

Northern York County School District Curriculum	
<b>Course Name</b>	Floral Design and Marketing
<b>Grade Level</b>	Grade 9-12
<b>Credits</b>	Semester Course 0.50 credits
<b>Instructional Procedures</b>	Methods of instruction include lecture, multi-media presentations, demonstrations, discussion, journal reviews, research, projects, and various methods of assessment.

Unit 1	Tools of the Floral Trade			
Time Frame	1 week			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education	Keystone Blueprint Alignment	Terminology
<p>Components of the trade</p> <p>Floral tool safety</p> <p>Industry sizes, materials, and uses of ribbon</p> <p>Industry sizes and uses of floral wire</p>	<p>What are primary tools of the floral trade?</p> <p>What are the purposes of the floral tools?</p> <p>What safety precautions must be used during tool use?</p> <p>What are industry ribbon sizes and purposes?</p> <p>What are industry wire gauges and purposes?</p>	<p>CS.01.01.01.c. Work independently and in group settings to accomplish a task.</p> <p>CS.07.04. Assess workplace safety</p> <p>CS.07.01.01.a. Implement the health and safety policies and procedures relevant to AFNR careers.</p> <p>CS.08.01. Evaluate and select the appropriate tool to perform a given task.</p> <p>CS.08.03 Maintain tools for efficient use</p>		<p>Floral Knife, Wire Cutters, Pruning Shears, Scissors, Rose Strippers</p> <p>1,3,7,9,40 Ribbon</p> <p>16, 18, 20,22, 24, 26,28,30 Floral Wire</p> <p>Paddle Wire, Mechanics, attaching mechanics, binding mechanics, foam, floral cages, kenzans, corsage mechanics, cutting tools, piercing tools, construction tools</p>

Unit 2	Flower and Foliage Morphology			
Timeframe	2 weeks			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education	Keystone Alignment	Terminology
<p>Flower structure and functions.</p> <p>Floral inflorescence classification</p> <p>Leaf morphology</p> <p>Flower form</p>	<p>How are flowers classified in the floral industry?</p> <p>What functions do various flowers parts serve?</p> <p>How are flowers botanically classified?</p> <p>What are the identifying characteristics of leaves: shapes, margins, and tips &amp; bases?</p>	<p>3.3.10 A Explain the structural and functional similarities and differences found among living things.</p> <p>3.3.10 B Describe and explain the chemical and structural basis of living organisms.</p> <p>PS.01.02.Apply knowledge of plant anatomy and the functions of plant structures to activities associated with plant systems.</p> <p>PS.01.02.05.b. Identify the different types of flowers and flower forms.</p> <p>PS.01.02.04.c. Explain the relationships between leaf structure and functions and plant management practices.</p>	<p>Bio.A.1.2 Describe relationships between structure and function at biological levels of organization.</p> <p><b>BIO.A.3.2</b> Identify and describe how organisms obtain and transform energy for their life processes.</p>	<p>Sepals, calyx, tepals, perianth, petals, corolla, stamens, androecium, anther, pollen, filament, pistils, gynoecium, stigma, style, ovary, carpel, ovules, receptacle, solitary flowers, foliage, inflorescence, florets, peduncle, pedicels, bracts, axils, spikes, raceme, panicle, corymbs, cyme, umbel, spadix, spathe, catkin, head, ray flowers, disc flowers, line material, form material, mass material, filler material</p>

Unit 3	Elements and Principles of Floral Design			
Timeframe	2.5 weeks			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education	Keystone Alignment	Terminology
<p>Elements of Floral Design</p> <p>Principles of Floral Design</p>	<p>What are the essential elements of floral design?</p> <p>What is the importance of the elements in a floral design?</p> <p>How are the elements of design used together to create proper floral design?</p>	<p>PS.04.01.01.a. Define design and identify design elements.</p> <p>PS.04.01.02.a. Discuss the applications of art in agriculture/horticulture.</p> <p>PS.04.01.01.b. Explain design elements of line, form, texture and color and express the visual effect each has on the viewer.</p>		<p>Elements of design, line, form, space, texture, pattern, fragrance, size, color, primary principles of design, secondary principles of design, balance, proportion, scale, dominance, emphasis, focal point, accent, contrast, opposition, tension, variation, rhythm, depth, repetition, transition, harmony, unity</p>

Unit 4	Color			
Timeframe	3 days			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education	Keystone Alignment	Terminology
Psychology and use of colors  Colors classification: primary, secondary, or tertiary  Color schemes	How are colors used in floral designs?  What are the psychological effects of different colors of flowers i.e. warm, advancing, cool, receding	PS.04.01.01.b. Explain design elements of line, form, texture and color and express the visual effect each has on the viewer.  PS.04.01.01.a. Define design and identify design elements.  PS.04.01.02.a. Discuss the applications of art in agriculture/horticulture.		Color, hue, value, gray scale, shade, tint, tone, chroma, pigment, intensity, saturation, color wheel, primary colors, secondary colors, tertiary colors, color harmonies,

