



San Joaquin County Office of Education

Regional Occupational Centers/Programs

Floriculture I & II ~ Course Outline

CBEDS#: 4050 ~ Course ID#: 40500

Floriculture I & II Course Outline

	Floriculture I	Classroom	CC
1	Safety	10	
	<ul style="list-style-type: none"> • Discuss safety precautions and first aid procedures when coming in contact with hazardous sprays. • Demonstrate proper handling procedure of flowers containing thorns or needles. • Demonstrate proper usage of tools. • Demonstrate proper lifting procedures. • Demonstrate safety precautions and proper handling and usage of a helium tank. <p><i>Goal: The student will understand safety procedures.</i></p> <ul style="list-style-type: none"> ➤ Appropriate procedures for use of poisonous sprays. ➤ Demonstrate correct handling of flowers with thorns or needles. ➤ Proper usage of floral tools. ➤ Proper lifting. ➤ Proper usage of a helium tank. 		
2	History of Floral Design	20	
	<ul style="list-style-type: none"> • Discuss the characteristics of European and Oriental styles. • Review examples of floral arrangements throughout time. <p><i>Goal: The student will be able to identify floral contributions of ancient and modern civilizations.</i></p> <ul style="list-style-type: none"> ➤ Flower art in ancient civilizations. ➤ European Periods. ➤ Oriental Influence. ➤ American Styles. 		
3	Design, Harmony and Unity	10	
	<p><i>Goal: Describe how the style of a floral design depends upon the selection of its container, flowers, foliage, accessories, and design.</i></p> <ul style="list-style-type: none"> ➤ Design Process. ➤ Style and Composition. ➤ Harmony and Unity. 		



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4	Color <ul style="list-style-type: none"> ➤ Discuss emotional responses to warm, cool, and individual colors. ➤ Demonstrate how to use color to incorporate design principles of balance, depth, and focal point. ➤ Discuss how to achieve rhythm, harmony, and unity in a design. ➤ Discuss various color schemes and how to use in floral designs. <p><i>Goal: The students will demonstrate knowledge and understanding of the emotional affect of colors and proper usage in design.</i></p> <ul style="list-style-type: none"> ➤ Color facts. ➤ Properties of color. ➤ Psychological effects. ➤ Color in design. ➤ Color schemes. ➤ Color inspiration. 	15	
5	Balance, Proportion and Scale <ul style="list-style-type: none"> • Identify visual balance and how to achieve in a floral arrangement. • Discuss how flowers, foliage, accessories, and containers contribute to balance, proportion, and scale. • Discuss how proportion of the arrangement relates to its setting. • Discuss how to keep the parts of a floral arrangement in scale to each other. <p><i>Goal: Students will demonstrate knowledge and apply the rules of balance, proportion, and scale.</i></p> <ul style="list-style-type: none"> ➤ Balance. ➤ Proportion. ➤ Scale. 	10	
6	Focal Point and Rhythm <ul style="list-style-type: none"> • Discuss ways of creating focal points in floral designs. • Discuss rhythm in floral designs and how to achieve. <p><i>Goal: Students will demonstrate knowledge of creating focal points in floral designs.</i></p> <ul style="list-style-type: none"> ➤ Focal Points. ➤ Rhythm. 	10	



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7	Line, Form, Space and Depth <ul style="list-style-type: none"> ➤ Discuss the types of line in floral design. ➤ Discuss the emotional responses of various line directions. ➤ Discuss the importance of line, form, space, and depth. <i>Goal: The students will demonstrate knowledge of line, form, space, and depth.</i> <ul style="list-style-type: none"> ➤ Line. ➤ Form. ➤ Space. ➤ Depth. 	10	
8	Tools, Containers, Mechanics and Basic Terminology <ul style="list-style-type: none"> • Identify proper tools for flower arranging and their functions in floral design. • Describe the types of containers and their uses. • Discuss the methods of efficient floral and plant design and materials available. <i>Goal: The students will demonstrate the knowledge and understanding of tools, containers, mechanics and basic terminology.</i> <ul style="list-style-type: none"> ➤ Hand Tools. ➤ Containers. ➤ Mechanics of Arrangement. ➤ Plant sleeves and foil. ➤ Bows. ➤ Basic floriculture terminology. 	30	
9	Nomenclature and Postharvest Physiology <ul style="list-style-type: none"> • Identify basic flower parts. • Discuss how structural differences influence design style. • Discuss how foliage can enhance floral arrangements. • Discuss the primary metabolic activities that continue during the postharvest period. <i>Goal: The students will demonstrate knowledge and understanding of Nomenclature and Postharvest Physiology.</i> <ul style="list-style-type: none"> ➤ Flower nomenclature. ➤ Postharvest physiology and metabolic processes. 	20	



