

# Rittners School of Floral Design

*Rittners School Of Floral  
Design In Boston Presents.....*



## **Welcome To Rittners Floral School Distance Education Resources**

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## **Digital Flower Arranging “Cookbooks!”**

Hi, Welcome to the Rittners School of Floral Design in Boston.

It's a pleasure welcoming you to this introduction to our digital flower arranging “cookbooks.”

Perhaps you are a seasoned pro.

Or maybe you have never touched a flower in your life! Floral designers-- regardless of whether they are seasoned professionals or new hobbyists are always on the look out for new and different looks and techniques.

We have something for everyone!

These “how-to-do-its” feature step-by-step instruction in a wide range of floral art from the simple to the complex.

The design at the left features equisetum, hypericum and calla lilies. It looks visually complex doesn't it? But making this kind of design is actually quite easy, that is.....**It is easy with the expert instruction from the Rittners Floral School team!!**



## Who Are These Digital Floral "Cookbooks" For?

These digital "how-to-do-its" are helpful for anyone with a love of flowers and a desire to learn more floral art.

Perhaps you are a hobbyist who would just love to take your hobby to a higher level... **These materials are for you!**

Working in a flower shop or floral business, but feel the need to continue to develop and master new skills or techniques? **These materials are for you!**

Are you a flower shop owner who would like to make his/her business more competitive? **These materials are for you!**

Have you taken a floral design course somewhere but want more advanced concepts and ideas? **These materials are for you!**

Perhaps you know some floral designing, but feel that there are just some skills and techniques that you know are lacking.....**These materials are for you!**

Are you someone who needs ways of unwinding and reducing stress after a hard day's work? **These materials are for you!**

Are you someone who would like to impress your family and friends with talents they never even dreamed you had? **These materials are for you!**

Are you planning to get married and are a daring person who wants to try doing her own flowers? **These materials are for you!**

Are you curious about tricks of the trade that can make designing with flowers much more streamlined and easy? **These materials are for you!**

**These "how-to-do-its" are for anyone who loves flowers and would like to learn more about floral art!**



## We Will Tell You What You Need To Make The Design

- Round Glass Container 12" across
- 2 Carnations
- 1 stem of daisy poms
- 2 stems of dendrobium orchids
- Galax leaves
- A willingness to experiment and learn
- Your Visa/MC to pay the very reasonable cost!



## We Will Tell You How To Make The Designs--IN DETAIL!

This design is fun and easy to make. It does require however, that you rid yourself of prior prejudices and biases....

In other words, this kind of design while seemingly classical at first, will end up being quite different from classical styles. If you are willing to just "let go" for a bit, these kinds of things can be lots of fun and give spectacular results.

So first step is a little deep breathing and resolve not to get overly hung up in prior techniques, approaches or aesthetics. Just try to relax and enjoy.....Now here is how to do it.....





## Anyone Can Learn To Design With Flowers---Anyone!

Anyone can learn to design with flowers! Some folks sometimes think that floral art is somehow some kind of magical, mystical esoteric body of knowledge, that only a chosen few who have "it" (undefined artistic skills), will be able to accomplish! **NONSENSE!**

Anyone can learn how to design with flowers!



For some it is easier. For some it requires a little more effort. But everyone can learn!

It's like driving an automobile or learning a language..... Make the effort and you can learn!

But there is an important aspect that can make the difference and can make the process of learning floral art faster, easier and far more enjoyable.

**What makes the difference?**

**RITTNERS  
SCHOOL  
FLORAL  
DESIGN**



345 Marlborough Street  
Boston, MA 02115  
Tel: 617-267-3824

## The Rittner Floral School Difference!

At Rittners Floral School we have a tradition of teaching floral designing that spans **over sixty years** making us one of the longest running programs of our kind in the United States....

Teaching floral art is all that we do... Not a secondary business.... Not a hobby.....

This kind of historical perspective puts us into a rather unique position....It means that we have seen lots of styles and approaches to floral art come and go.... But more importantly for you.....

It means that we have had the time and internal history through the years.....to perfect the very best techniques to teach floral designing efficiently.... and just as importantly.... to know how to do so in ways that are lots of fun.....

Through over sixty years of quality teaching, we've developed the internal continuity to learn and know what really works best (and what does not) in teaching floral art..... **And our diploma courses attract students from all over North America and abroad because we know what we are doing and are very good at it !**

Our floral art approach is fresh and exciting, funky and fun.....

