

Floriculture 18059

Rationale Statement:

This course allows students to learn and practice the art of floral arranging. It also provides the opportunity for students to master the scientific principles of plant life processes and how they affect flower life. Today the green industry in the United States generates over \$147.8 billion per year. The retail and wholesale floral industry generates over \$6 billion each year. Opportunities for application of clinical and leadership skills are provided by participation in FFA through activities, conferences, career development events and agricultural proficiency awards. Each student will complete a Supervised Agricultural Experience Program/Internship.

Suggested grade level: 11-12

Topics covered:

- Careers
- Design
- Selection and storage of plant materials
- Corsage making
- Arrangements making
- Pricing and marketing
- Customer service

Indicator #1: Differentiate the factors and principles of the floriculture industry.

Bloom's Taxonomy Level	Standard and Examples
Understanding	<p>FL1.1 Identify the structure of the floriculture industry.</p> <p>Examples:</p> <ul style="list-style-type: none">• Examine jobs available in the retail flower business.• Explain the duties of various jobs in the retail flower business.• Compare and contrast the types of flower shops or businesses.• Explain the training requirements and opportunities in the floral industry.• Explain career opportunities in the floriculture industry.
Analyzing	<p>FL1.2 Relate how designs from historical periods influence contemporary floral designs.</p> <p>Examples:</p> <ul style="list-style-type: none">• Explain origins of many of the floral designs that are used today.• Compile photographs of floral designs from each historical period.• Classify floral designs from historical periods.
Creating	<p>FL1.3 Develop marketing and pricing strategies for retail floristry.</p> <p>Examples:</p> <ul style="list-style-type: none">• Create an invoice for sale using industry standard formulas.• Formulate a customer order both in-person and over the phone.• Make recommendations to customers.

Indicator #2: Illustrate the basic plant science principles that govern use of plants and flowers in the floriculture industry.

Bloom's Taxonomy Level	Standard and Examples
Applying	<p>FL2.1 Demonstrate the factors involved in identifying plants and flowers.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Illustrate the four basic parts of a plant. • Illustrate the functions of the basic parts of a plant. • Illustrate the parts of a flower. • Distinguish between different types of inflorescence. • Illustrate the different leaf arrangement patterns. • Illustrate different types of leaf venation and leaf margins. • Illustrate different leaf types. • Compare and contrast the differences and similarities between annuals, perennials and biennials.
Analyzing	<p>FL2.2 Classify cut flowers and greens for use in floral arrangements.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Classify flowers according to four groups based of form and shape. • Classify the most commonly used cut flowers. • Classify the most commonly used foliages. • Classify the availability of flowers and foliages. • Classify the colors in which flowers are available.
Applying	<p>FL2.3 Demonstrate how plant processes affect shelf life.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Examine causes of premature flower deterioration. • Demonstrate the steps in handling a shipment of fresh cut flowers. • Demonstrate proper stem treatment. • Examine the benefits and actions of floral preservatives. • Demonstrate the storing requirements of flowers and foliages. • Demonstrate how flowers should be handled in the home of the consumer.

Indicator #3: Demonstrate the basic mechanics and supplies used in floral design.

Bloom's Taxonomy Level	Standard and Examples
Applying	<p>FL3.1 Demonstrate uses of tools and supplies used in floral design.</p> <p>Examples:</p> <ul style="list-style-type: none">• Use appropriate containers for a variety of floral designs.• Use different types of floral foam.• Demonstrate the proper methods for soaking all types of floral foam.• Use various adhesives in floral design.• Use appropriate cutting tools for floral design work.• Use various types of picks used in floral arrangement.• Use proper gauge of florist wire for a given function.• Demonstrate various methods of wiring fresh flowers.• Construct a florist's bow from several sizes of ribbon.• Demonstrate taping of fresh flowers.

Indicator #4: Create floral arrangements using the principles and elements of design.

Bloom's Taxonomy Level	Standard and Examples
Creating	<p>FL4.1 Construct floral arrangements using the basic principles and elements of design.</p> <p>Examples:</p> <ul style="list-style-type: none">• Create an arrangement that demonstrates focal point.• Create an arrangement with proper proportion and scale.• Create a poster showing floral arrangements of various color schemes.• Create an arrangement that explains design elements of line, form, texture and color.

Evaluating	<p>FL4.2 Evaluate floral designs.</p> <p>Examples:</p> <ul style="list-style-type: none">• Evaluate boutonnieres and corsages.• Evaluate a bud vase arrangement.• Evaluate a round arrangement.• Evaluate a triangular arrangement.• Evaluate a line arrangement.• Evaluate a wreath.• Critique the basic color schemes used in floral design.• Judge photographs of floral arrangements showing balance, proportion, scale, focal point, emphasis, rhythm, harmony and unity.
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