
THE DAY COURSE....500 Hours
Floral Design...288 Hours
Floral Business Practices...212 Hours

Diploma In Floral Design & Floral Business Practices



Our Day Class consists of both Floral Designing & Shop Management. The floral design segment consists of two periods: The first is a lecture & demonstration period by the faculty. It is followed by a lab period in which the student, working with fresh flowers, performs under the guidance of the staff. While theory is by no means neglected, the student is given the maximum amount of time for individual achievement through actual design time. Each student takes home all completed designs. That means that s/he is getting great value. Approximately 100 distinctive designs are presented throughout the course. These include not only elementary but also advanced designs of every type & description. Thus this course may be considered a combination elementary & advanced course.

The designing that is presented are all commercially sound & tested for their practicality in actual flower shops. Because our student body is geographically diverse, floral skills that can be used anywhere in N. America or abroad are taught. Our instruction includes both traditional & contemporary styles. The student masters the fundamentals, & as his/her skill progresses learns many intricate & beautiful kinds of designs such as wedding designs, vase arrangements, flowers to wear, funeral flowers, & Christmas designs, discussed on the following pages. Illustrations in this catalog show various styles of designs used in the field. Specific designs & materials used in student practice may vary.

Wedding Designs



Today's florist must be a wedding specialist as well as an expert in all types of floral design. The bride looks to the florist & his/her knowledge of floral technique for advice.

Thus s/he must have a large resource of design ideas upon which to draw. A pleased bride can be a

good customer for many years, and so special care must be taken to make her flowers distinctive. To prepare the student in this aspect of floral art, each member of the class receives detailed instruction & practice in a large assortment of wedding designs of every description. In addition to bridal party flowers, floral wedding decorations for halls, etc. are included in the curriculum. This specialized wedding training prepares one for the fascinating & glamorous aspect of floral designing as a wedding floral consultant. Advanced floral training in this area is an important aspect of our program.

Vase Arrangements

To celebrate any occasion the distinctive vase arrangement is an ideal gift. The student applies theory of design including balance, proportion, etc. to the construction of actual vase arrangements such as the Hogarth, Triangle, Inverted T., Horizontal, Vertical, and Massed styles. Parallelism, pave, mille de fleur, and modular floral art are but some of the contemporary styles that students master. Both water based and foam techniques are stressed. European styling, and the latest American trends are emphasized. Centerpieces that meet special needs at such occasions as holiday dinners, weddings, & showers are taught. Party floral art, large & impressive is included in our curriculum. Students learn how to successfully integrate tropical flowers into their floral art. Be prepared to bring home beautiful creations that will be the envy of all your friends & relatives!!



Sympathy Designs

Expressing sympathy with flowers is but another part of the florist's work. The florist who shows by his masterful designing his concern & interest in the family, will keep the good will & friendship of his customers. The varied pieces include such possibilities as the Basket, Cross, Wreath, and Arrangements. Various techniques & styles of funeral designing are studied so that the student will be proficient no matter what part of the country s/he will be in. Just as important as the designing aspect, the proper etiquette, ethics and contemporary psychology of sympathy floral art is stressed. Most floral designers don't get emotionally involved in sympathy floral art. These are beautiful & impressive floral designs that bring comfort & meaning to the living.



