Course Outline

Course Title: Floral Design I, OHT 207  
Monday 12:30 – 4:10pm, Horticulture Green House, Rm. HG100  

Course Instructor: Alisha S. Bell, AIFD  
Cell: 856.357.4250, email: asb@alishasimone.com

Text: The Art of Floral Design 3rd  
Author: Norah Hunter

Course Catalog Description: Basic elements and principles of design as applied to floral arranging. Primary designs taught will include centerpiece, vase and wearable flowers. Emphasis will be placed on learning floral and greens materials and mechanics used in the industry.

Objective: To learn the elements of floral design and also plant materials and mechanics used in a floral shop. The course will also cover various floral design business operations and procedures. The course will include lecture material as well as designing arrangements in lab.

Attendance: Students will be expected to be on time and attend each lecture and lab. Due to the nature of the class, no make-up labs will be offered. Therefore, 10% of the student grade will be deducted after 2 unexcused absences, unless excused by the instructor prior to the absences.

Cell Phone Policy: Cell phones are a distraction to those around you. MCCC has restricted their use in the classroom. Please have respect for your classmates and the instructor by turning off your phone for the duration of class. If you must make a phone call, please do so during a break or after class. This policy also prohibits the practice of text messaging during class time. Points will be deducted
from your lab grade if you are found using your cell phone including text messaging. No earphone usage during class.

**Lab Tools:** During every class you will need the following tools
- Sharp Floral Knife
- Pruners/Wire Cutters
- Scissors
- Optional: Apron or gloves
(There are tools available if you forget to bring your own)

**Clean-up Policy:** You are responsible for cleaning up your entire workspace. It should be spotless at the conclusion of lab. Please do not leave until your workspace has been cleaned, all supplies and flowers are stored away and your area inspected. You are required to return all containers you use!!! All students are required to take turns emptying the trash and compost materials bins after every class!

**Grading:**
- Lab Designs 45%
- Midterm Exam 15%
- Quizzes 15%
- Final Exam 15%
- Portfolio Project 10%

**MCCC Grading System:**
- A 93-100
- A- 90-92
- B+ 87-89
- B 83-86
- B- 80-82
- C+ 77-79
- C 70-76
- D 60-69
- F 0-59
You are always encouraged to share opinions and ideas with the class. Feel free to use your inner creativity and share ideas. Never hesitate to ask questions in class. If you wish to cover a particular area of floral design please feel free to bring it to my attention. We all learn from each other.

Schedule of Lectures and Labs

SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE WITHOUT NOTICE!

August 25, 2014
Introduction and Course Review

September 1, 2014 NO CLASS- LABOR DAY HOLIDAY

September 8, 2014
Hands On Floral Preparation, Purchasing and Conditioning
Elements & Principals of Design
Proper use of Floral Tools and Mechanics
Floral ID
Bow Making and Round Design

September 15, 2014
Quiz #1
Elements & Principals of Design
Flower and Foliage Forms
Pricing of flowers and Hard Goods
Color Theory and Trends
Floral ID
One Sided Arrangement

September 22, 2014
QUIZ #2
Continuation of Elements and Principals
Key Elements to Design
Floral ID
Mug Arrangement
September 29, 2014
QUIZ # 3
Concepts for round, Centerpiece, Asymmetrical and Symmetrical designs
Designing in a vase without foam
Care and Handling of Flower Arrangements
Sales, Order Taking and Customer Service in a flower shop
Flower ID
Basket Designs

October 6, 2014
QUIZ # 4
Shapes of Floral Arrangements
Purposes and Occasions for fresh and artificial arrangements
How Artificial, Dried and Fresh Floral Design Differ
Flower ID
Centerpiece Design

October 13, 2014
QUIZ #5
Funeral Arrangements
Pricing, Retail Display and Flower Shop Management
Flower ID
Mid Term Review
Wreath Design

October 20, 2014
Midterm Exam

October 27, 2014
QUIZ # 6
Designing with Roses, Bud Vase, Half and Dozen Arrangement
Selling and Servicing
Transporting Flower Arrangements
Floral ID
Bud Vase
November 3, 2014
Quiz #7
Flowers to Wear
Creating Body Flowers
Techniques of Wiring Flowers
Flower ID
Corsage and Boutonniere Design

November 10, 2014
Quiz #8
Design Bouquets: European Hand Tied, Loose Presentation & Nosegay
Wholesale, Retail and Growers Perspective
Flower ID
Bouquet Design

November 17, 2014
QUIZ # 9
Oriental Style of Design
Vertical & Horizontal Design
Large Vase Designs

November 24, 2014
Quiz #10
Texture and Fragrance
Thanksgiving Centerpiece / Cornucopia Design

December 1, 2014
Presentations of Portfolio Projects
Field Trip to Wholesale Floral Supplier
Final Exam Review
*Feel Free to Bring in elements from home for lab
Wreath making workshop

December 8, 2014
FINAL EXAM
Presentations of Portfolio Projects
All of the arrangements made in class will be graded prior to you leaving the lab. You are encouraged to be creative and bring things with you that will enhance your arrangement. I will be providing the flowers and hard goods, but you are encouraged to bring any household items or things found in nature that you can use to enhance your arrangement.

You are only limited by your imagination. You will be taking all your arrangements home with you after every lab, so all personal items will always be with you. **When you use a container from class, please bring it back by the following lab.**

Containers are the property of MCCC, please be sure to return them on time and you are responsible for the replacement costs if the container is damaged or unreturned.

**Floral Arrangement Grading Criteria (Lab Design Grade)**
- Executes the Elements of Floral Design Properly (40 points)
- Floral Piece Conveys the Theme or Needs of the Client (30 points)
- Mechanics of the Piece are hidden and Arrangement can be Easily Moved (15 points)
- Use of Creative Materials and Materials are Well Used (15 points)

You will be graded out of a possible 100 points. All arrangements will be averaged together to form your final Lab Design Grade, which is worth 45% of your final grade.

**Project - Portfolio Presentations** Due on Monday, December 1, 2014
A portfolio is a great way to showcase your floral design work. You are encouraged to photograph your design every week. You can either take the picture in class or at home.

At the end of the semester compile all of the pictures and arrange them into a portfolio. The portfolio should be large enough, so the pictures are easily visible. However, it should be small enough, so it can travel to interviews and not be obtrusive. A “photo book” style would probably work best. A black background will showcase the colors in your designs the best. You will be asked to show your portfolio on the date it is due.
You may want to bring a camera with you to document your floral work for a future portfolio (It is better to photograph a design before it takes the ride home in the car!)

LETS HAVE SOME FUN!!