SFLDEC003 Design complex floristry products

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to design a range of small to large-scale complex floristry products. This key design function requires the ability to determine the product function and style, generate product design ideas, experiment with and evaluate a range of design concepts and determine and document the final design so that job specifications can be followed during the construction phase.

Complex products could be custom made in response to customer briefs or original display or stock items made for general sale. They could be small or large-scale floristry products, those of a complex nature, those using complex techniques or part of a range of products and displays for a special or themed event.

This unit applies to all floristry industry businesses including retail floristry shops, and studio floristry businesses and those that specialise in corporate or special events. It applies to senior florists and floral designers who work independently or with limited guidance from others, have considerable experience across product categories and have a design focus as key part of their job role.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Design and Construction

Unit Sector

Floristry

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Determine product style	1.1 Generate initial design ideas for product style considering

and construction requirements.		product function, brief and budget.
	1.2	Apply elements and principles of design when generating initial and ongoing design ideas until final product plans are achieved.
	1.3	Itemise and analyse all proposed product components.
	1.4	Identify potential problems for product construction, analyse and consider solutions.
	1.5	Assess self and organisation's capability to construct proposed product and identify additional required resources.
2. Develop and assess concepts.	2.1	Develop a range of design concepts and provide creative solutions for constructing the floristry product.
	2.2	Assess concepts and collaborate with relevant personnel to maximise contribution of ideas to concepts.
	2.3	Review and assess design concepts for implications on technical feasibility, cost, style and function of floristry product.
	2.4	Research current and emerging technologies, market and design trends in floristry and incorporate additional concepts into the floral design.
	2.5	Create notes, plans and sketches of all concepts.
3. Experiment with concepts.	3.1	Select and experiment with differing flower and plant materials considering and applying elements and principles of design.
	3.2	Test and experiment with different style concepts considering and applying elements and principles of design.
	3.3	Test and experiment with construction materials, techniques and ancillary items considering and applying elements and principles of design.
	3.4	Test and experiment with presentation materials to enhance floristry product considering and applying elements and principles of design.
	3.5	Consider practices to minimise negative environmental impact from use of materials and techniques.
	3.6	Maintain accurate records of all designs produced during experimentation process.
4. Evaluate and record the floral design.	4.1	Evaluate design concepts to ensure product is consistent with creative and budgetary requirements and incorporates all required component elements.
	4.2	Consider different design concepts subjected to experimentation and their technical feasibility; select best product style and technique for construction.
	4.3	Develop job specifications for use during construction

phase.

4.4 Evaluate own performance in the design process and note areas for future self-improvement.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed below:

Skill	Description
Reading skills to:	• interpret complex documents about floral design trends.
Oral communication skills to:	• clearly represent complex design concepts to customers and other florists involved in the design process • ask open and closed probe questions and actively listen to elicit input and feedback on design concepts.
Numeracy skills to:	• interpret budgetary constraints • calculate dimensions of display areas and appropriate size of floristry products to suit • complete complex calculations for production resources and time required for construction.
Planning and organising skills to:	• collect and evaluate information on product style, function and budget to develop design concepts • manage own timing and productivity to complete designs within deadlines.
Self-management skills to:	• critically analyse input from self, colleagues and customers.
Technology skills to:	• use computers and software programs to develop and record design details and job specifications.

Unit Mapping Information

SFLDEC407A Design complex floristry products

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9