Specialty Floral Design and Management

Specialty Floral Design and Management is a one-credit course designed to enhance student employability skills, knowledge of business operations and management skills, and floral design skills. Topics include career opportunities, safety, history, employability skills, business operations, and specialty floral arrangements.

Content standards for this course are not intended to serve as the entire curriculum. Teachers are encouraged to expand the curriculum beyond these minimum required content standards to accommodate specific community interests and utilize local resources. This course encourages critical thinking, use of the scientific method, integration of technology, development of student leadership skills, and application of knowledge and skills related to practical questions and problems. Safety concepts are integrated into instruction to the maximum extent possible.

Career and technical student organizations are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Career Opportunities

Students will:

1. Identify careers in the floriculture industry.

Safety

2. Describe safety procedures used in the floriculture industry.

History

3. Trace the history of basic principles of design used in floriculture.

Employability Skills

4. Create a portfolio, including a résumé, cover letter, job application, and photographs, of personally designed floral arrangements.

5. Identify time management skills used in the floriculture industry.

Business Operations

6. Identify tools and equipment used in the floriculture business.
7. Explain shop operations involved in managing a floriculture business.
   Examples: conducting sales and service, creating advertising and promotional displays,
   designing facilities, maintaining equipment

**Specialty Floral Arrangements**

8. Identify line designs used in specialty floral arrangements, including inverted-T, L-pattern,
   vertical, crescent, Hogarth curve, and contemporary freestyle.

9. Identify flowers, foliages, and potted plants used in specialty floral arrangements.

10. Describe the role of the florist in designing and planning wedding, sympathy, and special
    occasion arrangements.

11. Design wedding, sympathy, and special occasion arrangements.
    Examples: wedding—bride and bridesmaid bouquets, groomsmen boutonnieres
             sympathy—sprays, saddles, baskets, potted plants
             special occasion—Valentine arrangements