

## Standards and Competencies for Floral Design (Course # 5164)

	Begin-End Yr
Standard 1 - Evaluate the history of the florist industry and career opportunities in the retail/wholesale trade.	2009 -
1.1 - Examine and explain the history of floral design.	2009 -
1.2 - Research and write a report on the career opportunities in the retail florist business.	2009 -
1.3 - Examine local jobs available in the retail flower business.	2009 -
1.4 - Evaluate the training requirements for a job in the retail floral shops.	2009 -
Standard 2 - Assess basic communication and business skills needed to manage a wholesale or a retail florist business.	2009 -
2.1 - Assess changes in needed floral materials due to seasonal changes in demand for floral products.	2009 -
2.2 - Figure the cost of a floral bill of materials.	2009 -
2.3 - Evaluate the use of financial software and tools for keeping records in the floral industry.	2009 -
2.4 - Examine the proper telephone etiquette used in the floral industry.	2009 -
2.5 - Examine the procedures for making a sale to prospective customers.	2009 -
2.6 - Analyze the production costs of the important floriculture crops.	2009 -
Standard 3 - Evaluate design and illustrate construction principles used to prepare floral arrangements.	2009 -
3.1 - Evaluate and explain the basic principles of floral design.	2009 -
3.2 - Examine the basic floral design shapes used in the floral industry.	2009 -
3.3 - Illustrate basic floral construction principles.	2009 -
3.4 - Evaluate design software that can be used in the floral industry.	2009 -
Standard 4 - Assess the use of commonly cut flowers, greenery and indoor plants for private and commercial floral arrangements.	2009 -
4.1 - Explain the use of cut flowers, greenery and indoor plants, based on form and shape.	2009 -
4.2 - Analyze and explain traits of the most commonly used cut flowers and indoor plants.	2009 -
4.3 - Evaluate the seasonal availability of flowers, foliage and indoor plants.	2009 -
4.4 - Relate colors in which flowers are available to seasonal demands for floral arrangements.	2009 -
4.5 - Compare the methods for keeping a variety of high quality flowers.	2009 -
4.6 - Evaluate the use of the most common indoor flowering and foliage plants.	2009 -
4.7 - Evaluate the effect of environmental conditions on floral arrangement longevity.	2009 -
4.8 - Examine techniques for using indoor plants for decoration	2009 -
4.9 - Create private and commercial floral arrangements with cut flowers and greenery.	2009 -
Standard 5 - Assess and demonstrate the use of dried and permanent flowers in the floral industry.	2009 -
5.1 - Evaluate and explain the processes of design, preservation and care of dried and permanent materials.	2009 -
5.2 - Compare commonly used materials used in dried floral arrangements.	2009 -
5.3 - Select materials needed for silk, dried and permanent flowers.	2009 -
5.4 - Evaluate and explain methods for drying and preserving floral materials.	2009 -
5.5 - Create private and commercial floral arrangements with dried or artificial flowers and greenery.	2009 -
Standard 6 - Assess techniques used to coordinate and construct a complete special event order.	2009 -
6.1 - Complete an order form for a special occasion.	2009 -
6.2 - Evaluate the decoration needs for a special event using floral arrangements.	2009 -
Standard 7 - Demonstrate premier leadership and personal growth needed in the floral design industry.	2009 -
7.1 - Demonstrate public speaking abilities through oral presentations and participating in career development events.	2009 -
7.2 - Evaluate professional organizations and compare membership requirements.	2009 -
7.3 - Examine certification programs for retail florists.	2009 -
7.4 - Determine what is needed in a business plan for a supervised agricultural experience program in floriculture.	2009 -
7.5 - Evaluate the use of appropriate business etiquette in a meeting.	2009 -