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10	Care and Handling of Fresh Flowers and Foliage Plants	30	10
	<ul style="list-style-type: none"> ➤ Discuss the chain of life. ➤ Identify the reasons for early aging of flowers. ➤ Discuss the care and handling procedures to increase longevity and quality of flowers. ➤ Discuss the ingredients and purpose of floral preservatives and fertilizer. ➤ Discuss harvesting and care procedures for garden flowers. ➤ Discuss and demonstrate growing and raising of foliage plants. <p><i>Goal: The students will demonstrate knowledge and understanding of the care and handling of fresh flowers.</i></p> <ul style="list-style-type: none"> ➤ Chain of life. ➤ Causes of early senescence. ➤ Procedures to delay senescence. ➤ Chemical solutions and procedures. ➤ Refrigeration. ➤ Ethylene. ➤ Care and handling of garden flowers. ➤ Care and handling of floral arrangements. ➤ Care and handling of foliage plants. ➤ Division and transplanting. ➤ Propagation. ➤ Soil preparation. 		
11	Shapes of Floral, Plant and Balloon Arrangements	30	10
	<ul style="list-style-type: none"> • Discuss the facts that influence the shape of floral, plant and balloon arrangements. • Identify the geometric shapes used in floral, plant and balloon design. • Demonstrate the steps in constructing the different shapes of arrangements. <p><i>Goal: The students will demonstrate knowledge and understanding of the shapes of floral, plant and balloon arrangements.</i></p> <ul style="list-style-type: none"> ➤ Factors influencing arrangement shape. ➤ Basic shapes of arrangements. ➤ Triangular design styles. ➤ Circular design styles. ➤ Horizontal design styles. ➤ Dish and basket gardens. ➤ Moss baskets. 		



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12	Seasonal, Holiday and Special Occasion Designs <ul style="list-style-type: none"> ➤ Discuss popular flowers and foliage of the four seasons. ➤ Discuss accessories and color schemes that represent the four seasons. ➤ Discuss and identify the major floral holidays. ➤ Discuss design guidelines for hospital arrangements. <p><i>Goal: The students will demonstrate knowledge and understanding of seasonal, holiday, and special occasion's designs.</i></p> <ul style="list-style-type: none"> ➤ Seasonal themes. ➤ Floral holidays. ➤ Theme designs for special occasions. ➤ Hospital designs. 	20	20
13	Flowers to Wear <ul style="list-style-type: none"> • Discuss special occasions to wear flowers. • Discuss the visual and physical and guidelines for making basic body flowers. • Discuss ways to wear body flowers. • Discuss the purpose for wiring and taping natural stems. • Describe and demonstrate common wiring methods. <p><i>Goal: The students will demonstrate knowledge and understanding of flowers to wear.</i></p> <ul style="list-style-type: none"> ➤ Guidelines for designing body flowers. ➤ Preparation of materials. ➤ Spray painting. ➤ Accessories. ➤ Boutonnieres. ➤ Corsages. ➤ Other designs to wear. 	20	10
14	Introduction to Careers and Continuing Education <ul style="list-style-type: none"> • Career opportunities for qualified professional floral designers. • Other career opportunities in the floral industry. • Continuing Education. <p><i>Goal: The students will demonstrate knowledge and understanding of careers and continuing education.</i></p> <ul style="list-style-type: none"> ➤ Describe various employment opportunities in a retail flower shop. ➤ Outline the skills and experience required working in specialized areas of floral design. ➤ Identify other career opportunities within the wholesale and production areas of the floral industry. 	5	