Unit 5	Flower Arranging			
Time Frame	2.5 weeks			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education	Keystone Blueprint Alignment	Terminology
<p>Common shapes of Floral designs</p> <p>Proper mechanics of design construction</p>	<p>What are the primary shapes of floral designs?</p> <p>How do the applications of various designs compare? Contrast?</p> <p>How do the construction methods of each design compare? Contrast?</p> <p>How is the design height / width established?</p> <p>How is focal point achieved?</p> <p>How are materials properly secured or fastened?</p>	<p>PS.04.01.01.c. Select plants, hard goods, supply and other materials for use in a design based on a range of criteria.</p> <p>PS.04.01.02.c. Create and implement designs by following established principles of art.</p> <p>CS.01.01.01.c. Work independently and in group settings to accomplish a task.</p> <p>CS.01.01.03.c. Implement an effective project plan.</p>		<p>Flower Wrap</p> <p>Bud Vase</p> <p>Equilateral triangle arrangement</p> <p>Round/oval Arrangement</p> <p>Line Design</p> <p>Mechanics</p> <p>Design height</p> <p>Breaking the Edge</p> <p>Perimeter flowers</p> <p>Leather leaf</p> <p>Floral preservative</p> <p>Oasis</p> <p>Sheet moss</p> <p>Greening Pins</p>

Unit 6	Careers in the Floriculture Industry			
Timeframe	1 week			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education		Terminology
Leadership and Career Development: Employability Skills:	1. What career opportunities exist in plant science?	2.1. Research career information and resources for use in career decision making  2.3. Understand the necessity of continuing education and lifelong learning to enhance career ladder development		
Career Exploration	1. What career opportunities exist in floral design and plant Science?  2. What advanced training and/or postsecondary education options exists within the career field?	3.1. Identify career opportunities in floral design and plant science.  3.2. Identify advanced training and postsecondary education options in plant science.		
Leadership and Career Development: Employability Skills	1. What soft skills or social skills are required to be successful in this agricultural career strand?	3.3. Demonstrate problem solving techniques  3.4. Understand diversity and work effectively with all individuals  3.5. Work independently and be self motivated		

Unit 7	FFA Overview			
Timeframe	3 days			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education	Keystone Blueprint Alignment	Terminology
<p>Leadership and Career Development</p> <p>Purpose, Structure, and Offices of FFA</p> <p>Functions of FFA</p>	<p>1. What is the history of the FFA?</p> <p>2. What is the meaning of the traditions and symbolism used by the FFA?</p> <p>3. How is the FFA structured and organized to benefit efficiency and opportunity?</p> <p>4. What activities are available through FFA participation?</p>	<p>5.1. Identify the aims, purposes and structures of the FFA</p> <p>5.2. Explain FFA tradition and principles</p> <p>5.3. Describe the historical development of the FFA</p> <p>5.4. Participate in Career Development Events related to floriculture and/or plant science</p>		<ul style="list-style-type: none"> <li>• FFA</li> <li>• SAE</li> <li>• CDE</li> </ul>

Unit 8	Floral Design History			
Time Frame	4 days			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education	Keystone Blueprint Alignment	Terminology
Periods of floral design history	What were the influential historical periods of floral design?	PS.04.01.01.a. Define design and identify design elements.		Egyptian Greek Roman Byzantine Middle Ages Renaissance Baroque Dutch-Flemish French Periods English Periods Early American Periods Chinese Ikebana Western Style
Floral designs of historical periods	What floral designs characterized each of the historical periods?			



Unit 9	Floriculture Plant Identification			
Time Frame	2 weeks			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education	Keystone Blueprint Alignment	Terminology
<p>Classification of plants</p> <p>Binomial nomenclature of plants</p> <p>Identification of floriculture plants</p>	<p>How are plants classified?</p> <p>Why is plant classification important?</p> <p>What plant taxa are used in floriculture plants?</p> <p>How is scientific name expressed in written form?</p> <p>How do floriculture plants compare? Contrast?</p> <p>How are floriculture plant identified and recognized?</p>	<p>CS.01.01.03.c. Implement an effective project plan.</p> <p>PS.01.01.01.a. Explain systems used to classify plants.</p> <p>PS.01.01.01.b. Compare and contrast the hierarchical classification of agricultural plants.</p> <p>PS.01.01.02.a. Describe the morphological characteristics used to identify agricultural plants.</p> <p>PS.01.01.02.b. Identify agriculturally important plants by common names.</p> <p>PS.01.02. Apply knowledge of plant anatomy and the functions of plant structures to activities associated with plant systems.</p>	<p>Bio.A.1.2 (structure and function)</p>	<p>Carol Linneus</p> <p>Taxonomy</p> <p>Binomial nomenclature</p> <p>Common Name</p> <p>Kingdom, phylum, class, order, family, genus, species, variety, cultivar,</p>

