



Please Note: This *Course Syllabus* is an important step in updating the format of our distance courses. If for any reason the *Course Syllabus* does not match the print *Course Guide* or online course information, the *Course Syllabus* shall be taken as correct.

COURSE SYLLABUS

COURSE TITLE: Floral Design

COURSE CODE: HORT 17.3

TERM: Term 1 Fall 2015

COURSE CREDITS: 3

DELIVERY: PHC

COURSE SECTION: W01 / W05

Course Description

This course covers the theory and practice of floral design. It includes the fundamental elements and principles of floral design, technical terminology, floral design styles, specialized techniques as well as nomenclature and the care and handling of fresh flowers.

Course Objectives

By the end of this course, students should be able to:

- ◆ Design and Identify several different types of floral arrangements
- ◆ Identify the growth patterns used to categorize floral material and also identify leaf shapes and flowers arrangements
- ◆ Recognize and utilize the proper tools and supplies for creating floral arrangements
- ◆ Understand the care and use of fresh floral material

Course Overview

There are eight modules in this course as described below. The course schedule provided in this outline will help you schedule your learning for this Course.

Module 1: Introduction to Floral Design

This Module provides an informed look at floral design as a decorative art form. It also covers floral art settings and the role flowers play in our daily lives. Floral crop origins and how flowers are produced and distributed around the world is also discussed.

Module 2: Basic Botany

This Module discusses basic plant and flower anatomy. It also covers the modern scientific classification system developed to organize and simplify flower names. This classification

system, known as binomial nomenclature, is explained in detail and reinforced with a table of common and botanical flower and foliage names.

Module 3: Classification of Flower and Foliage Form

This Module provides information about flower and foliage form and classification as it applies to floral design. The four main flower forms (growth patterns) of line, form, filler, and mass are discussed.

Module 4: Specialized Tools, Supplies and Mechanics

This Module covers a basic understanding of the tools and supplies required to successfully construct a floral design. An explanation of mechanics specific to floral design is also provided.

Module 5: Mechanical Techniques of Design

Floral design involves specialized techniques as well as technical terminology used to explain or describe arrangements. This Module covers wiring and taping fresh flowers and foliage. Mechanical techniques are defined and described.

Module 6: Care and Handling of Fresh Flowers and Foliage

This Module includes a close look at the proper care and handling procedures that prolong the life of fresh cut flowers and foliage. The needs of flowers as perishable living products are addressed. Focus is on the necessary steps to delay flower and foliage deterioration and extend cut flower and foliage life.

Module 7: The Principles and Elements of Floral Design

Knowledge of the principles and elements of design enables floral designers to select materials, visualize arrangements, and successfully create a floral design. This Module includes a discussion of colour and colour theory. Information includes the development of the colour wheel, colour terminology (hue, chroma, value, etc.), and colour harmonies. Applied principles of design ensure that floral designs are pleasing to the human eye, while the elements of floral design are the physical characteristics of materials used.

Module 8: Definition and Construction of Design Styles

It is important to be able to recognize and define various design styles. Illustrations and descriptions are used in this Module to examine the many styles in which floral materials may be arranged. Concise step-by-step instructions for creating basic floral design styles are provided.

Your Instructor

Bonita Lundberg

Contact Information

You will communicate with your instructor through the Blackboard Learning System, Messages (Course Mail) on all matters. You can expect a reply, from the messages (course mail) tool, within 48 hours. Instructors will not be using your personal email for communication. If you do need to speak with the instructor directly, a contact number is listed below.

Please watch the messages (course mail) and announcements for information from the instructor and the PHC office

Phone: 306.683.6465

Profile

Bonita Lundberg has resided in Saskatchewan for 40+ years. She grew up with a love for horticulture instilled by family and from living in the Okanogan. Bonita herself graduated from the Prairie Horticulture Certificate program in 2001. She is also a certified Master Gardener. Bonita is currently a Provincial Horticulture Judge as well as a Provincial and National *Communities In Bloom* judge. Bonita has taught the Floral Design class for six years.

