Course Description:
This laboratory course is designed to prepare students to apply systematic business procedures and design principles in the operation of a retail or wholesale floral business. Students will learn about the cut flower industry, the history of floral design, identification of flowers and foliage, design shapes, mechanics of design, everlasting flowers, and use knowledge and skills to create custom design work for special occasions.

**Course Standard 1**

*AFNR-FDM-1*

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

**Standard:** Demonstrate employability skills required by business and industry.

The following elements should be integrated throughout the content of this course.

### 1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

<table>
<thead>
<tr>
<th>Person-to-Person Etiquette</th>
<th>Telephone and Email Etiquette</th>
<th>Cell Phone and Internet Etiquette</th>
<th>Communicating At Work</th>
<th>Listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interacting with Your Boss</td>
<td>Telephone Conversations</td>
<td>Using Blogs</td>
<td>Improving Communication Skills</td>
<td>Reasons, Benefits, and Barriers</td>
</tr>
<tr>
<td>Interacting with Subordinates</td>
<td>Barriers to Phone conversations</td>
<td>Using Social Media</td>
<td>Effective Oral Communication</td>
<td>Listening Strategies</td>
</tr>
<tr>
<td>Interacting with Co-workers</td>
<td>Making and Returning Calls</td>
<td></td>
<td>Effective Written Communication</td>
<td>Ways We Filter What We Hear</td>
</tr>
<tr>
<td>Interacting with Suppliers</td>
<td>Making Cold Calls</td>
<td></td>
<td>Effective Nonverbal Skills</td>
<td>Developing a Listening Attitude</td>
</tr>
<tr>
<td></td>
<td>Handling Conference Calls</td>
<td>Effective Word Use</td>
<td>Show You Are Listening</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Handling Unsolicited Calls</td>
<td>Giving and Receiving Feedback</td>
<td>Asking Questions</td>
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<tr>
<td></td>
<td></td>
<td>Obtaining Feedback</td>
<td>Getting Others to Listen</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nonverbal Communication</th>
<th>Written Communication</th>
<th>Speaking</th>
<th>Applications and Effective Résumés</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicating Nonverbally</td>
<td>Writing Documents</td>
<td>Using Language Carefully</td>
<td>Completing a Job Application</td>
</tr>
<tr>
<td>Reading Body Language and mixed Messages</td>
<td>Constructive Criticism in Writing</td>
<td>One-on-One Conversations</td>
<td>Writing a Cover Letter</td>
</tr>
<tr>
<td>Matching Verbal and Nonverbal communication</td>
<td>Small Group Communication</td>
<td>Things to Include in a Résumé</td>
<td></td>
</tr>
<tr>
<td>Improving Nonverbal Indicators</td>
<td>Large Group Communication</td>
<td>Selling Yourself in a Résumé</td>
<td></td>
</tr>
<tr>
<td>Nonverbal Feedback</td>
<td>Making Speeches</td>
<td>Terms to Use in a Résumé</td>
<td></td>
</tr>
</tbody>
</table>
### 1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

<table>
<thead>
<tr>
<th>Teamwork and Problem Solving</th>
<th>Meeting Etiquette</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking Creatively</td>
<td>Preparation and Participation in Meetings</td>
</tr>
<tr>
<td>Taking Risks</td>
<td>Conducting Two-Person or Large Group Meetings</td>
</tr>
<tr>
<td>Building Team Communication</td>
<td>Inviting and Introducing Speakers</td>
</tr>
<tr>
<td></td>
<td>Facilitating Discussions and Closing</td>
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<td></td>
<td>Preparing Visual Aids</td>
</tr>
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<td></td>
<td>Virtual Meetings</td>
</tr>
</tbody>
</table>

