

found + flora

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CAREER EXPLORATION OPPORTUNITY

FLORAL DESIGN TECHNICAL SKILLS

Attain introductory skills to be employed in a floral design career.

If you are interested in a career in visual arts, floral design, horticulture, or just small business entrepreneurship—this opportunity is for you!

DURATION

One school semester
/ 18 weeks

Minimum 4 hours per week*

(*Flexible depending on
student's schedule)

Paid hours (Saturdays)
available

SKILLS LEARNED

// PROFESSIONAL

Customer Service

Communication

Problem Solving

Attention to Detail

// TECHNICAL

Floral Design

Horticulture + Plant Care

POS Retail Programs

DETAILS

Dress for success and skip the
athletic wear when you come.

Closed toe shoes preferred.

F+F Shirt Provided – Not
mandatory, however.

Park along 6th Street

PERKS

Letter(s) of Recommendation
for Scholarship or College
Admissions happily supplied.

SCHEDULE OF EVENTS

CUSTOMER SERVICE // Weeks 1 + 2

Customer service is the lifeline of a brick-and-mortar businesses in an online world.

- Communication skills to assess customer needs over various occasions (joyful, sad, etc.) and make suggestions to fill customers wants and budget
- Communicating in different settings such as phone orders and in-person sales to ensure customer visualizes what the gift will look like
- Observing a funeral or wedding consultation to see how skills are put to work in that setting. A mock consultation will be held if no other meetings are booked.

INTRO TO THE FLORAL INDUSTRY // Weeks 3 + 4

See how the global floral industry moves flowers halfway across the world to Wahoo, NE.

- Processing flowers + cut flower care of a perishable product
- Skype tour with wholesaler to see how flowers move from grower to Wahoo
- Basic types of flowers and seasonality of product

PRINCIPLES + ELEMENTS OF DESIGN // Week 5

Learn the “why” as to why some designs look great and others not so great.

- Learn how to identify the different principles and elements in a design
- Discover how they guide the creative process
- Use the principles and elements to critique a design to see how it could be improved

PERSONAL FLOWERS // Weeks 6 + 7

Let's make flowers to wear!

- Tape and wire different types of flowers to make a boutonniere
- Bow tying 101
- Make a prom / homecoming corsage using floral gluing technique
- Learn how to make flowers to wear in the hair such as halo or comb design

VASE DESIGN // Weeks 8 + 9

Learn the process of completing a vase design from start to finish

- How to properly use floral cutting tools
- Necessary steps to ensure a long lasting final product
- How to design anything from a bud vase to a large dozen rose vase
- Critique by student of designs using Principles + Elements of Design

FOAM DESIGN // Weeks 10 + 11

Create container designs using a specially formulated floral foam

- Steps on soaking and handling the floral foam correctly
- How to create different types of designs from centerpieces to sympathy pieces
- Critique by student of designs using Principles + Elements of Design

FUN FACTS ABOUT US

Established in 2012

Our top Spotify Stations:

1. Acapella
2. Acoustic Covers
3. Johnnie Cash

We love being part of a small community and volunteer regularly for different causes.

None of us had retail floral experience before we started working at the shop—crazy!

We were awarded the 2018 Business of the Year in Wahoo.

CONTINUED

HOUSE PLANT CARE // *Week 12*

- Basic plant care and maintenance
- Dressing plants from the greenhouse to a finished product
- Plant identification

PRICING // *Week 13 + 14*

Doing what you love is great and all... but how do you make money at it?

- Pricing flowers as a perishable product vs pricing for retail
- Pricing a finished design vs filling a design to a set value given
- Pricing plants + retail goods
- Figuring labor costs

SYMPATHY FLOWERS // *Week 15 + 16*

See the process from start to finish on flowers designed for memorial services

- Learn different types of designs sent to memorial services
- Observe a sympathy floral consultation (or a mock consultation will be held if none are available in that time frame)
- See the delivery and set up process.
- Meet local funeral directors

WEDDING FLOWERS // *Week 17 + 18*

See the process from start to finish on flowers for wedding flowers

- Discussion of the different steps of the wedding process
- Observe a wedding floral consultation (or a mock consultation will be held if none are available in that time frame)
- Practice pricing a wedding floral order
- Call wholesale supplier and place an order for wedding flowers