Required Resources

Readings/Textbooks

Hunter, Norah T. *The Art of Floral Design*. (3rd Edition). Albany, NY: Delmar, Cengage Learning, 2013.

Textbooks are available from the University of Saskatchewan Bookstore:

www.usask.ca/consumer_services/bookstore/textbooks

Other Required Materials

You will need to purchase the following items to complete your course assignments and activities.

- knife, scissors, wire cutters or snips
- 1 roll green floral tape
- 6 packets of floral preservative
- a total of 30 pieces florists wire in assorted gauges (gauges 20, 22, 24, 26, 28, and 30)
- 6 meters #3 florist acetate ribbon (standard ribbon used for bow making by florists.)
- 3 meters #9 ribbon.

You may also need to assemble the following supplies to practice the design techniques in Modules 5-8, and to complete Assignment #3.

- floral foam
- 1 roll waterproof tape (or other securing method)
- container for design
- water buckets
- fresh flower and foliage materials
- additional ribbon for practice.

Supplementary Resources

There is a wealth of information on the Internet. This can be an excellent resource but please do not fall into the trap of believing everything published on the Internet. Use a critical eye when evaluating this information. University, Government and horticultural society links will be the most reliable. Remember that Wikipedia can be edited by anyone.

Course Schedule

Week	Module	Readings/Activities	Evaluation Due Date
1	Module 1	Chapter 7: Design, Style, Harmony, and Unity Chapter 1: Harvest and Distribution	
2	Module 2	Chapter 4: Nomenclature Chapter 5: Postharvest Physiology Start Assignment #1	
	Module 3	Chapter 14: Flowers and Foliage Forms	Assignment #1 due Oct.9
3	Module 4	Chapter 13: Tools, Containers and Mechanics Start Assignment #2	
4	Module 5	Chapter 17: Flowers to Wear, "Preparation of Materials" to "Wiring and Taping"	Assignment #2 due Oct. 23
5	Module 6	Chapter 6: Care and Handling	
6-7	Module 7	Chapter 7: Design, Style, Harmony and Unity Chapter 8: Color Chapter 9: Balance, Proportion and Scale Chapter 10: Focal Point and Rhythm Chapter 11: Line, Form, Space and Depth Chapter 7: Texture and Fragrance Begin work on Assignment #3.	
8-9	Module 8	Chapter 15: Shapes of Floral Arrangements	Assignment #3 due Nov. 13
10		Study for final examination	
	FINAL EXAM		November 28

Note: If for any reason the Course Syllabus Reading List does not match the Module Reading List, the Course Syllabus shall be taken as correct.

Grading Scheme

Assignment #1: Designer's Basic Tool Box	10%
Assignment #2: Nomenclature	10%
Assignment #3: Floral Design Project	30%
Final Examination	50%
Total	100%

Information on literal descriptors for grading at the University of Saskatchewan can be found at: <http://students.usask.ca/current/academics/grades/grading-system.php>

Please note: There are different literal descriptors for undergraduate and graduate students.

More information on the Academic Courses Policy on course delivery, examinations and assessment of student learning can be found at: http://www.usask.ca/university_secretary/council/academiccourses.php

The University of Saskatchewan Learning Charter is intended to define aspirations about the learning experience that the University aims to provide, and the roles to be played in realizing these aspirations by students, instructors and the institution. A copy of the Learning Charter can be found at: http://www.usask.ca/university_secretary/LearningCharter.pdf

Evaluation Components

CCDE Writing Centre – Quality Writing Help for Free!

