

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

ORNAMENTAL HORTICULTURE 114 – FLORAL DESIGN I

2 hours lecture, 3 hours laboratory, 3 units

Catalog Description

Theory and practice of basic geometric floral design, identification of flowers and foliage, and practical skills necessary for employment in the floral industry. Fresh, silk and dried flowers will be used.

Prerequisite

None

Course Content

- 1) Care of cut flowers
- 2) Theory and practice of holiday special arrangements
- 3) Identification of flowers and foliage used in designs using botanical and common names
- 4) Production of basic geometric floral designs, corsages and seasonal holiday designs used in the industry
- 5) Principles and elements of floral design including color theory, proportion, scale, and balance
- 6) Theory and practice of basic wedding bouquets and corsages
- 7) Basic procedures and practices in flower shops including material costs and retail pricing

Course Objectives

Students will be able to:

- 1) Demonstrate the production of basic geometric floral designs, corsages and seasonal holiday designs used in industry.
- 2) Demonstrate the basic principles and elements of floral design including color theory, proportion, scale and balance.
- 3) Draft a comprehensive care plan for cut flowers in a commercial florist operation.
- 4) Based on the basic floral displays produced in class, select materials that would be appropriate for an assigned design.
- 5) Identify by botanical and common name the flowers and foliage used in the designs created in class.
- 6) Based on the wholesale cost of materials, calculate appropriate retail price to achieve a profit level for a floral business.
- 7) Demonstrate the proper use of wire cutters, pruners, floral tape and wire in floral designs used in class.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Quizzes and exams that measure students' ability to identify basic principles of floral designs and identify flowers and foliage by botanical and common name.
- 2) Exercises that measure students' ability to:
 - a. Prepare basic floral designs using tools common to the industry.

- b. Explain design elements and characteristics as they pertain to a client's design requirements including appropriate retail price based on wholesale cost of materials.
- c. Draft a care plan for cut flowers.

Special Materials Required of Student

Flowers, greens, vases, knife, scissors, floral supplies

Minimum Instructional Facilities

Smart classroom with lab tables, access to water and sink, walk-in cooler

Method of Instruction

- 1) Lecture and demonstration
- 2) Laboratory

Out-of-Class Assignments

- 1) Reading assignments
- 2) Flower collections for floral arrangements

Texts and References

- 1) Required (representative example): Hunter, *The Art of Floral Design*. 3rd edition. Cengage, 2013.
- 2) Supplemental: None

Exit Skills

Students having successfully completed this course exit with the following skills, competencies and/or knowledge:

- 1) Construct basic geometric floral designs.
- 2) Knowledge of the principles and elements of floral design including color theory, proportion, scale, and balance.
- 3) Use various floral products in the construction of basic floral designs including tape, wire, and oasis.
- 4) Analyze costs of basic designs including wholesale costs and retail pricing.
- 5) Compare and contrast basic floral arrangements.

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1) Demonstrate the basic principles and elements of floral design by producing floral designs in class activities.
- 2) Identify and select proper plant materials for floral designs.
- 3) Calculate the retail price of floral designs in order for a floral business to make a profit.