But just as importantly.....It is also dictated by outstanding teaching methods and approaches..... This means that **you have specialists in floral design education who have developed these digital "how-to-do-its" for you.** Not just well meaning florists.



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The image shows a promotional graphic for Rittners School of Floral Design. On the left, a red vertical banner contains the school's name in a gold, cursive font and its contact information in a white, sans-serif font. On the right, a clear glass vase holds a vibrant floral arrangement featuring yellow roses, orange and red bird-of-paradise flowers, and red gerberas, all supported by several thin, light-colored wooden sticks. The vase is wrapped with a green material at the base and sits on a light-colored tiled surface against a black background.



We can show you how to take floral art, break it down.....

View it in different ways.....



And understand the component parts.....



What You Will Need

- Glass container, round sphere ideal
- Gummy medium
- Floral foam
- 12" x 14" white paper
- 12" x 14" white heavy cardstock
- Water

Let's get to the dirty get to... We usually start with the container...

Let's get to the dirty get to... We usually start with the container... The reason is that it is quite clean inside... The larger the container, the more flowers it will accommodate.



You will need round glassware like a vase that's very big to hold the foam.

Any round base will do. We used a container that is about 8 1/2 inches high and 6 inches wide and 6 inches deep.

Poppy Berries



Don't start with it! I don't know about you, but I love the visual effect of POPPY, and I always dress the flowers of the foam in the house... The advantage of the poppy berries is that you get a really nice all-over look... Don't miss the red beyond the usual, if the poppy berries provide a structural benefit.

Take a handful of poppy berries and place it on the middle of your container.



If possible, wear gloves if you're afraid bacteria or if you're not sure you may place the foam.

It's the combination of the foam, the gummy medium, and the poppy berries will make placing any large round floral much easier and more efficient. (That's the whole idea! Please don't be afraid!)



Let's take it to the next step... It's really easy to make this design.

Place your roses in the center of the poppy berries. Then to the edge of the glass container, place them in a ring...



# The Development Process For These Materials....

These floral design instructional materials have been created by members of our staff at Rittners Floral School. We are specialists in teaching floral design and **we love what we do!**

**The Rittner Floral School Team has really been enjoying the process of developing these e-books for YOU!**

Our team has spent many hours in our floral design lab planning and creating beautiful floral art.

Our floral photography studio has been working overtime producing the gorgeous photos that will facilitate your learning....

The instructional content of every single one of these **"how-to-do-its"** has been written by one of our staff floral specialists who has a Doctorate In Education as well as floral design skills.....

That combination of professional floral design know-how, real world teaching skills, and sound educational theory come together in materials that are easy to buy, download, follow and absorb. **Thousands of hours of development time have been invested in these digital floral design "cookbooks."**

Slowly, patiently, we guide you in detail from start to finish. Every digital publication is broken down carefully into easily followed steps enabling you to really see exactly how each floral design is constructed. And we tell you if there is any prerequisite knowledge needed.

## What Styles Are Taught?



There is no such thing as a "Rittner Style."

We believe that any good floral designer needs to be able to operate with a wide range of techniques, approaches and styles.

In our hands-on diploma courses at our school we present both classical approaches as well as cutting edge floral design techniques.



This philosophy and approach carries over into our digital floral design "cookbooks" as well.

As you have been looking at the various photos on these pages, you have seen designing that ranges from the traditional to the more "way out."



## In What Format Are These Materials Presented?



All of these "how-to-do-its" are in exactly the same format that you are reading here. They are in pdf document form easily accessible regardless of your computer platform.

NO muss. NO fuss---as to whether you have the latest bells and whistles on your computer.... PDF documents are quite easy to download and to open whether your operating system is Mac or Windows.....

**Not a video or DVD that you have to constantly replay and hope that you can take the appropriate notes from while watching..... THESE ARE YOUR NOTES!!**

You can store them in your computer without taking up any significant room!

Alternatively you could print these digital floral "cookbooks" and put them into a loose leaf binder. You could even place them in protective plastic pages, and keep them at your work bench while you are designing.... It's almost like having a cookbook near you while you are cooking and an expert teacher by your side! We think that the ability to actually have your instruction with you while you design, showing step by step the process of constructing the floral art is an approach that will make your learning & designing so much easier and fun!

**As you can see, we are quite excited about these wonderful floral design educational tools, and we are delighted to be able to make them available to you!**



## Large Clear Illustrations!!



We want you to really see how these things are made!!

Our expert floral photography has won graphic art awards.....

