \$27,000 a year. But what this opportunity lacks in zeros, it makes up for in beauty, versatility, and flexibility.

What skills do they have?

The best florists have an eye for detail and an artistic quality that helps them see what could be, rather than what is. They also love people and know how to work with customers to deliver exceptional arrangements. These qualities, combined with their natural instinct for gardening and floriculture, make floral design an ideal career path.

"I was very impressed with what CareerStep had to offer. Affordable pricing for a comprehensive program, combined with the support and flexibility I needed. A perfect choice!"

JESSICA C., CAREERSTEP LEARNER

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PROGRAM DETAILS

Improve Your Life

When it comes to career training, you'll find a lot of posers out there. Con artists that'll try to impress you with fancy hyperbole. But through all the noise, the distinct sound of success can be heard. Your success. All it takes is a little push. A nudge in the right direction—and your whole life could change. New doors opened. New worlds discovered. New opportunities explored. With CareerStep, it all could happen in as little as 3 months.

Prepare For A Better Job

Some people are born to go against the grain. They're attracted to beauty and creation, rather than the traditional 9–5 routine. They've mastered the art of pruning. They know whether you should pair peonies with roses or bearded irises. And their gardening game is always on point. If this sounds like you, a swift leap into the world of floral design might be what you need to break up the daily monotony.

Learn Your Way (From Home)

With online training, you can absorb more knowledge and learn more skills—fast.

- Study on a schedule that fits your life
- Progress at a pace that matches your learning style
- Adjust the time and effort you devote to your coursework each day

Receive Coaching and Guidance

When you train with CareerStep, we back you every step of the way—from enrollment through course completion.

- Learner support
- Technical support
- Career support (interview coaching and resume reviews)

Program Modules and Approximate Completion Hours

Florist Curriculum

Course Introduction

The Floral Industry

Flowers & Foliage

Design Principles & Elements

Functional Design

Basic Styles & Techniques

Classic Floral Design

Advanced Design

Floral Industry Crops

Final Exam

Become an Entrepreneur Curriculum

Course Introduction

Entrepreneurial Pathways

Who are Your Customers?

Integrated Marketing

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

Leadership, Ethics, and Exits

Final Exam

TOTAL HOURS = 300