

## **Pathway: Ornamental Horticulture: Floral Design**

Course Title: Intermediate Floral Design

Course Sequence: Concentrator

Course Description:

The Intermediate Ornamental Horticulture: Floral Design Concentrator course offers students a specialized pathway within the field of ornamental horticulture, focusing on the art and science of floral design. Building upon the foundational knowledge acquired in introductory horticulture courses, this intermediate-level course provides students with the opportunity to explore the principles, techniques, and aesthetics of floral arrangement and design.

Throughout the course, students will engage in hands-on learning experiences and creative projects to develop their skills in floral design.

Areas of focus may include:

Elements and principles of floral design

Selection and care of flowers, foliage, and other floral materials

Techniques for creating various types of floral arrangements, including bouquets, centerpieces, and corsages

Use of color, texture, and form in floral compositions

Application of design styles and trends in floral artistry

Business aspects of floral design, including pricing, marketing, and customer service

Students will have the opportunity to work with a variety of fresh and preserved floral materials, as well as containers and accessories commonly used in floral design. They will learn how to identify different types of flowers and foliage, understand their characteristics and suitability for specific design purposes, and practice proper handling and care techniques to maintain the quality and longevity of floral arrangements.

In addition to practical skills, students will develop their creativity, critical thinking, and problem-solving abilities through design projects, demonstrations, and critiques. They will also explore career opportunities in the floral industry, including floriculture, event planning, retail floristry, and floral design studios

Pathway: Ornamental Horticulture: Floral Design

Course Title: Advanced Floral Design

Course Description:

Course Sequence: Capstone

The Advanced Ornamental Horticulture: Floral Design Capstone course represents the culmination of the CTE pathway in ornamental horticulture, focusing specifically on advanced principles and practices in floral design. This capstone course is designed for students who have completed foundational and intermediate-level coursework in ornamental horticulture and floral design, and who seek to further develop their expertise and proficiency in this specialized field.

Throughout this rigorous and intensive course, students will engage in advanced studies and practical applications of floral design, exploring complex techniques, innovative approaches, and emerging trends in the floral industry.

Areas of focus may include:

- Advanced design principles and aesthetics in floral artistry
- Mastery of advanced techniques for creating intricate and elaborate floral arrangements
- Exploration of specialized design styles, themes, and concepts
- Incorporation of unconventional materials and innovative design elements
- Collaboration with clients and event planners to conceptualize and execute custom designs
- Entrepreneurship and business management skills for aspiring floral design professionals

Students will have the opportunity to work on sophisticated design projects and real-world commissions, applying their knowledge and skills to create high-quality floral arrangements for various occasions and events. They will refine their abilities to analyze client needs, interpret design briefs, and deliver creative solutions that exceed expectations.

In addition to hands-on design work, students will engage in critical thinking exercises, design critiques, and portfolio development to showcase their mastery of floral design concepts and techniques. Guest speakers and industry professionals may be invited to share insights and expertise, providing students with valuable networking opportunities and exposure to current trends and practices in the floral industry.