Texas CTE

Advanced Floral Design (2024)

Knowledge and skills. D

1 The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: D.1

- A identify career and entrepreneurship opportunities for a chosen occupation in the field of floral design and develop a plan for obtaining the education, training, and certifications required; D.1.A
- B model professionalism by continuously exhibiting appropriate work habits, solving problems, taking initiative, communicating effectively, listening actively, and thinking critically; D.1.B
- C model appropriate personal and occupational safety and health practices and explain the importance of established safety and health protocols for the workplace; D.1.C
- D analyze and interpret the rights and responsibilities, including ethical conduct and legal responsibilities, of employers and employees; and D.1.D
- E describe and demonstrate characteristics of good citizenship in the agricultural workplace, including promoting stewardship, community leadership, civic engagement, and agricultural awareness and literacy. D.1.E

2 The student develops a supervised agricultural experience program. The student is expected to: D.2

- A plan, propose, conduct, document, and evaluate a supervised agricultural experience program as an experiential learning activity; and D.2.A
- B use appropriate record-keeping skills in a supervised agricultural experience program. D.2.B

3 The student develops leadership skills through participation in an agricultural youth organization. The student is expected to: D.3

- A participate in youth agricultural leadership opportunities; D.3.A
- B review and participate in a local program of activities; and D.3.B
- C create or update documentation of relevant agricultural experience such as community service, professional, or classroom experiences. D.3.C

4 The student understands advanced floral design elements and principles. The student is expected to: D.4

- A describe floral materials using advanced botanical terminology; D.4.A
- B identify the symbolic meaning of flowers and plants used in floral design such as love, friendship, courage, and innocence; D.4.B

Skip to main content

C compare the characteristics of contemporary floral design styles such as abstract, assemblage, asymmetrical, Biedermeier, cascade/waterfall, hedgerow, parallel, synergistic, submerged, topiary, and vegetative; D.4.C

D illustrate ideas for arrangements using contemporary floral design styles from direct observation, experience, and imagination; D.4.D

E identify and explain various basing design techniques, including layering, terracing, pavé, clustering, and pillowing; and D.4.E

F identify and explain advanced focal-emphasis design techniques, including grouping, banding, binding, shadowing, sequencing, framing, zoning, and parallelism. D.4.F

---

5 The student demonstrates advanced design techniques using fresh and permanent floral designs. The student is expected to: D.5

A plan and design fresh flower and permanent botanical arrangements using various contemporary design styles such as abstract, assemblage, asymmetrical, Biedermeier, cascade/waterfall, hedgerow, parallel, synergistic, submerged, topiary, and vegetative; D.5.A

B design and evaluate floral designs that exhibit various basing design techniques such as layering, terracing, pavé, clustering, and pillowing; and D.5.B

C design and evaluate floral designs using advanced focal-emphasis design techniques such as grouping, banding, binding, shadowing, sequencing, framing, zoning, and parallelism. D.5.C

---

6 The student describes effective design planning and the processes used to create floral designs for specific occasions and events. The student is expected to: D.6

A describe and apply proper planning techniques in floral design; D.6.A

B identify and execute the steps of effective planning used to design floral arrangements for specific occasions such as weddings and funerals; D.6.B

C analyze and discuss contingency factors when planning large-volume floral designs; and D.6.C

D identify effective consultation practices to determine customers' expectations for design, including budget. D.6.D

---

7 The student applies key floral design elements and principles to enhance the experience of specific occasions and events. The student is expected to: D.7

A identify floral design terminology used for specific occasions, including weddings and funerals; D.7.A

B apply elements and principles of floral design to wedding and funeral arrangements such as bouquets, boutonnieres, corsages, sprays, and pedestal arrangements; D.7.B

C describe current floral design trends; D.7.C

D use and maintain floral design tools; and D.7.D

Skip to main content

E create examples of appropriate occasion-specific floral designs from direct observation, experience, and imagination. D.7.E

8 The student demonstrates effective planning of occasion-specific floral designs from the conceptual stage through completion. The student is expected to: D.8

A conduct a floral design consultation to gather details, including occasion, budget, formality, and theme; D.8.A

B evaluate and select floral arrangements that achieve the objectives and budget expectations of an occasion; D.8.B

C develop a proposal that showcases floral arrangements appropriate for the selected occasion; D.8.C

D develop a production schedule that allows sufficient time for the design, creation, installation, and disassembly of floral arrangements; D.8.D

E develop a procurement plan to ensure necessary resources are obtained within a specified budget and timeframe; and D.8.E

F implement a floral design plan through completion and evaluate the results of the plan. D.8.F

9 The student demonstrates business management and merchandising skills necessary for floral design and freelance floral event design professionals. The student is expected to: D.9

A calculate mark-up of floral products and design services; D.9.A

B evaluate the cost-effectiveness and profitability of pricing policies; D.9.B

C develop and negotiate contracts for floral services; D.9.C

D formulate a floral budget, including per-item total costs; D.9.D

E describe and demonstrate proper customer service skills for a floral business; D.9.E

F identify the benefits of establishing business relationships with a variety of vendors such as wedding venues, funeral homes, wholesale florists, and wire services; and D.9.F

G analyze basic marketing principles and procedures used in the floral industry such as displays and advertisements. D.9.G

10 The student explains the significance of professional organizations to the floral design industry. The student is expected to: D.10

A identify industry-related professional organizations; and D.10.A

B describe the benefits of participating in professional floral organizations and earning industry-based certifications. D.10.B