

Advanced Floral Design

Santa Maria Joint Union High School District

Modeled Course
Outside District
Approved



Feb 28, 2020
Amanda Rodriguez

Basic Course Information

School(s) Offering This Course:

School Name	Course Learning Environment	Transcript Code(s)	
Ernest Righetti High School (053303)	Classroom Based	Abbreviation Adv Floral DesA Adv Floral DesB	Course Code AG6104 AG6105
Santa Maria High School (053305)	Classroom Based	Abbreviation Adv Floral DesA Adv Floral DesB	Course Code AG6104 AG6105

Title:	Advanced Floral Design
Length of course:	Full Year
Subject area:	Visual & Performing Arts (F) / Visual Arts
UC honors designation?	No
Prerequisites:	The Art & History of Floral Design (Required)
Co-requisites:	None
Integrated (Academics / CTE)?	Yes
Grade levels:	

Course Description

Course Overview:

Advanced Floral Design is designed to build off students' knowledge gained in beginning Floral Design with theories and principles of artistic design. Students will engage and apply practical skills and knowledge in elements and principles of design (line, shape/form, color, balance, and emphasis), history of floral art, arrangement styles and techniques, as well as seasonal, holiday and special event designs. Students will achieve this through creating, designing, identifying explaining and evaluating all topics of study. Students will research and study floral trends to understand and develop an appreciation for floral design with historical, cultural, formal and casual, ceremonial and traditional, including an understanding that floral designs are affected by society, culture, history, politics and economic influence. Advanced floral will reinforce use of taxonomy in identifying potted plants and cut flowers. Emphasis will be placed on judging/critiquing potted plants and cut flowers as in the State CDE contest requirements. Students will use extensive vocabulary to explore reasons and explanations of placing of classes based on elements and principles of design. Students will master the art of corsage and cut flower arranging in both 2 dimensional and 3 dimensional forms and will learn and detain the requirements of owning and operating a floral business. Classes will arrange and sell creations in a Santa Maria Agriculture Department floral Shop to fully submerge themselves in business situations and work environment. Marketing and pricing strategies will be covered in order to enhance the floral business experience. Workplace skills and ethics will be covered in detail and work safety habits certificated.

Students will also have the opportunity to seek Student Certifications within the Floral Industry including the California Certified Florist Exam. This exam consists of both a Tier 1 - Student California Certified Florist Written Exam and Tier 2 - Student California Certified Florist Hands-On Exam.

Course Content:

Taxonomy

Students are expected to use taxonomy to identify over 50 potted plants and 50 cut flowers. Students will be able to use industry tools and identify by sight using the correct common names. Students will explore the use of taxonomy/nomenclature across curriculum and understand the universal Latin naming system.

Unit Assignment(s):

Students will use Western Garden books to research common and botanical names of flowers and identify a minimum of 3 varieties of each species explored. Students will create an identification book and have the ability to identify 10 species at a time with on-going power point quizzes. They will learn visually identification and proper name identification.

Ex. students will create an interactive notebook that will contain: class notes from lectures, drawings and class exercises. Photos/drawings of potted plants and cut flowers including genus and species as well as growing requirements and common form of sales. Students will build upon this notebook throughout each unit of instruction and build vocabulary and identification skills. Students will complete worksheets on taxonomy and assigned plants and complete intermittent quizzes on identification. Students will learn to build on knowledge and vocabulary.

Pricing Strategies

Students will be able to utilize basic math skills, including percentages, to calculate the cost of retail goods and price arrangements accordingly. As well as utilize proper ordering strategies to create product with minimal amount of waste. Economics, including supply and demand will be incorporated as well as studies of the current economic status of the United States and its' affect on the floral industry. On going throughout the year.

☞ Unit Assignment(s):

For each design the students create, they will be given a pricing sheet to calculate the exact amount of an arrangements wholesale cost and then using the standard ratio markup strategy to calculate the retail value of the arrangement. Students will learn real world value of live goods as well as the difference between wholesale and retail value.