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	<ul style="list-style-type: none"> ➤ Describe the importance of continuing education in floral design. ➤ Identify numerous career options within the floral industry. ➤ Describe and distinguish between the different trade organizations and the opportunities each provides. ➤ List some of the many trade publications, design workshops, and educational programs available to increase the knowledge and skills of a floral designer. 		
15	Floral Business	5	
	<ul style="list-style-type: none"> • Discuss importance of location and access for a floral business. • Define overhead costs as they relate to operating a successful floral business. • Demonstrate techniques to use when creating store displays. • Define necessary equipment related to the operation of a floral business. • Discuss creative store layouts. <p><i>Goal: The student will understand and demonstrate basic knowledge of Floral Business.</i></p> <ul style="list-style-type: none"> ➤ Knowledge of appropriate location for a floral business. ➤ Demonstrate basic knowledge of overhead costs to run a successful floral business. ➤ Demonstrate basic knowledge of how to create store displays. ➤ Identify equipment necessary to open and run a floral business. ➤ Exhibit creative knowledge of store layout to maximize efficiency and client interest. 		
16	Salesmanship	5	15
	<ul style="list-style-type: none"> • Define pricing to maximize sales and profit. • Demonstrate merchandising techniques. • Discuss advertising. • Demonstrate customer relation techniques and phone etiquette. <p><i>Goal: The student will understand and demonstrate salesmanship.</i></p> <ul style="list-style-type: none"> ➤ Demonstrate basic understanding of pricing merchandise. ➤ Exhibit basic merchandising techniques. ➤ Identify cost effective advertising campaigns. ➤ Demonstrate customer relations and phone etiquette. 		



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17	Floral Associations	5	10
	<ul style="list-style-type: none"> ➤ Discuss and define associations that direct sales and delivery of flowers. <p><i>Goal: The students will demonstrate knowledge and understanding of associations as they pertain to the floral industry.</i></p> <ul style="list-style-type: none"> ➤ Identify associations locally, nationally and internationally that has direct affect on floral sales and delivery. 		
18	Accounting	5	5
	<ul style="list-style-type: none"> • Define record keeping procedures important to the successful operation of a floral business. • Demonstrate operation of a cash register. • Demonstrate procedure for making correct change. • Demonstrate guidelines for accepting checks. • Demonstrate procedures for processing credit cards. <p><i>Goal: The students will demonstrate knowledge and understanding of accounting as they pertain to the floral industry.</i></p> <ul style="list-style-type: none"> ➤ Exhibit a basic knowledge of record keeping as it pertains to: <ul style="list-style-type: none"> • Inventory • Delivery • Bank Deposits • Income and expenditures ➤ Demonstrate basic knowledge of operating a cash register, making change, check approval and credit card processing. 		
19	Entrepreneur/FFA	10	10
	<ul style="list-style-type: none"> • Demonstrate knowledge about the FFA. • Participate in leadership activities and FFA events. <p><i>Goal: The students will demonstrate knowledge and understanding of National FFA Associations as they pertain to premier leadership, personal growth, and career success for life.</i></p>		
20	Portolio		
	Total Floriculture I Hours	270	90
	Combined Total Hours	360	



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1	Introduction To Everlasting Flowers	10	15
	<ul style="list-style-type: none"> • Discuss safety precautions and first aid procedures when coming in Types of permanent flowers and foliage. • Dried plant material. • Designing with everlastings. <p><i>Goal: The students will demonstrate knowledge and understanding of Everlasting Flowers.</i></p> <ul style="list-style-type: none"> ➤ Describe various preserving techniques and to be able to dry flowers and leaves successfully for use in floral design. ➤ Demonstrate proficiency in designing with artificial and dried materials. ➤ Described the advantages of everlastings over fresh designs. 		
2	Introduction to Oriental Style of Design	10	15
	<ul style="list-style-type: none"> • Chinese influence. • Japanese influence. <p><i>Goal: The students will demonstrate knowledge and understanding of the difference in styles of Oriental Design.</i></p> <ul style="list-style-type: none"> ➤ Identify the characteristics of Chinese and Japanese styles of arrangement and distinguish between the two. ➤ Describe the various Japanese styles of design. ➤ Explain the benefits of exploring oriental design styles and techniques. ➤ Identify and gather appropriate supplies to make arrangements in several different Japanese styles. 		
3	Introduction to Contemporary Design Styles and Techniques	10	15
	<ul style="list-style-type: none"> • Classic design styles. • Naturalistic design styles. • Linear design styles. • Modernistic design styles. • Advanced design techniques. <p><i>Goal: The students will demonstrate knowledge and understanding of the different styles of contemporary design styles and techniques.</i></p> <ul style="list-style-type: none"> ➤ Specify what constitutes a contemporary floral design. ➤ Demonstrate proficiency in advanced arrangement techniques. ➤ Define, sketch, or construct the various contemporary, advanced, classic, naturalistic, linear, and modernistic design styles discussed. 		