Unit 10	Personal Flowers			
Time Frame	2 Weeks			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education	Keystone Blueprint Alignment	Terminology
<p>Body Flower Types</p> <p>Body Flower Accessories</p> <p>Body Flower Construction</p>	<p>What are the primary body flowers?</p> <p>What are the accessories needed for corsages and boutonnieres?</p> <p>How are boutonnieres constructed?</p> <p>How are bows constructed?</p> <p>How are wrist corsages constructed?</p> <p>What are alternatives to corsages?</p>	<p>PS.04.01.01.c. Select plants, hard goods, supply and other materials for use in a design based on a range of criteria.</p> <p>PS.04.01.02.c. Create and implement designs by following established principles of art.</p> <p>CS.01.01.01.c. Work independently and in group settings to accomplish a task.</p> <p>CS.01.01.03.c. Implement an effective project plan.</p>		<p>Wiring</p> <p>Taping</p> <p>Personal flowers</p> <p>Boutonniere</p> <p>Corsage</p> <p>Wrist corsage Chaplet</p> <p>Lei</p> <p>Composite flowers</p> <p>Floral jewelry</p> <p>Ribbon loop</p> <p>Ribbon Tails</p> <p>Tussie-Mussie</p>

Unit 11	Fresh Flower Care and Handling			
Time Frame	1 week			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education	Keystone Blueprint Alignment	Terminology
General Post-Harvest Physiology of Cut Flowers  Floral Chain of Life	How are flowers handled for optimal vase-life?	PS.03.05.03.b. Explain the proper conditions to maintain the quality of plants and plant products held in storage.	<b>BIO.A.2.1</b> Describe how the unique properties of water support life on Earth.	Vase-Life
	Why do flowers senesce?	PS.03.05.04.b.Demonstrate techniques for grading, handling and packaging plants and plant products for distribution.  CS.01.01.01.c. Work independently and in group settings to accomplish a task.  CS.01.04.01.c. Perform tasks with integrity.	<b>BIO.A.4.1</b> Identify and describe the cell structures involved in transport of materials into, out of, and throughout a cell.	Senescence
	What causes flowers to wilt?		<b>BIO.A.3.2</b> Identify and describe how organisms obtain and transform energy for their life processes.	Post-Harvest Physiology
	How are flower coolers and buckets properly maintained?			Cutting Angle
	Why are most flowers cut at a 45 degree angle?			Embolism
	Why is luke warm water used for most flowers?			Bent-Neck
	How does processing of certain flowers compare/contrast with others?			Hydration
	How do the chemicals in floral preservative assist in vase-life?			Conditioning
				Pulsing
				Transpiration
				Ethylene
				Floral Preservative
				Cutting Angle
				Total Dissolved Solids
				Acidifiers
				Biocides
				Growth Regulators
				Wetting Agents
				Guard Petals

Unit 12	Permanent and Preserved Botanicals			
Time Frame	1 week			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education	Keystone Blueprint Alignment	Terminology
Methods of flower collection and preservation	What is the value in floral preservation? Which flowers are suitable for preservation? What are the methods and techniques of floral preservation?	PS.03.05.03.b. Explain the proper conditions to maintain the quality of plants and plant products held in storage.  PS.03.05.04.b.Demonstrate techniques for grading, handling and packaging plants and plant products for distribution.  CS.01.01.01.c. Work independently and in group settings to accomplish a task.	<b>BIO.B.4.2</b> Describe interactions and relationships in an ecosystem.	Artificial flowers Permanent flowers and foliage Fabric flowers Plastic flowers PVC flowers Botanically correct Latex botanical flower Double petaled, hand-wrapped, molded-stem, natural stemmed, bush, petal count Preserved flowers/foilage, glycerin, dried flowers, everlasting, desiccant, silica gel, freeze drying, air drying, rack drying, hanging, kiln drying, microwave drying, pressing, potpourri,
			<b>BIO.A.2.1</b> Describe how the unique properties of water support life on Earth.	
			<b>BIO.A.2.3</b> Explain how enzymes regulate biochemical reactions within a cell.	