### 1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

<table>
<thead>
<tr>
<th>Problem Solving</th>
<th>Customer Service</th>
<th>The Application Process</th>
<th>Interviewing Skills</th>
<th>Finding the Right Job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transferable Job Skills</td>
<td>Gaining Trust and Interacting with Customers</td>
<td>Providing Information, Accuracy and Double Checking</td>
<td>Preparing for an Interview</td>
<td>Locating Jobs and Networking</td>
</tr>
<tr>
<td>Becoming a Problem Solver</td>
<td>Learning and Giving Customers What They Want</td>
<td>Online Application Process</td>
<td>Questions to Ask in an Interview</td>
<td>Job Shopping Online</td>
</tr>
<tr>
<td>Identifying a Problem</td>
<td>Keeping Customers Coming Back</td>
<td>Following Up After Submitting an Application</td>
<td>Things to Include in a Career Portfolio</td>
<td>Job Search Websites</td>
</tr>
<tr>
<td>Becoming a Critical Thinker</td>
<td>Seeing the Customer’s Point</td>
<td>Effective Résumés:</td>
<td>Traits Employers are Seeking</td>
<td>Participation in Job Fairs</td>
</tr>
<tr>
<td>Managing</td>
<td>Selling Yourself and the Company</td>
<td>Matching Your Talents to a Job</td>
<td>Considerations Before Taking a Job</td>
<td>Searching the Classified Ads</td>
</tr>
<tr>
<td>Handling Customer Complaints</td>
<td>When a Résumé Should be Used</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strategies for Customer Service</td>
<td></td>
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</tbody>
</table>

### 1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

<table>
<thead>
<tr>
<th>Workplace Ethics</th>
<th>Personal Characteristics</th>
<th>Employer Expectations</th>
<th>Business Etiquette</th>
<th>Communicating at Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrating Good Work Ethic</td>
<td>Demonstrating a Good Attitude</td>
<td>Behaviors Employers Expect</td>
<td>Language and Behavior</td>
<td>Handling Anger</td>
</tr>
<tr>
<td>Behaving Appropriately</td>
<td>Gaining and Showing Respect</td>
<td>Objectionable Behaviors</td>
<td>Keeping Information Confidential</td>
<td>Dealing with Difficult Coworkers</td>
</tr>
<tr>
<td>Maintaining Honesty</td>
<td>Demonstrating Responsibility</td>
<td>Establishing Credibility</td>
<td>Avoiding Gossip</td>
<td>Dealing with a Difficult Boss</td>
</tr>
<tr>
<td>Playing Fair</td>
<td>Showing Dependability</td>
<td>Demonstrating Your Skills</td>
<td>Appropriate Work Email</td>
<td>Dealing with Difficult Customers</td>
</tr>
<tr>
<td>Using Ethical Language</td>
<td>Being Courteous</td>
<td>Building Work Relationships</td>
<td>Cell Phone Etiquette</td>
<td>Dealing with Conflict</td>
</tr>
</tbody>
</table>
1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

<table>
<thead>
<tr>
<th>Expected Work Traits</th>
<th>Teamwork</th>
<th>Time Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrating Responsibility</td>
<td>Teamwork Skills</td>
<td>Managing Time</td>
</tr>
<tr>
<td>Dealing with Information Overload</td>
<td>Reasons Companies Use Teams</td>
<td>Putting First Things First</td>
</tr>
<tr>
<td>Transferable Job Skills</td>
<td>Decisions Teams Make</td>
<td>Juggling Many Priorities</td>
</tr>
<tr>
<td>Managing Change</td>
<td>Team Responsibilities</td>
<td>Overcoming Procrastination</td>
</tr>
<tr>
<td>Adopting a New Technology</td>
<td>Problems That Affect Teams</td>
<td>Organizing Workspace and Tasks</td>
</tr>
<tr>
<td>Expressing Yourself on a Team</td>
<td>Staying Organized</td>
<td>Finding More Time</td>
</tr>
<tr>
<td>Giving and Receiving Constructive Criticism</td>
<td></td>
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</tr>
</tbody>
</table>

1.6 Present a professional image through appearance, behavior and language.

<table>
<thead>
<tr>
<th>On-the-Job Etiquette</th>
<th>Person-to-Person Etiquette</th>
<th>Communication Etiquette</th>
<th>Presenting Yourself</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using Professional Manners</td>
<td>Meeting Business Acquaintances</td>
<td>Creating a Good Impression</td>
<td>Looking Professional</td>
</tr>
<tr>
<td>Introducing People</td>
<td>Meeting People for the First Time</td>
<td>Keeping Phone Calls Professional</td>
<td>Dressing for Success</td>
</tr>
<tr>
<td>Appropriate Dress</td>
<td>Showing Politeness</td>
<td>Proper Use of Work Email</td>
<td>Showing a Professional Attitude</td>
</tr>
<tr>
<td>Business Meal Functions</td>
<td></td>
<td>Proper Use of Cell Phone</td>
<td>Using Good Posture</td>
</tr>
<tr>
<td>Behavior at Work Parties</td>
<td></td>
<td>Proper Use in Texting</td>
<td>Presenting Yourself to Associates</td>
</tr>
<tr>
<td>Behavior at Conventions</td>
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<td></td>
<td>Accepting Criticism</td>
</tr>
<tr>
<td>International Etiquette</td>
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<td>Demonstrating Leadership</td>
</tr>
<tr>
<td>Cross-Cultural Etiquette</td>
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<tr>
<td>Working in a Cubicle</td>
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</tbody>
</table>

