

MODULE AGR3080: FLORAL DESIGN 2 (CREATIVE DESIGN & DISPLAY)

Level: Advanced

Theme: Technology and Applications

Prerequisite: AGR2080 Floral Design 1 (Projects for All Occasions)

Module Description: Students demonstrate knowledge of the practices involved in providing creative floral design services, focusing attention on plant and flower identification, more advanced design techniques, floral services for special occasions and promotional displays of floral services offered.

Module Parameters: Access to a plant potting/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 is 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 names– basic characteristics and general use. <p><i>Assessment Tool</i></p> <p><i>Identification Guide: Cut Flowers and Interior Plants, AGRIDE–FLO</i></p> <p><i>Information Sheet: Cut Flowers and Interior Plants, AGRINF–FLO</i></p> <p><i>Standard</i></p> <p><i>Identify 10 cut flowers and/or foliage specimens and 5 interior plants; species identified must be in addition to those identified in AGR1080 and AGR2080</i></p>	20

MODULE AGR3080: FLORAL DESIGN 2 (CREATIVE DESIGN & DISPLAY) (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 for special occasions • calculate the cost and selling price of floral products and services • demonstrate techniques used to promote products and services within the floral industry 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • constructing six or more fresh, dried and/or artificial floral arrangements for special occasions as identified in <i>Task Checklist: Floral Design 2</i>. Each arrangement to illustrate the application of design principles outlined in <i>Product Assessment: Floral Design 2</i>. <p><i>Assessment Tool</i> <i>Developmental Framework: Floral Construction, AGRDEV-FLO</i> <i>Task Checklist: Floral Design 2, AGR3080-1</i> <i>Product Assessment: Floral Design 2, AGR3080-2</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 3 in product assessment and 3 in lab assessment for each arrangement</i></p>	40
	<ul style="list-style-type: none"> • calculating the cost and selling price for fresh, dried and/or artificial floral arrangements constructed. <p><i>Assessment Tool</i> <i>Pricing Worksheet: Floral Services, AGRPRI-FLO</i></p> <p><i>Standard</i> <i>Accurately complete all sections of the pricing worksheet for each of six arrangements constructed</i></p>	10
	<ul style="list-style-type: none"> • design, construct and maintain a promotional display for a seasonal product and/or service within the floral industry. <p><i>Assessment Tool</i> <i>Task Checklist: Promotional Displays, AGR3080-3</i></p> <p><i>Standard</i> <i>Perform all tasks to a standard of 2 on the rating scale</i></p>	30

MODULE AGR3080: FLORAL DESIGN 2 (CREATIVE DESIGN & DISPLAY) (continued)

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> observations of individual effort and interpersonal exploration during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>Integrated throughout</p>

Concept	Specific Learner Expectations	Notes
<p>Plant and Flower Identification</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> identify cut flowers and greenery commonly used in floral design; e.g.: <ul style="list-style-type: none"> greenhouse/fieldgrown cut flowers imported cut flowers foliage and filler identify interior plants and gift plants; e.g.: <ul style="list-style-type: none"> tropical flowering and foliage plants flowering bulbs 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 advantage and disadvantages of using different types of floral materials explain ethnic and cultural influences on floral materials and practices. 	<p>Subscribe to the <i>Florists' Review</i> (a monthly periodical).</p> <p>Arrange a visit to a local florist shop.</p> <p>Flower and plant identification guides used by industry are available from:</p> <ul style="list-style-type: none"> United Floral Growers (Burnaby) Holland Flower Council. <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 and AGR2080.</p>

MODULE AGR3080: FLORAL DESIGN 2 (CREATIVE DESIGN & DISPLAY) (continued)

Concept	Specific Learner Expectations	Notes
<p>Design and Construction</p>	<p><i>The student should:</i></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 • spray tint and/or dip dye fresh and dried floral products as necessary to achieve special effects • demonstrate advanced design techniques; e.g.: <ul style="list-style-type: none"> – crescent – hogarth curve – T-shape – L-shape • 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>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>Construct arrangements that illustrate 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. <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>

MODULE AGR3080: FLORAL DESIGN 2 (CREATIVE DESIGN & DISPLAY) (continued)

Concept	Specific Learner Expectations	Notes
<p>Cost and Selling Price</p>	<p><i>The student should:</i></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>
<p>Promotional Techniques</p>	<ul style="list-style-type: none"> • identify important components of promotional displays • establish a theme and goals for a floral display that promotes/advertises a seasonal product and/or service • design and construct a promotional floral display that promotes/advertises a seasonal product and/or service • design and maintain a promotional display for a specified period of time • disassemble and remove a promotional floral display. 	