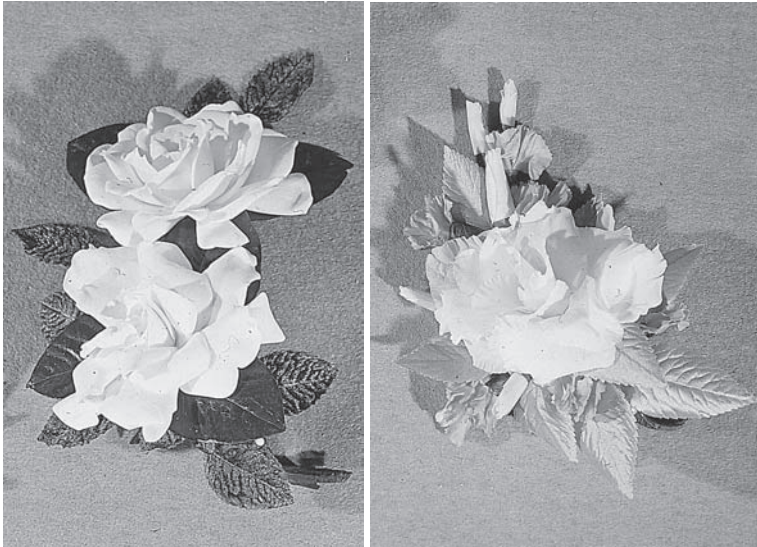
Christmas Decorations

In our Day Course we teach many different holiday floral designs. These include Thanksgiving, Easter, Valentine's Day, St. Patrick's Day, & Secretaries Day designs. But one holiday that has become one of the more important ones during the year is Christmas, simply due to the length of time that this holiday may be promoted & marketed. An entire genre of Christmas floral art has evolved, requiring very specialized floral art abilities & techniques. Traditional favorites such as the doorknocker as well as the more elaborate & lovely Christmas centerpiece are included. Christmas novelties are presented. Contemporary floral art techniques and styles are applied to holiday floral art. The designs in this segment are sure to be especially popular with those on your Christmas list!!!



Flowers to Wear

Fashion trends make this subject vital to all floral designers. Flowers are used as an accessory. Corsages and other flowers to wear can run from the very simple to the very elaborate. The work is intricate, and requires design skill. The use of various flowers as well as different techniques are taught. Flowers to wear can be an excellent source of profit to the floral designer, for the wholesale cost of the materials is relatively low, and the potential mark up can be excellent. In our course headpieces, wrist designs, and flowers to be worn on any part of the body are emphasized.



Novelties

Some floral designs are made to amuse or to entertain. These are called novelties. Novelty items give the student a chance to develop creativity and to experiment. People will often look at a lovely display of flowers, and take them for granted. Yet in most cases, a simple novelty of flowers will elicit a very strong positive response. (They are also fun to do!) It is therefore essential that the floral designer be capable of mastering this genre of floral art. Designs such as a flower poodle exemplify this kind of designing. The use of balloons to create unusual floral designs is but another area of novelty floral art. The baby novelty which says congratulations to the new mother is another special form of novelty.



Floral Business Practices

The Floral Business Practices section of the Day Course is a 212 hour segment that covers such topics as Management, Merchandising, Floriculture, & Floral Background. When you learn professional floral design techniques you become a designer. But it is only when you can profitably market your floral art that you become a professional. The knowledge presented in this segment of our program is important for the designer to profitably manage his own floral business. Some of the topics covered in the Floral Business Practices segment of our Day Course include:

Management

- Locating & Purchase Of Shops
- Shop Layout
- Interior Visual Merchandising
- Home Based Floral Businesses
- Store Equipment
- Flower Shop Supplies
- Buying
- Naming A Flower Shop
- Business Principles & Organization
- Credit & Collection
- Shop Procedures & Policy
- Delivery
- Telegraphing of Flowers
- Ethics
- Floral Organizations
- Pricing Methodology

Merchandising

- Salesmanship
- Sympathy Flower
 - Psychology & Sales
- Telephone Sales
- Types of Customers
- How To Promote Your Business
- Advertising Media
- Direct Mail
- Buying-What, Where,
 - & In What Amounts
- Controls
- Distribution Channels
- Marketing
- Window Display-Use of, Design
 - Elements, Architectural
 - Considerations, etc.
- Euro & Mass Merchandising

Floral Background

Historical & Sociological
Role Of The Floral Designer
Bridal Etiquette
How To Sell A Wedding
Wedding Accessories
Allied Items In A Flower Shop
Preparing For Flower Holidays
Flower Occasions
Floral Photography
Floral Demonstrations
Color & Design Theory
Floral Industry Trends



Floriculture

The Care & Handling
Of Flowers
Carnations, Miniature Carnations
Roses
Holland Flowers
Design Greens
Care & Handling Of Plants
For The Home
Dishgardens
Orchids
Exotics & Tropical Flowers