# Learn What You Want..... At Your Own Pace..... Whenever You Want To Learn It.....

One advantage of our little e-books is that you can pace yourself according to your own specific learning styles.

Are you the kind of person who likes to learn early in the morning or late at night?

Do you have a challenging schedule?

You can purchase and use any of these instructional materials at any hour of the day or night and study them at your convenience.... How neat!!!! **Earn bragging rights!---**  
**Impress your family and friends with the lovely floral designs that YOU will know how to make!**



(Want to find out how to finish this design? Buy the floral digital "cookbook!")

## I Bet They Are EXPENSIVE!!!!



**NOT!!!!!!!** (Well maybe that design above would be but the e-books are not!)

They are very attractively priced. In fact they are a bargain! They cost only \$12.50 for each e-book. That's right! \$12.50 for each floral design digital "cookbook!!"

Some of these resources teach one design. Others teach how to make two or more! We want to give you the kind of great value that our school is known for.....

After all.....If you are happy you'll buy more of these "how-to-do-its".....

**Maybe you will even take one of our hands-on diploma programs at our school.....**

## A Wonderful Gift For A Friend or Relative.....

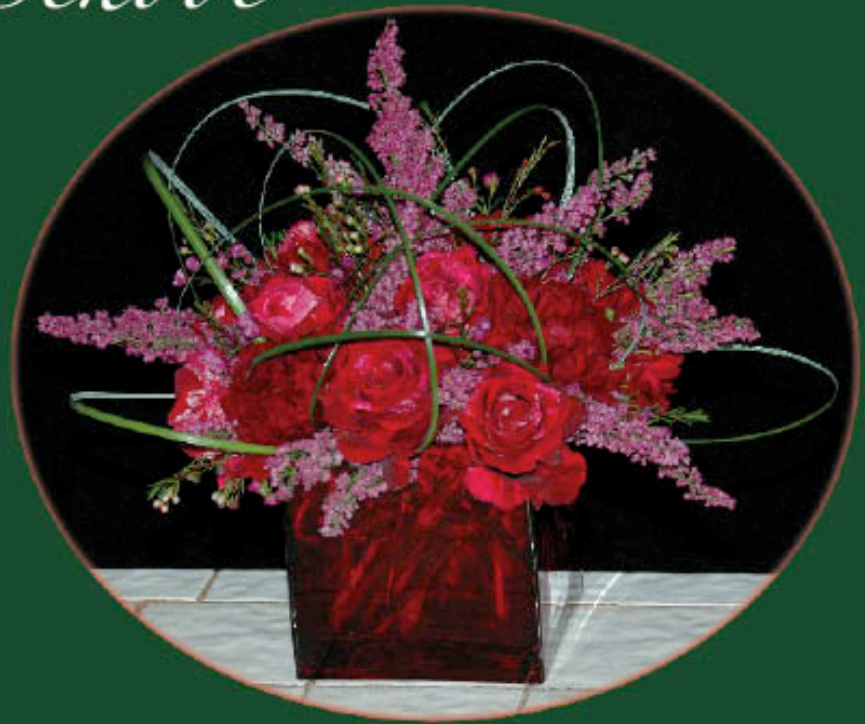


The gift of creativity is **always** in style..... **Want to show your loved ones you care? Send them to take one of our hands-on diploma courses.....**

On a budget? **Give them some of these terrific e-book, "how-to-do-its"**

Either way--They will love you...And you will be proud of the new skills they will acquire!

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Thank you for taking the time to review our floral digital "cookbooks".....If you liked what you have seen here, you will probably really enjoy these wonderful resources...

We certainly enjoyed sharing this information with you.

At Rittners Floral School in Boston we provide floral design instruction that includes a wide range of different styles and techniques. Folks attend Rittners Floral School from all over the US as well as abroad, because we are great floral designers, and just as importantly because we are outstanding teachers!!

In addition to these digital "how-to-do-its" **think of how much you could learn from one of our great hands-on programs!!** Why not consider taking one of our great workshop diploma courses at Rittners Floral School. (Hey we had to get that ad in. OK?)





Are you still here reading this thing?

You should be taking out your credit card and buying some of these floral design **how-to-do-it** "cookbooks."

Or you should be calling us and requesting a catalog to take a complete hands-on course with us.....

**Otherwise you will never know how to finish this design.....(There it sits....lonely....waiting for you to buy its instructions.....)**

You have to admit. It is large and impressive!

**DO IT NOW!!!!**

**Rittners Floral School  
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