

MODULE AGR2080: FLORAL DESIGN 1 (PROJECTS FOR ALL OCCASIONS)

Level: Intermediate

Theme: Technology and Applications

Prerequisite: AGR1080 Basic Floral Design

Module Description: Students demonstrate knowledge of the practices involved in providing floral design and interior plantscape services, focusing attention on plant and flower identification, elements and principles of design, floral projects for all occasions, interior plant care and marketing practices.

Module Parameters: Access to a flower arrangement room with refrigeration, a source of water, adequate storage facilities and workbenches/table surfaces for flower arranging.

Instructor training in floral design; e.g., Flowers Canada Accreditation Program, and/or relevant industry experience would be an asset.

Curriculum and Assessment Standards

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none">identify and explain the cultural requirements of cut flowers, foliage and interior plants	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none">given access to on-site (or photographed) cut flowers, foliage and interior plants used in the floral industry, identifying selected specimens by:<ul style="list-style-type: none">common and botanical namesbasic characteristics and general use. <p><i>Assessment Tool</i> <i>Identification Guide: Cut Flowers and Interior Plants, AGRIDE-FLO</i> <i>Information Sheet: Cut Flowers and Interior Plants, AGRINF-FLO</i></p> <p><i>Standard</i> <i>Identify 10 cut flowers and/or foliage specimens and 5 interior plants; species identified must be in addition to those identified in AGR1080</i></p>	20

MODULE AGR2080: FLORAL DESIGN 1 (PROJECTS FOR ALL OCCASIONS) (continued)

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> construct fresh, dried and/or artificial floral arrangements 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> completing all components of a research project on design principles (i.e., rhythm, harmony, depth, line, texture and focal emphasis) and colour theory. <p><i>Assessment Tool</i> <i>Research Process: Design Principles and Colour Theory, AGR2080-1</i></p> <p><i>Standard</i> <i>Research must be conducted to a standard of 2 on the rating scale</i></p> <ul style="list-style-type: none"> constructing six or more fresh, dried and/or artificial floral arrangements as identified in <i>Task Checklist: Floral Design 1</i>. Each arrangement to illustrate the application of design principles outlined in <i>Product Assessment: Floral Design 1</i>. <p><i>Assessment Tool</i> <i>Developmental Framework: Floral Construction, AGRDEV-FLO</i> <i>Task Checklist: Floral Design 1, AGR2080-2</i> <i>Product Assessment: Floral Design 1, AGR2080-3</i> <i>Lab Assessment: Floral Design, AGRLAB-FLO</i> <i>Project Planning: Floral Design, AGRPLN-FLO</i></p> <p><i>Standard</i> <i>Achieve a minimum rating of 2 in product assessment and 2 in lab assessment for each arrangement</i></p>	<p>40</p>
<ul style="list-style-type: none"> demonstrate practical skills in maintaining indoor plantscapes 	<ul style="list-style-type: none"> performing a maintenance routine for indoor plants that includes monitoring growth media, watering, fertilizing, pest control, pruning, waste removal and plant rotation. <p><i>Assessment Tool</i> <i>Task Checklist: Care of Indoor Plants, AGR2080-4</i></p> <p><i>Standard</i> <i>All tasks must be performed to a standard of 2 on the rating scale</i></p>	<p>30</p>

MODULE AGR2080: FLORAL DESIGN 1 (PROJECTS FOR ALL OCCASIONS) (continued)