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.
Course Standard 2
AFNR-FDM-2
Explore, develop, and implement the comprehensive program of agricultural education, learn and demonstrate safe working habits in the agriculture lab and work sites, demonstrate selected competencies in leadership through the FFA and agricultural industry organizations, and develop plans for a Supervised Agricultural Experience Program (SAEP).
   2.1 Explain the role of the Agricultural Education program and the FFA in personal development.
   2.2 Demonstrate knowledge learned through a SAEP.
   2.3 Develop leadership and personal development skills through participation in the FFA.

Course Standard 3
AFNR-FDM-3
Assess the career opportunities in the floral industry.
   3.1 Classify the careers available in the floral industry.
   3.2 Outline the differences in the types of floral operations.
   3.3 Describe the duties and responsibilities of the various careers in the floral industry.
   3.4 Identify the training necessary for employment in each type of floral operation.
   3.5 Compose a list of industry associations related to floral design careers and businesses.
   3.6 Create a unique floral business with a team of your peers identifying the operational considerations of owning a retail florist (employee responsibilities, social media marketing and print advertising, public relations and promotion, salesmanship, buying and pricing, designing, delivery, and management).

Course Standard 4
AFNR-FDM-4
Recognize how different time periods and cultures have shaped the floral design industry.
   4.1 Trace the style and trends of the floral design industry through the major historical periods.
   4.2 Identify the various concepts of design which evolved into our modern design.

Course Standard 5
AFNR-FDM-5
Identify proper harvest, distribution, and care for materials used in the floral industry.
   5.1 Name the major foreign countries that produce flowers for exporting.
   5.2 List the factors that determine the grading of roses.
   5.3 Describe the traditional route of distribution of cut flowers.
   5.4 Identify the causes of premature flower deterioration.
   5.5 List the essential procedures to condition flowers for maximum longevity.
   5.6 List and describe the various floral preservatives.
   5.7 Identify the storing requirements of flowers and greenery.
   5.8 Demonstrate the proper handling and storage of floral materials.
   5.9 Recognize the importance of sanitary measures and disease prevention in the floral cooler.

Course Standard 6
AFNR-FDM-6
Identify commonly used materials in the floral industry.
   6.1 Discuss the advantages in knowing the nomenclature of flowers and foliage.
   6.2 Categorize flowers and foliage based on their forms.
6.3 Categorize common cut flowers and foliage based on their texture.
6.4 Create an identification portfolio of the most commonly used cut flowers.
6.5 Create an identification portfolio of the most commonly used foliage.
6.6 Determine the seasonal availability of flowers and foliage.

### Course Standard 7

**AFNR-FDM-7**

**Describe the major components in the principles of design.**

7.1 Explain the principles of balance, proportion and scale, focal point, emphasis, rhythm, harmony, and unity in creating a design.
7.2 Describe how the elements of line, form, texture, and color can be achieved in designs.
7.3 Utilize the color wheel to create various floral designs.
7.4 Design and create floral arrangements using proper techniques to achieve each design principle.

### Course Standard 8

**AFNR-FDM-8**

**Describe and demonstrate proper mechanics of floral design.**

8.1 Recognize the importance of texture, shape, size, and color when choosing a container.
8.2 Demonstrate the ability to choose an appropriate container to complement the intended floral design.
8.3 Identify the types and uses of floral foam.
8.4 List a florist’s basic hand tools and describe the function of each.
8.5 Describe how florist wire is categorized and identify reasons for use in floral design.
8.6 Determine and demonstrate the correct wiring procedures for different flowers and foliage.
8.7 Describe the types of floral tapes and adhesives and demonstrate proper taping methods.
8.8 Compare and contrast ribbon used in floral design.
8.9 Demonstrate various methods used to tie floral bows.
8.10 Describe accessories used in floral design.
8.11 Create and design floral arrangements using proper mechanics of design.