Anyone taking a distance class (online, independent studies, televised, or multi-mode delivery) administered by the CCDE can use this free service. The Writing Centre provides tools and support to help you write effective essays, reports, or reviews. Simply submit a project draft, and a qualified tutor will assess your work and offer advice to improve your project. Contact the CCDE Writing Centre at <http://www.ccde.usask.ca/writing>

Assignment 1: Designer's Basic Tool Box (located under Assignments in the course menu)

Value: 10% of final grade

Due Date: See Course Schedule

Description: In this assignment, you are required to source 10 items and list the price (before taxes) in a chart. Further details can be found under *Assignments* in the Blackboard Course Menu.

Assignment 2: Nomenclature (located under Assignments in the course menu)

Value: 10% of final grade

Due Date: See Course Schedule

Purpose: Apply your knowledge by identifying varieties and, care and techniques.

Description: This assignment includes 12 pictures of flower and foliage varieties. In this assignment, you must do the following:

- identify all flower and foliage varieties by both common and botanical name
- identify the form classification for each variety
- provide the proper care and handling techniques for each flower or foliage photo.

This will require some research on your part. You can find out the information required by going to your local library, from reading your text and course notes, checking the World Wide Web if you have access, and talking to florists, growers, or wholesalers. Further details can be found under *Assignments* in the Blackboard Course Menu.

Assignment 3: Floral Design Project (located under Assignments in the course menu)

Value: 30% of final grade

Due Date: See Course Schedule

Purpose: Apply your knowledge by designing an actual Floral Design Project or by completing in-depth analysis of a Floral Design.

Description: For this assignment, you are provided with two separate assignment options.

Option #1 – Plan and Construct a Floral Design Project using Fresh Floral Products

For this option, you are required to purchase fresh flowers and foliage, and construct a floral design. You must submit a series of photos accompanied with a written summary explaining your design process. *To submit please take clear photos and upload or scan in order to use the online assignment submission tool. You must submit at least 15 photos and you must appear in them at start and at the finish.*

Option #2 – Analyzing a Design

For this option, you are required to submit an essay. You must obtain colour illustrations of two different fresh floral designs and, using a series of guiding questions, analyze each illustrated design. It is expected that you will submit at least 5 typewritten pages to support your answers for each design illustration.

Further details on both options can be found under *Assignments* in the Blackboard Course Menu.

Final Exam (Online & closed book):

Value: 50% of final grade

Date: November 28

Format: The final examination will be an online exam and open for 24hrs (from 9:00 a.m. on the exam day until 9:00 a.m. the following day). Please go to the assignment tool to view the exam within that time frame.

It is very important to note that this is a 2-hour exam. Once you log in and access the exam the clock will start ticking in which you will have only 2 hours to complete. At the end of that 2-hour time period, you will be logged out of the exam.

Please be aware that once you have logged into the exam you cannot leave or try to navigate to another part of the course. If you do exit the exam, you will not be allowed back in as you are only allowed one attempt at this exam.

The 2-hour time limit does not allow you enough time to look up answers or review assignments so make sure you are prepared.

Description: The exam format will include fill-in-the blank questions, short answer questions, matching questions, and one essay question.

Additional Information

Study Questions

At the end of each module, you will find a set of study questions. While you are not required to submit your answers to these study questions to your instructor, each of you will find that Study Questions and Activities will help you integrate the concepts and ideas gained from your readings. Writing out answers rather than just thinking about them helps you organize your thoughts and, therefore, strengthen your learning. Your study questions and activities, along with your assignments, will also provide you with a hands-on opportunity to apply your learning. Your written responses will also serve as notes when it comes time to prepare for the final exam.

Submitting Assignments

To obtain your best mark, you should complete all assignments and attempt all questions in each assignment in the course. If you know only part of the answer, put it down and you may receive partial marks. Remember, instructors find it very easy to mark a question that has not been attempted.

You are expected to submit assignments by the due dates indicated in your Course Syllabus. The instructor has the discretion to penalize late submissions or not. Assignments submitted beyond the final exam date may or may not be accepted by the instructor. If you experience legitimate problems such as accident or family illness, discuss it with your instructor so that some suitable arrangement can be worked out.

