**Syllabus  
Introductory Floral Design**

**Credit:** 2-3 semester hours No Prerequisite

**Course Description:**

An introduction to the principles involved in the design of floral arrangements.

IAI Description: AG 912: *Introduction to Floral Design* (2-3 semester hours). An introduction to the principles of design applied to floral arrangements, including color, forms and lines, balance, types of floral arrangements, floral materials and accessories, and production techniques.

**Objectives:**

1. The student will understand the basic principles and elements of floral design.

2. The student will have a working knowledge of the materials and accessories used in basic floral design.

3. The student will be proficient in the techniques of producing basic floral designs.

**Suggested Texts:**

*The Art of Floral Design*, (newest edition) Hunter. Delmar Press, 3rd Ed.

*Step by Step Instructions for Everyday Designs,* Teresa Lanker. Florist Review

*Cut Flower Booklet*. Holland Flower Council: 00298. Holland Flower Bulb Institute.

*Flowers: Creative Design.* Johnson, McKinley, Benz.

*Principles of Floral Design: An Illustrated Guide,* Pat Diehl Scace & Jim M. DelPrince

*Workbook - Principles of Floral Design: An Illustrated Guide,* Joyce K. Brattoni

Floriculture Bionda & Noland. Pearson

**Course Outline:**

Topics: Periods (Without Labs)

I. Introduction and Brief History 1-2

II. Floral Materials 3-4

A. Flowers (Fresh, Dried, Artificial)

B. Accessories

C. Conditioning

III. Design 3-5

A. Principles of Design

B. Elements of Design

IV. Color 2-3

A. Spectrum

B. Pigment

C. Dimension – Hue, Value, Intensity

D. Lighting Effects

V. Linear Design used in Floral Design 2-3

A. Formal

B. New Convention

C. Parallel Systems

D. Western Line

VI. Mass Design 2-3

1. Triangular
2. Circular
3. Other

VII. Optional Topics 3-5

A. Terrariums, Dish Gardens and Succulents

B. Potted Plants – Decoration and Care

C. Organization and Operation of Retail Florist Shop

D. Arranged Loose Bundles

E. Pricing

F. Sourcing

Total 16-25

**Suggested Laboratories** (Not necessarily in proper sequence)**:**

Wiring and Taping Techniques Dried or Permanent Arrangements  
Corsage Assembly Color Harmonies  
Centerpiece Symmetrically-balanced Arrangements Contemporary Designs Asymmetrically-balanced Arrangements  
Hogarth Curve Hand held/ hand tied   
Flower and Foliage ID Dish Garden/Terrarium Construction   
Floral Preservatives Holiday and Special Occasion Arrangements Vase arrangement Field Trip/Tour

**Suggested References:**

*A Teacher’s Guide to Flower Arrangement*. Fox.

Extension Publications from Michigan, Ohio and Pennsylvania.

Educational Material. John Henry Company (cut flower ID cards).

Wire Service Visual Aids.

*Basic Floral Design*. TELEFLORA .

Florist Review Resources & Source Book

*Floriculture* Bionda & Noland. Pearson

*Floral Design & Interior Landscape Management*, Noland. Pearson

*The Cut Flower Companion*. Mckinley

*Flowers: Creative Design.* Johnson, McKinley, Benz.

AIFD terminology book.

*Cut Flower Companion*, Pat Scace, Florida State Review.

**Suggested Web Sites:**

Florint.org

SierraFlowerFinder.com

AIFD.org

Endowment.org

Kennicot.com

Billdoran.com