Concept	Specific Learner Expectations	Notes
<p>Plant and Flower Identification (continued)</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • identify dried and artificial materials commonly used in floral design; e.g.: <ul style="list-style-type: none"> – dried flowers and foliage – silk and other fabric materials • relate different growth styles of flowers to their use in floral arrangements • explain the advantages and disadvantages of using different types of floral materials. 	<p>Identify:</p> <ul style="list-style-type: none"> • 10 or more different cut flowers and/or foliage specimens • five or more interior plants and/or gift plants. <p>Species identified should be in addition to those identified in AGR1080.</p>
<p>Design and Construction</p>	<ul style="list-style-type: none"> • explain and apply elements and principles of design; e.g.: <ul style="list-style-type: none"> – line, form, pattern and texture – colour, balance and rhythm – scale and proportion – harmony, contrast and repetition • apply the colour wheel and basic colour theory • demonstrate advanced design techniques; e.g.: <ul style="list-style-type: none"> – crescent – hogarth curve – T-shape – L-shape 	<p>CAUTION: Review safety practices prior to practical activities.</p> <p>Industry resources produced by Redbook Floral Services and available through the Olds College Bookstore include:</p> <ul style="list-style-type: none"> • Basic Floral Design • Advanced Floral Design • Care and Handling of Fresh Flowers and Foliages. <p>Apply principles of:</p> <ul style="list-style-type: none"> • rhythm and harmony • depth and line • texture • focal emphasis. <p>Discuss terms/techniques of design:</p> <ul style="list-style-type: none"> • pave • binding • grouping • clustering • layering.

MODULE AGR2080: FLORAL DESIGN 1 (PROJECTS FOR ALL OCCASIONS) (continued)

Concept	Specific Learner Expectations	Notes
Design and Construction (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • design and construct fresh, dried and/or artificial floral arrangements for special purposes and occasions; e.g.: <ul style="list-style-type: none"> – calendar events – weddings – funerals – hospitals. 	<p>Arrange for students to gain job/productivity skills through work experience. Students need to experience their perceived skills in a work setting.</p> <p>Contact your local Flowers Canada Accreditation Council regional liaison member for information on instructor workshops (see Section H: Linkages/Transitions).</p>
Plantscape Maintenance	<ul style="list-style-type: none"> • identify indoor plants and gift plants, explaining the cultural requirements of each; e.g.: <ul style="list-style-type: none"> – light intensity and duration – water and soil conditions – temperature and humidity • assess the placement of indoor plants by applying knowledge of their cultural requirements • identify and explain sources of environmental stress for indoor plants; e.g.: <ul style="list-style-type: none"> – central heating systems – air conditioning • explain legislation and safe practices regarding the handling, mixing and application of plant pesticides 	<p>Identify on-site five or more different indoor plants and/or gift plants (in addition to those identified in AGR1080).</p> <p>Perform general care of flowering plants and tropical foliage plants in home, school or office for at least three weeks.</p> <p>Keep a daily log of maintenance services performed.</p>

MODULE AGR2080: FLORAL DESIGN 1 (PROJECTS FOR ALL OCCASIONS) (continued)

Concept	Specific Learner Expectations	Notes
<p>Plantscape Maintenance (continued)</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • plan and implement a maintenance routine for an indoor plantscape; e.g.: <ul style="list-style-type: none"> – adjust/regulate light – monitor growth media – water and fertilize – control pests – prune and remove waste material – rotate plants • demonstrate diagnostic skills regarding common plant problems; e.g.: <ul style="list-style-type: none"> – soil/growing medium – water and drainage – fertilizers/growth stimulants – pests, diseases and other disorders. 	<p>Suggested resources:</p> <ul style="list-style-type: none"> • <i>Landscaping Principles and Practices</i> • <i>The Commercial Greenhouse</i> • <i>The Houseplant Expert.</i> <p>Consider daily work ethic in assessing plantscape services performed:</p> <ul style="list-style-type: none"> • attendance • punctuality • use of time • group skills/ attitudes • respect for property • clean-up.
<p>Floral Marketing</p>	<ul style="list-style-type: none"> • identify fixed and variable costs associated with floral services • explain and apply pricing formulas used in the floral industry • calculate the cost price and selling price of a floral arrangement • explain the importance of accountability for pricing practices used within the industry. 	<p>Distinguish between the concepts of wholesale and retail.</p> <p>Calculate the cost and selling price for a variety of floral products and services.</p>