

# Floral Design



## Employment Outlook

Opportunities include: Floral Shop Manager /Owner, Floral Shop Designer/ Stylist, Wholesale Marketing and Visual Merchandising, Entrepreneur Floral Designer.

Salary: \$8.44 to \$15.35 per hour in Michigan

## Free Career Workshop

Learn about the classes we offer and how they can help you work toward a career as a floral designer. Call 586.498.4000 or email [continuing@macomb.edu](mailto:continuing@macomb.edu) to reserve a spot.

W .....1/4.....6:30-8:00 PM .....SOU C119

## For all Floral classes:

- Floral materials are included
- Register at least 48 hours in advance
- Bring wire cutters and scissors
- Take your designs home

**Classes can be taken individually or as part of the certificate program**

## Certificate in Basic Floral Design

Learn from professionals in the industry and gain the knowledge you need to begin your career in floral design. Students successfully completing the seven core classes will receive a Macomb WCE Certificate in Basic Floral Design.

### Fundamentals: Floral Design I ..... FLOR-8000B

Discover basic principles and elements of professional floral design. Step-by-step instruction will teach you how to work with fresh flowers and the tools of the trade. Create four arrangements to take home. Students will receive a Macomb Floral Design apron. \$4 floral knife fee payable to instructor at first session. Text required, see page 46. (5 sessions)

93880 ..... TH .....1/12-2/9 ..... 6 PM-8:55 PM .....\$229 .....SOU C119 ..... R. Gleason

### Fundamentals: Floral Design II ..... FLOR-8001

Prerequisite: Fundamentals: Floral Design I

Discover the techniques and principles of interpretive and line design. Text required, see page 46. (3 sessions)

93881 ..... TH .....2/16-3/1 ..... 6 PM-8:55 PM .....\$209 .....SOU C119 ..... R. Gleason

### Intermediate Floral Design ..... FLOR-8007

Prerequisite: Fundamentals-Floral Design II

Take your designs to the next level. Add your own special touches to more advanced designs. (3 sessions)

93078 ..... T .....3/13-3/27 ..... 6 PM-8:55 PM .....\$209 .....SOU C119 ..... K. Kiekbusch

**Advanced Floral Design ..... FLOR-8002**

Prerequisite: Intermediate Floral Design

Continue to develop your skills. Experience the use of a greater variety of materials and work on a larger scale. Gain confidence to make your own design choices. (3 sessions)

93887 .....T .....4/3-4/17 ..... 6 PM-8:55 PM .....\$209 .....SOU C119 ..... K. Kiebusch

**Wedding Bouquets and Corsages ..... FLOR-9002A**

Prerequisite: Fundamentals: Floral Design II

Create the newest wedding designs with hand tied and cascading bouquets. Learn the latest gluing techniques in making corsages and boutonnières. Text required, see page 46. (4 sessions)

93888 .....T .....4/24-5/15 ..... 6 PM-8:55 PM .....\$219 .....SOU C119 ..... K. Kiebusch

**Sympathy Design..... FLOR-8009B**

Prerequisite: Fundamentals: Floral Design II

Sympathy Design is a "must know" for a valued floral designer and the largest portion of floral sales and design in the industry. Creating these special arrangements is just part of the process. Learn how to do a consultation and receive hands-on training to create several designs which will include a sympathy spray and casket spray. (4 sessions)

93079 .....T .....5/22-6/12 .....6PM-8:55PM .....\$219 .....SOU C119 ..... K. Kiebusch

**Floral Design Practicum ..... FLOR-8038**

Prerequisite: Floral Design Certificate Core Classes

This supervised floral shop work experience takes place in the Macomb Floral Lab where students will apply the skills learned in the classroom and the lab, simulating actual order placement, production, replication, and more. (2 sessions)

Returning Summer 2012.

**Optional:**

**Sell-O-Brating Life's Milestones ★NEW★ ..... FLOR-8039**

This class will provide vital employable hands-on experience creating cutting edge floral designs for life's milestones: weddings, baby showers, graduations, anniversaries and holidays.

Prerequisite: Fundamentals: Floral Design I (4 sessions)

93933 .....M .....3/12-4/2 ..... 6 PM-8:55 PM .....\$179 .....SOU C119 ..... R. Gleason

***Call 586.498.4000 or email continuinged@macomb.edu after completing all required classes to request your Macomb WCE program certificate.***

**Michigan Certified Florist Certification Prep Series**

Pre-requisite: Fundamentals of Floral Design II

Acquire the knowledge and skills needed to become nationally recognized as a certified florist by the National Association of Floral Associations. This course uses text, lectures, demonstrations, tests, and constructive critiques to reinforce theory and design proficiency to prepare students for both the written and hands-on portions of the Michigan Certified Florist Exam administered by the MFA.

Students learn to make required: Pin-on corsage, Wrist Corsage (using a glued construction method), Vase Design, Bridal Bouquet, and a duplicated design (recreated from a photograph). These critiqued learning practice sessions will focus on timing, mastering design styles, and techniques required to pass the hands-on portion of the exam. Approximate cost of text/materials is \$349. Classes should be taken in order.



**MFA Prep I ..... FLOR-9000B**

Discover how to identify, handle, and care for cut flowers and plants used by floral designers. Learn the flower classifications: form flowers, line flowers and fillers. Topics include special handling needs of the many flower types. Learn the mechanics of wiring and taping, anchoring floral foams, as well as production. (4 sessions)

93882 .....W .....3/14-4/4 ..... 6 PM-8:55 PM .....\$195 .....SOU C119 ..... R. Gleason

**MFA Prep II ..... FLOR-9008A**

Acquire a through introduction to basic techniques, including flower and foliage conditioning, greening an arrangement, and bow making. Students learn to consider composition, balance, proportion, scale, rhythm, repetition, harmony, radiation, depth, texture, and focal point as they create a wide variety of styles and seasonal arrangements. (4 sessions)

93884 .....W .....4/11-5/2 ..... 6 PM-8:55 PM .....\$179 .....SOU C119 ..... R. Gleason



## 24 Floral-Food

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**MFA Prep III.....FLOR-9003B**

### **Floral Identification**

Prerequisite: Fundamentals of Floral Design II

Business procedures are as essential to the business of floral design as the ability to create beautiful arrangements. This class introduces the basic business practices customer service and visual merchandising, along with hands-on floral designing with a focus of increasing speed of execution and mastering design techniques. (4 sessions)

93883 .....W.....5/9-5/30 ..... 6 PM-8:55 PM .....\$179.....SOU C119 ..... R. Gleason

**MFA Prep IV ..... FLOR-9004B**

### **Customer Service and Display**

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**MFA Prep V ..... FLOR-9006B**

### **Floral Retail: Marketing and Financial Record Keeping**

Returning Summer 2012.

**MFA Exam Review ..... FLOR-9007B**

Returning Summer 2012.