

Floristry


This course provides students with knowledge of the cut flower and ornamental horticulture industry, and applications of skills involved with this industry. The course will include identification of plant materials associated with flower arranging and interior plantscapes. Also included will be care and maintenance, processing of, disease and insect identification of plant materials used, and careers in the industry. Laws governing the cut flower industry will be addressed and skills taught will be correlated with qualifications for taking the Florist's licensing exam. Work based learning strategies appropriate for this course are school based enterprises, field-trips, application of florist skills such as wiring, making bows, processing cut flowers, placing and taking orders, arranging, and human relation skills. Supervised agricultural experience (SAE) programs and the FFA leadership activities are integral components of the course and provide many opportunities for practical application of instructional competencies. The teacher is responsible for developing the local option content outline and learning structure with a community advisory committee. The local school administration must approve local option content and learning structure before implementing.


Prerequisite: Agriscience I or Jr/Sr


Credits: 1

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Floristry	Content Guideline												
Louisiana Agricultural Education Content Standards Curriculum Framework 	Introduction/History of Floral Design	Principles of Design	Elements of Design	Selection of Flowers/Greenery	Conditioning and Storing Cut Flowers and Greens	Mechanics and supplies Used in Floral Design	Selecting Wire and Wiring Flowers	Selecting Ribbons and Tying bows	Boutonnieres and Corsages	Bud Bases	Types of Arrangements	Drying/Preserving Flowers	Indoor Plants
a. Agricultural awareness grades K-4													
1. Discussing the history and industry of agriculture													
2. Exploring the animal kingdom as it relates to food and fiber													
3. Exploring the plant kingdom as it relates to food and fiber													
4. Exploring the food and fiber system of our everyday lives													
b. Agricultural literacy grades 5-8													
1. Explaining & analyzing the components of agriculture and the manner in which the industry affects our daily lives													
2. Understanding how science relates to agriculture													
3. Exploring animal and plant systems													
4. Exploring vocational skills of the agricultural industry as they relate to agricultural occupations													
5. Exploring career opportunities in the agricultural industry													
c. Agricultural literacy grades 9-12													
1. Exploring the food, fiber, and natural resource systems	•	•	•	•	•	•	•	•	•	•	•	•	•
2. Discussing why agriculture is important in our lives	•	•	•	•	•	•	•	•	•	•	•	•	•
3. Recognizing areas of science that are a part of agriculture (physics, chemistry, geology, meteorology, biology)				•	•	•	•	•	•	•	•	•	•
4. Understanding the relationship between plants and animals	•			•	•	•	•	•	•	•	•	•	•
5. Discussing jobs involved in agriculture	•	•	•	•	•	•	•	•	•	•	•	•	•
6. Understanding how agriculture was, and is, necessary for the development of civilization	•												

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a. Agricultural communication													
1. Identifying FFA leadership activities	•	•	•	•	•	•	•	•	•	•	•	•	•
2. Developing agricultural related speeches				•	•	•	•	•	•	•	•	•	•
3. Participating in leadership skills career activities	•	•	•	•	•	•	•	•	•	•	•	•	•
b. Team work in agriculture													
1. Participating in agricultural career event activities	•	•	•	•	•	•	•	•	•	•	•	•	•
2. Developing chapter recruitment activities													
3. Developing student and community related financial activities	•												
c. Citizenship in agriculture													
1. Developing community related economic activities	•	•	•										
2. Conducting local agricultural and environmental awareness activities	•	•	•										
3. Conducting community related citizenship and human resource development activities	•	•	•										
d. Careers in agriculture													
1. Exploring agricultural related occupations	•	•	•	•	•	•	•	•	•	•	•	•	•
2. Developing agriculture work experiences	•	•	•	•	•	•	•	•	•	•	•	•	•
3. Participating in agricultural career events	•	•	•	•	•	•	•	•	•	•	•	•	•
4. Developing job seeking and keeping skills	•	•	•	•	•	•	•	•	•	•	•	•	•
a. Production systems													

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1. Identifying various production practices of the world	•	•	•	•	•	•	•	•	•	•	•	•	•
2. Determining the factors that affect the development of production practice		•	•	•	•	•	•	•	•	•	•	•	•
3. Understanding human diversity and its affect on world markets	•			•	•	•	•	•	•	•	•	•	•
4. Discussing problems affecting agricultural production worldwide	•	•	•	•	•	•	•	•	•	•	•	•	•
b. Selections from various choices													
1. Identifying occupational preferences	•	•	•	•	•	•	•	•	•	•	•	•	•
2. Explaining the reasons for and effects of unemployment	•	•	•	•	•	•	•	•	•	•	•	•	•
c. Factors that make employees successful													
1. Explaining the roles of customers and salespersons	•			•	•	•	•	•	•	•	•	•	•
2. Exploring various buying decisions	•	•	•	•	•	•	•	•	•	•	•	•	•
3. Describing the types of customers	•	•	•	•	•	•	•	•	•	•	•	•	•
4. Describing the desirable characteristics of a good salesperson	•												
d. Agricultural marketing sales and services													
1. Explaining the laws of supply and demand	•	•	•	•	•	•	•	•	•	•	•	•	•
2. Understanding the agricultural market, sales, and services systems	•	•	•	•	•	•	•	•	•	•	•	•	•
3. Discussing marketing costs and margins	•	•	•	•	•	•	•	•	•	•	•	•	•
4. Discussing the impact of the customer on markets, sales, and services	•	•	•	•	•	•	•	•	•	•	•	•	•

Floristry

Content Guideline

(The student will be able to . . .)