Art Appreciation

Students will use the principles and elements of design to critique and judge a class of 4 potted plants, 4 vases of cut flowers and 4 arrangements. They will learn how to identify a structurally correct arrangement, appreciate the principles that are in place and find uniformity or lack there of in the class of 4 products. Students will then use correct and relevant plant terminology to describe and argue their class placings while pairing the class in 3 pairings (top pair, middle pair, bottom pair). This unit will be ongoing throughout the year to build and utilize a data bank of terminology.

Throughout the year students will judge classes of plants/flowers and write their placings on cards as well as write, memorize and verbally give oral reasons to the stated judge.

☞ Unit Assignment(s):

VPA 2.3, 2.6, 4.2 and 4.3

Students will complete a worksheet for elements and principles of design

Students will design a project utilizing the elements and principles of design

Evaluation of emotions and color influence project, creation of a color wheel

Additions to student portfolio projects: applications using triangular, circular, vertical, and horizontal floral art designs and applying hue, primary, secondary, tertiary, warm, cool, value, tint, tone and shades of floral artworks.

Group Project: the class will be divided into groups and assigned an element or principle. The group will research their topic and teach it to the rest of the class. Each group is responsible for developing a visual aide, a worksheet, an outline and a presentation to teach their concept. Students will learn and reinforce the principles and elements of design. They will learn how to work together in a group environment.

Workplace Readiness

Students will demonstrate the ability to conduct a proper job interview. They will create resumes and cover letters geared towards their ability in the floral industry. Students will learn proper work ethic through classroom assignments judging promptness, preparedness and participating in class. The unit will include a Career Research paper including a resume, business letter and portfolio.

☐ Unit Assignment(s):

Students will be periodically taken to the school computer lab to research their career paper and to create a resume using Microsoft Office templates. A professional portfolio will be turned in at the end of each semester. The students will learn how to keep records on inventory and create a professional portfolio to help finding work outside of the school setting.

Technology Application

Students will effectively use work processing skills including Excel spreadsheets to create management systems for proper pricing, waste, storage of overages and unsold/unused materials. Students will be required to create and maintain an FFA AET record book on-line.

☐ Unit Assignment(s):

Students will design their own spreadsheets and use provided spreadsheets to record and track the progress of virtual business and the Santa Maria Agriculture Floral shop business. Spreadsheets will be reviewed and evaluation of the business will be made. I-record books will be graded on-line per semester. Students will learn how to keep records and timecards of work and hours completed. They will learn the value of record keeping and evaluating costs to determine value of a project.

History of Floral Art

Students will explore the role of visual arts using flowers in culture and history. They will describe and distinguish characteristics and identify elements and styles of a particular historical time period.

VPA 1.3, 1.5, 1.6, 2.4-2.6, 3.1-3.4, 4.1-4.3, 4.5 and 5.2

☞ Unit Assignment(s):

Students will explore the artistic side of floral design through the elements and principles of design. Students will display proper use color, line, form, textures and expression of balance, harmony, unity, emphasis, proportion and scale. Students will create works exploring other cultures and designs including modern, historical and Ikebana.

Principles of Design

Students will explore the artistic side of floral design through the elements and principles of design. Students will display proper use color, line, form, textures and expression of balance, harmony, unity, emphasis, proportion and scale. Students will create works exploring other cultures and designs including modern, historical and Ikebana.

VPA 1.1-1.4, 2.3, 2.6, 3.1, 3.3, 3.4, 4.2, 4.3

☞ Unit Assignment(s):

Students will complete worksheets for elements and principles and design as well as create and design projects utilizing all of the elements and principles of design. Students will create a classroom color display board and create presentation display boards for use of color, harmony, value and color schemes. Each students will write a critique of others boards explaining the correct or incorrect use of the elements and principles. Students will learn how to properly implement all principles of design and elements of design.

Course Materials

Textbooks

Title	Author	Publisher	Edition	Website	Primary
Floriculture Design & Merchandising	Charles Griner	Delmar Cengage Learning	3rd edition 2011	www.cengage.com/delmar	Yes

Other

Title	Authors	Date	Course material type	Website
Sunset Western Garden Book	editor Kathleen Norris Brenzel	2007	supplementary text/reference book	www.sunsetbooks.com

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