

**Course Information Sheet**

Course Name: Advanced Floral Design

Instructional Material: iCEV

First Semester:

Week	Topic/Unit
1	Introduction to Advanced Floral Design & Professionalism
2	Advanced Design Principles: Opposition & Variation
3	Advanced Color Theory & Visual Dynamics
4	Advanced Wiring & Taping Techniques for Complex Arrangements
5	Designing for Large-Scale Events & Installations
6	Advanced Wedding Design: Bouquets, Arches, & Structures
7	Advanced Wedding Design: Complex Centerpieces & Tablescape
8	Event Planning & Client Consultations
9	Sourcing & Purchasing for Large-Scale Events
10	Advanced Sympathy & Tribute Floral Design
11	Designing with Exotic & Unique Floral Materials
12	Permanent Botanicals: Realistic Design & Use
13	The History of Floral Art & Famous Designers
14	Designing for Interior Spaces & Corporate Clients
15	Sustainable & Advanced Botanical Sourcing
16	Creating a Professional Design Portfolio
17	Photography & Digital Media for Design Portfolios
18	Final Review & Fall Semester Wrap-up

**Second Semester:**

Week	Topic/Unit
19	Competition & Showmanship: Design Techniques & Rules
20	Advanced Design Styles: Ikebana & European Design
21	Advanced Design Styles: Contemporary & Abstract Design
22	Floral Design Business Management: Financials & Legal
23	Marketing & Branding Your Floral Business
24	E-commerce & Social Media for Floral Sales
25	Pricing Strategies & Profit Margins
26	Customer Service & Handling Difficult Clients
27	Inventory Management & Cost Control
28	Supervised Agricultural Experience (SAE) Project in Advanced Design
29	Floral Trends Forecasting & Analysis
30	Hands-on Project: Creating a Themed Event
31	Hands-on Project: Designing a Portfolio Piece
32	Final Project: Building a Complete Design Portfolio
33	Final Project: Presenting a Design Plan for a Hypothetical Event
34	Review for the Texas State Florists Association (TSFA) Certification
35	Review of Advanced Skills & Concepts
36	Final Exam & Spring Semester Wrap-up