Unit One

Introduction/History of Floral Design

1. Careers in the retail floral business
2. Types of flower shops
3. Employability Portfolio
4. Floral design throughout history
 - a. Classical Period
 - b. European Period
 - c. American Period
5. Oriental flower arranging

Unit Two

Principles of Design

1. Balance
 - a. Symmetrical balance
 - b. Asymmetrical balance
2. Proportion and scale
3. Focal point
4. Accent
5. Rhythm
6. Repetition
7. Unity

Unit Three

Elements of Design

1. Line
2. Texture
3. Form
4. pattern
5. Color
 - a. Color Harmony
 - b. The Color Wheel
 - i. Primary & Secondary Colors
 - ii. Hue
 - iii. Tint, Tone, Shade

Unit Four

Selection of Flowers/Greenery

1. Flower types
 - a. Line
 - b. Mass
 - c. Form
 - d. Filler
2. Foliage
 - a. Linear
 - b. Mass
 - c. Form
 - d. Filler
3. Cut flower/greenery identification

Unit Five

Conditions and Storing Cut Flowers and Greens

1. Processing
2. Reasons for early flower loss
3. Conditioning flowers
4. Storage possibilities

Unit Six

Mechanics and Supplies Used in Floral Design

1. Containers
 - a. Texture
 - b. Shape
 - c. Size
 - d. Color
2. Floral Foam
3. Adhesives
4. Cutting materials
5. Picks
6. Tools
7. Holders

Unit Seven

Selecting Wire and Wiring Flowers

1. Sizes and uses of wires
2. Methods of wiring
 - a. Straight wire
 - b. Hook method
 - c. Piercing method

- d. Hairpin method
 - e. Wrap method
 - f. Stitch method
3. Floral Taping

Unit Eight

Selecting Ribbons and Tying Bows

1. Selecting ribbon
2. Ribbon sizes
3. Tying a bow
4. Types of bows

Unit Nine

Boutonnieres and Corsages

1. Constructing single bloom boutonniere
2. Constructing boutonnieres from various greens
3. Corsages
 - a. Single bloom corsage
 - b. Multi flower corsage
 - c. Alternate materials for corsages
4. Specialty or themed corsages
 - a. Baby
 - b. Homecoming
 - c. Anniversary
 - d. Mother's Day
5. Using adhesives and hot glue for corsage construction

Unit Ten

Bud Vases

1. Flower selection
2. Foliage selection
3. Accessories
4. Single and Multi flower vases
5. Themed vases

Unit Eleven

Types of Arrangements

1. Circular
2. Triangular
3. Line
4. Wreaths
5. Holiday or Specialty

6. Wedding
7. Sympathy

Unit Twelve

Drying/Preserving Flowers

1. Arranging permanent flowers
 - a. Silk
 - b. Dried
 - c. Paper
 - d. Plastic

Unit Thirteen

Indoor Plants

1. Plant selection
 - a. Plant name
2. Light requirements
3. Watering requirements
4. Humidity
5. Temperature
6. Permanent or Temporary Plants
7. Identification of Potted Plants
8. Decorating Potted Plants

Unit Fourteen

Floral Shop Business Principles

1. Pricing
2. Sales
 - a. Dealing with customers and orders
 - b. Phone
 - c. In-store
 - d. Wire service
3. Delivery
 - a. Packaging
 - b. Loading plants for delivery

Unit Fifteen

Professional Organizations

1. Trade organizations
 - a. SAF
 - b. AAF
 - c. AIFD
 - d. AFMC

- e. PFCI
- f. RMC
- g. Allied Florists' Associations
- h. State Florists' Associations

Unit Sixteen

Laws, Rules and Regulations

1. Louisiana Horticulture Commission
2. Retail Florist License Requirements

Unit Seventeen

Local Options

5. Resources

Floral Design Related Web Sites

American Floral Services: www.afs.com

FTD Association: www.ftdassociation.org

Lion Ribbon Co.: www.offray.com

Florists' Transworld Delivery (FTD): www.ftd.com

The John Henry Company: www.jhc.com

Society of American Florists (SAF): www.safnow.org

Literature

Flower Arranging, Louisiana Department of Agriculture and Forestry

Flowers, foliage and Creative Design, by: Norah T. Hunter, publisher: Delmar