

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

ORNAMENTAL HORTICULTURE 118 – SPECIAL OCCASION FLORAL DESIGN

2 hours lecture, 3 hours laboratory, 3 units

Catalog Description

Learn to create unique floral arrangements used for parties, weddings, funerals and gala events. Arrangements will focus on the use of unusual and exotic flowers, containers and special mechanical props.

Prerequisite

“C” grade or higher or “Pass” in OH 114 or equivalent or one year high school floral design or trade experience

Entrance Skills

Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:

- 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 of various floral products in the construction of basic floral designs including tape, wire and oasis.
- 4) Compare and contrast basic floral arrangements.

Course Content

- 1) Use and constraints of outdoor locations
- 2) Commercial requirements for large floral designs
- 3) Site analysis
- 4) Use of pools and other water features
- 5) Color selection
- 6) Floral products, availability and use
- 7) Large arrangement mechanics
- 8) Use and selection of props
- 9) Cost estimation and cost analysis of designs and installations

Course Objectives

Students will be able to:

- 1) Recognize and discuss historical design styles and the specific elements of design including containers and organic materials which are inherent to those styles.
- 2) Identify various sympathy designs used in funeral work and the specific mechanics and materials necessary to the execution of those designs.
- 3) Analyze a venue in order to develop a customized design which addresses customer needs and site logistics for a special event to include: entry décor, tabletop designs, entertainment areas, etc. Create a complete event sales proposal including a range of common floral arrangements marketed in the floral industry to include rental equipment, linens, flowers, etc.
- 4) Construct a budget plan for the custom design to include a list of materials needed such as flowers, foliages, hard goods, decorative props, etc. Create a production schedule to outline flower processing, floral design timeline and delivery.

- 5) Independently design and construct floral arrangements from a completed event proposal implementing their sales proposal.

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:
 - a. Compare and contrast contemporary and historic design styles including design elements, containers, and organic materials.
 - b. Analyze a venue and determine the appropriate designs for the special event.
 - c. Develop a budget and production schedule for a special event including flowers, foliage, hard goods and props.
- 2) Exercises that measure students' ability to design and construct floral arrangements based on their sales proposal.

Special Materials Required of Student

Floral knife, wire cutters, hand pruners, ribbon scissors

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

Reading assignments

Texts and References

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

Student Learning Outcomes

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

- 1) Recognize and identify historic floral design styles related to special events.
- 2) Develop a customized design plan, event sales proposal, and production schedule related to a specific venue.
- 3) Design and construct floral arrangements from a completed event proposal.