Before submitting any assignment, ensure to save a backup copy of it in case the original is lost.

All of the assignments are located under assignments in the course menu.

Please submit all assignments online, using the Assignments tool in Blackboard.

Assignments Tool in Blackboard:

1. From the Course Home Page, on the left menu click Assignments.
2. On the Assignments page, click the Assignment you want to submit and download any attached files.
3. In the Upload Assignment area, key in the Assignment Materials text box or attach your file. Note the file naming rules.

4. Add any Comments for your instructor.
5. Click Submit to submit the assignment.
6. Review Submission History that appears after you Submit. Click OK if you need to go back and revise.

For Further Information about Using the Blackboard Assignments Tool:

1. From inside Blackboard, click on the Help tab to see U of S Course Tools/BBLearn 9.
2. On the tool bar under Course Tools, click the Students' Help tab and then click one of the following options:
 - Videos and then click Working with Assignments (2 min 59 sec video).
 - Course Tools Help Documents and click Working with Assignments (a pdf document)
 - FAQs

Faxed Assignments:

Be sure to indicate the course name, your section number and the assignment number on the cover page with your name and address. The instructor will put your grade and comments under My Grades in the course menu

Checking Your Assignment Grades

1. From the Course Home Page, on the left menu click My Grades.
2. To see the grade for the specific assignment, click on the assignment grade.
3. View the details of your grade and any instructor comments.

The following criteria are considered in grading assignments and the final examination:

- Demonstrated analytical/critical insight ability
- Evidence of appropriate level of understanding of course content
- Breadth/depth of coverage of the question/s
- Assignment organization
- Syntax, technical errors, clarity of expression

Additional Information

Mobile Access

Blackboard Mobile Learn™ is an app that is available on many devices including iOS® and Android™ for those occasional times when you may want mobile access. It

is still recommended that you use a laptop or desktop computer for the majority of your online studies.

Integrity Defined

“Integrity is expected of all students in their academic work – class participation, examinations, assignments, research, practica – and in their non-academic interactions and activities as well.”
(Office of the University Secretary)

It is your responsibility to be familiar with the University of Saskatchewan *Guidelines for Academic Conduct*. More information is available at
<http://www.usask.ca/secretariat/student-conduct-appeals/IntegrityDefined.pdf>

Acknowledgements

Course Authors

Adele Kulyk, Canadian Accredited Master Florist (University of Saskatchewan)

Bonita Lundberg, Certified Master Gardener

Instructional Design and Course Development

Instructional Designers:

Ruth Epstein, M.A. (Extension Division, University of Saskatchewan)

Margareth Peterson, M.Ed. (Extension Division, University of Saskatchewan)

Jordan Epp CCDE, University of Saskatchewan

Support Staff:

Michael Misanchuk

Sandra Friggstad

Perry Miller

Karen Smith

Cindy Klassen

Diana Hebig

Bibliography and References

Used in This Course

Advanced floral design. (1993). Paragould, AK: Teleflora.

American Floral Services. *Fundamental theories of design*. (1997). Taipei: World Floral Services.

Anderson, G.A. (1995). *Floral design and marketing*. Columbus, OH: Ohio Agricultural Educational Curriculum Materials Service.

Baldwin, B. (1995). *Hort 13.6: Applied Botany*, Prairie Hort Certificate. Saskatoon: Extension Credit Studies, University of Saskatchewan.

Basic Floral Design. (1997). Paragould, AK: Teleflora.

Basic Floral Design: Arrangements You Can Do Yourself. (1997). Lansing MI: The John Henry Company.

Bassett, K.L. (1994). *Mechanics of design.* Southfield, MI: FTD.

Fresh flower book. (1986). Lansing, MI: The John Henry Company.

Purchasing and handling fresh flowers and foliage. (1993). Paragould, AK: Teleflora.