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4	<p>Introduction to Wedding Flowers</p> <ul style="list-style-type: none"> ➤ Floral romance. ➤ Promotion and advertising by retail florist. ➤ Wedding consultation. ➤ Styles of bouquets. ➤ Servicing the wedding. <p><i>Goal: The students will demonstrate knowledge and understanding of Wedding Flowers.</i></p> <ul style="list-style-type: none"> ➤ Describe the importance of promotion and advertising to attract prospective brides-to-be. ➤ Specify the importance of the wedding consultation appointment and the necessity for a floral consultant to be knowledgeable about wedding flowers and professional in helping a bride-to-be select appropriate flowers for her wedding. ➤ Describe how to conduct a bridal consultation and explain the various floral pieces that are listed on a wedding order form. ➤ Describe the most popular bouquet styles. ➤ Describe general approaches to planning and presenting flowers for the ceremony and reception decorations. ➤ List the fundamental design techniques that are important in creating wedding flowers. ➤ Construct a simple colonial bouquet and a simple cascade bouquet using foam bouquet holders. ➤ Construct a cake top in a cake-top holder. ➤ Describe the importance of servicing weddings that require professional attention at the ceremony and the reception. 	30	40
5	<p>Introduction of Sympathy Flowers</p> <ul style="list-style-type: none"> • Importance of sympathy flowers. • Trends and regional differences. • Selling sympathy flowers. • Overview of sympathy flower designs. • Maintaining ideal working relations with funeral directors. • Servicing the funeral. <p><i>Goal: The students will demonstrate knowledge and understanding of sympathy flowers.</i></p> <ul style="list-style-type: none"> ➤ Identify various sympathy floral designs, tributes, and funeral-related terminology. ➤ Describe the significant construction techniques in creating sympathy designs. ➤ List ways a professional retail flower shop can develop a 	30	40



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	<p>positive working relationship with funeral directors.</p> <ul style="list-style-type: none"> ➤ Identify concerns that limit the growth of the sympathy flower business. ➤ Characterize how to conduct a consultation with a family ordering flowers for their deceased loved one. ➤ Construct a variety of floral designs including a tied flat spray, a pedestal arrangement, an easel spray and a simple casket spray. 		
6	Introduction to Harvest and Distribution	20	10
	<ul style="list-style-type: none"> • The world flower market. • Harvest. • Packing. • Shipping. • Distribution. • Marketing flowers. <p><i>Goal: The students will demonstrate knowledge and understanding of Harvest and Distribution.</i></p> <ul style="list-style-type: none"> ➤ Describe the world flower market and the position the United States maintains in this market. ➤ Discuss the important processes of harvesting, grading, bunching, and conditioning flowers to ensure optimum quality and longevity for the final consumer. ➤ Explain the various methods of packing and shipping flowers. ➤ Outline the tradition distribution channel for flowers and describe changes that are taking place in the movement of product from growers to final consumers. ➤ Summarize the floral industry's advertising and promotion programs. 		
7	Introduction of the Retail Flower Shop	20	15
	<ul style="list-style-type: none"> • Types of flower shops. • Location. • Production presentation and shop layout • Employees and responsibilities. • Marketing. • Salesmanship and customer relations. • Wire service. • Buying and pricing. • Designing. • Delivery. <p><i>Goal: The students will demonstrate knowledge and understanding of the retail flower shop.</i></p> <ul style="list-style-type: none"> ➤ Identify the primary functions of a retail flower shop. 		



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	<ul style="list-style-type: none"> ➤ Differentiate the major classifications of retail flower operations. ➤ Explain the characteristics of store location options. ➤ Characterize the principle responsibilities of employees. ➤ Summarize the key management responsibilities required for a successful and profitable flower shop. ➤ Describe product presentation and the importance of window and store display. ➤ Identify the primary goals of display. ➤ Describe the sequence of taking information for a telephone order. 		
8	Introduction to Careers and Continuing Education	20	10
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9	Entrepreneur/ FFA	20	10
	<ul style="list-style-type: none"> • Demonstrate knowledge about the FFA. • Participate in leadership activities and FFA events. <p><i>Goal: The students will demonstrate knowledge and understanding of National FFA Associations as they pertain to premier leadership, personal growth, and career success for life.</i></p>		



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10	Hire Me First/Portfolio Project	10	10
	<ul style="list-style-type: none"> ➤ Resume. ➤ Cover letter. ➤ Job application. ➤ Scholarship application. ➤ Work Samples. ➤ Work Critiques. ➤ Participate in leadership activities and FFA events. <p><i>Goal: The students will create portfolio with work examples associated with employment skills and expectations.</i></p>		
	Floriculture II - Total Hours	180	180
	Floriculture II - Combined Total Hours	360	
	Total Floriculture I Hours	270	90
	Combined Total Hours	360	
	Floriculture I & II Combined Total Hours	720	