### Course Standard 9

**AFNR-FDM-9**

**Identify the various shapes of floral designs and create an example of each arrangement style.**

9.1 Assess the factors that influence design shape and discuss the importance.
9.2 Sketch the geometric shape groups floral designs are divided into (e.g., triangular, circular, vertical, and horizontal).
9.3 Distinguish between the different styles of triangular designs (e.g., equilateral, isosceles, conical, right triangle, scalene triangle).
9.4 Distinguish between the different styles of circular designs (e.g., round, oval, cube, fan, topiary ball, crescent, Hogarth).
9.5 Distinguish between the different styles of vertical designs.
9.6 Distinguish between the different styles of horizontal designs.
9.7 Design and create a wet-floral foam-based design following the guidelines for a specific geometric shaped arrangement.
9.8 Design and create a water-based design following the guidelines for a specific
geometric shaped arrangement.

**Course Standard 10**

**AFNR-FDM-10**
Evaluate the relationship between cultural, historical, and religious events and the floral industry.
10.1 List popular flowers, foliage, accessories, containers, and color schemes that depict the seasons of spring, summer, autumn, and winter.
10.2 Identify the major floral holidays.
10.3 Formulate a list of regional floral holidays.
10.4 Assemble a design scrapbook of pictures of seasonal and holiday floral designs.
10.5 Design and create a holiday floral arrangement.

**Course Standard 11**

**AFNR-FDM-11**
Describe the major components related to floral wedding work.
11.1 Explain the process and list the necessary items needed during a bridal consultation.
11.2 List and describe the events related to weddings that require floral designs.
11.3 List the basic flower arrangements and personal/body flowers that would be used for a typical church wedding and reception.
11.4 Create a reference manual illustrating the different bouquet styles (colonial/nosegay, hand held/clutch, cascade, crescent, arm bouquet, clutch bouquet, basket bouquet, prayer book bouquet, fan bouquet, parasol and pomander bouquet.
11.5 Design and create wedding floral pieces.

**Course Standard 12**

**AFNR-FDM-12**
Discuss the importance of floral designs to the funeral industry.
12.1 Describe the history of flowers used in funeral work.
12.2 Summarize current trends in sympathy designs.
12.3 Relate the importance of funeral work to a year-round florist business.
12.4 Distinguish between the different styles of sympathy tributes (casket flowers, lid designs, easel sprays, set pieces).
12.5 Explain the use of memorial tributes.
12.6 Identify foliage and flowering plants commonly used as sympathy tributes.
12.7 Design and create a sympathy tribute.

**Course Standard 13**

**AFNR-FDM-13**
Explore the differences in contemporary design.
13.1 Describe contemporary floral design including specifics on classic mass style, naturalistic design, linear/architectural style, modernistic design, and the Japanese style.
13.2 Discuss why modernistic designs exist.
13.3 Name and describe various basing techniques.
13.4 Compare and contrast the techniques of sheltering and framing.
13.5 Explain how to incorporate techniques in floral design to increase visual movement.
13.6 Create a reference manual illustrating contemporary design styles from high style florists.
13.7 List some common rules of Japanese design.
13.8 Design and create various contemporary designs.
## Course Standard 14

**AFNR-FDM-14**

**Define everlasting flowers and identify preservation techniques.**
- 14.1 List five advantages of everlasting designs over fresh designs.
- 14.2 Describe the basic methods used for drying and preserving plant material.
- 14.3 Demonstrate the use of preserving flowers using one or more of the preservation techniques (air drying, desiccant, microwaving, pressing, treating with glycerin, and bleaching/dying).
- 14.4 Compare and contrast the maintenance of fresh floral arrangements with everlasting designs.
- 14.5 Design and create an everlasting design.

## Course Standard 15

**AFNR-FDM-15**

**Explain the importance of indoor houseplants to the floral industry.**
- 15.1 List common houseplants sold in retail floral businesses by the scientific and common names.
- 15.2 Analyze and group common houseplants sold in retail floral businesses based on their light and water requirements.
- 15.3 Identify ways to wrap potted plants for delivery.
- 15.4 Design and construct a jardinière.
- 15.5 Design and construct a decorative dish garden.