Unit 13	The Retail Floral Industry			
Time Frame	3 days			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education	Keystone Blueprint Alignment	Terminology
<p>Types and locations of floral shops</p> <p>Duties of floral shop workers</p> <p>Flower shop layout and design</p> <p>Floral product display</p>	<p>How are flowers bought and sold locally and globally?</p> <p>What are the types and locations flowers could be marketed?</p> <p>What are the advantages and disadvantages of each?</p> <p>What are the duty areas and their purpose within a flower shop?</p> <p>What is the optimum layout for a floral shop?</p>	<p>CS.03.01.02.a. Describe the various types and uses of resumes.</p> <p>CS.05.01.01.a. List ways an organization can be evaluated based on its customer satisfaction and service operations.</p> <p>ABS.06.03.01.b. Determine marketing strategies that are most likely to be effective in an AFNR business.</p> <p>ABS.06.04.01.b. Develop advertising campaigns that promote products and services.</p>		<p>Floral industry, Florist, Retailing, Wholesaling, Logo, Wire service, Full-Service Flower Shop, Specialty Flower Shop, Limited-Service Flower Shops, Flower Merchandiser, Free-standing flower shop, strip-center flower shop, shopping mall, business complex, downtown location, floral department</p> <p>Display area, customer service area, design work area, storage area, inventory, perishables, hard goods, refrigeration area-storage and display, accounting/business area</p> <p>Owner, manager, sales, design, delivery, accounting</p>

Unit 14	Pricing and Ordering			
Time Frame	3 days week			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education	Keystone Blueprint Alignment	Terminology
Floral Shop Pricing Floral Shop Orders	<p>How are flowers priced in the wholesale market?</p> <p>How are retail prices of flowers calculated?</p> <p>How are prices for arrangements calculated?</p> <p>Is there a difference between supplies and fresh product in calculating prices?</p> <p>What are the essential parts of a floral order form?</p>	<p>CS.01.01.01.c. Work independently and in group settings to accomplish a task.</p> <p>CS.01.04.01.c. Perform tasks with integrity.</p> <p>CS.03.01.01.b. Select the appropriate form of technical and business writing or communication for a specific situation.</p>		<p>Labor</p> <p>Mark-up</p> <p>Overhead</p> <p>Operating Expenses</p> <p>Floral Shop Order Form Items</p> <p>Relay Fee</p> <p>Sales tax</p> <p>Wholesale</p> <p>Retail</p> <p>Fresh Product</p> <p>Supplies</p>

Unit 15	Sales and Customer Service			
Time Frame	4 days			
Key Concepts	Essential Questions	PA Content Standards for Secondary Agricultural Education	Keystone Blueprint Alignment	Terminology
<b>Types of Customers</b>  <b>Qualities of Salesmanship</b>  <b>Telephone Orders</b>  <b>Calculating Costs</b>  <b>Successful Sales</b>	<p>What are primary points regarding sales to the public?</p> <p>What are some of the essential points of selling a product?</p> <p>What are necessary telephone skills in placing wholesale and receiving orders?</p>	<p>CS.02.04.01.a. Describe the skills necessary to think critically and creatively.</p> <p>CS.02.05.01.a. Describe skills used to cope with different situations.</p>		<p>Marketing</p> <p>Advertising</p> <p>Media</p> <p>Open House</p> <p>Promotion</p> <p>Publicity</p> <p>Loss Leader</p> <p>Turnover</p> <p>Target market</p> <p>Niche Market</p> <p>Circulation area</p> <p>Demographics</p> <p>Psychographics</p> <p>Customer</p> <p>Customer Service</p> <p>Customer Base</p> <p>Decided customer</p> <p>Undecided Customer</p> <p>Browser, Selling, Foot traffic, Walk-in, Impulse sale, up-sell</p>

## Course Overview:

A course designed to develop skills in floriculture and the techniques used to develop and complete a variety of retail items normally sold in a retail florist business. The skills learned are necessary to gain and maintain employment in the retail florist industry.

## Grading Procedures:

93-100	=	A	(excellent progress)
85-92	=	B	(above average progress)
77-84	=	C	(average progress)
70-76	=	D	(below average progress)
Below 70	=	F	(failing)
Unfinished	=	I	(some incomplete work)

## Assessments:

Class assignments, Presentations, Unit Quizzes, Task Performance (demonstrations and arrangements)

## Resources/Materials:

Hunter, Norah T., The Art of Floral Design Second Edition Delmar 2000.

Ingels, Jack E. Ornamental Horticulture. Science, Operations, & Management. New York: Delmar. 1994

Floral Design Institute ([www.floraldesigninstitute.com](http://www.floraldesigninstitute.com))

The American Institute of Floral Designers, The AIFD Guide to Floral Design: Terms, Techniques, and Traditions. Intelvid Group 2005

Floriculture CDE Rules

Computer, projector, SmartBoard, work tables

Fresh, Silk, and dried Flowers

Floral Cooler

Floral Supplies (see attached list)