

Objective: Hands on approach for learning the fundamental skills needed to start a career in a flower shop or as a freelance floral designer.

Week 1

Proper flower care and handling
Botanical identification
Season availability
Import flowers and local flowers
proper sanitation
What being a floral designer means

Design Lab

Proper use of floral knife
types of floral tools
wire and taping techniques
Bow making
Getting to know your materials

Week 2

Continuation of week 2
Expand Proper flower care and handling - flower longevity
Expand on botanical identification
Different types of floral mechanics

Design Lab

Corsage and boutonniere making
Using cold glue
Creating floral head pieces
1 Dozen roses
wrapping bouquets

Week 3

Color theory and the color wheel
Design Principles
Choosing the right blooms for your designs
Color enhancing flowers
Explore trendy design styles

Design Lab

Create vase arrangements
Create low arrangements
Experiment with color enhancing

Week 4

Floral armatures
Explore Different types of design styles
High Style Centerpieces
Intro to wedding work

Design Lab

High style centerpiece
Hand tied bridal bouquets
wrapping bridal bouquets for delivery
Open design

Week 5 Business focus

Continue on Types of wedding bouquet styles
Industry pricing
How to place an order
Create photo collages for clients
Getting a tax ID number
Visiting local wholesaler and opening an account

Design Lab

practice what you like
garden style bouquet
Cascade bouquet

Week 6

Review week - This week will be open for discussion and to practice your newly learned skills. You will create your own flower order and sketch out your final designs. You will have the week to design for your portfolio and have the opportunity to have those images photographed for your portfolio. There is a \$200 credit for this included in your class cost. If you'd like to order more you can do so at your own expense .

Design Lab

Review and practice past labs
Have your designs professional photographed for your portfolio

All materials and fresh flowers needed will be included* Light snacks and beverages will be included.

* excluding any additional you want for week 6 portfolio work

Course fee \$3750 - No refunds - We will support your learning any way we can.