



Australian Government

Assessment Requirements for SFLDEC004 Design and produce innovative floristry products

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- design and construct these types of innovative floristry products:
 - two custom made floristry products in response to customer briefs
 - one complex and creative stock display
 - one innovative display for windows or exhibition within the business
 - one floral display produced to exhibition criteria
- adapt to different display contexts by designing and constructing innovative floristry products for three different site environments
- design and construct products using these techniques across the above suite of products:
 - base medium techniques ranging from basic to complex
 - hand tied techniques ranging from basic to complex
 - decorative and other wired floristry techniques ranging from basic to complex
 - integrated hand tied, wired and base medium techniques
 - unusual combinations of multiple types of floristry construction techniques
- use combinations of basic to innovative materials, across the above suite of products
- use innovative combinations of fresh and dry flower and plant materials across the above suite of products:
 - non-Australian species whether they are grown in Australia or overseas
 - Australian species.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- intricacies of current and emerging trends for floral designs and their use in innovative products
- intricate characteristics and interrelationships of the elements and principles of design, and their effects on the style and function of innovative floristry products:
 - elements of design:
 - texture
 - form

- colour
- space
- line
- principles of design:
 - harmony
 - rhythm
 - balance
 - dominance
 - scale
 - proportion
 - contrast
- intricacies and use of these design guidelines or forms and categories and their effects on the style and function of innovative floristry products:
 - decorative
 - vegetative
 - formal-linear
 - radial
 - parallel
 - overlapping/crossing
 - free arrangement
 - winding
- intricacies and use of these floral construction techniques for innovative products:
 - base medium construction techniques ranging from basic to complex
 - hand tied techniques ranging from basic to complex
 - decorative and other wired floristry techniques ranging from basic to complex
 - integrated hand tied, wired and base medium construction techniques
 - unusual combinations of multiple types of floristry construction techniques
 - packaging and protecting partially constructed displays during transportation
- complexities of the colour wheel to explore the use of colour and determine colour combinations
- complementary nature of varieties of flowers including integrating Australian species with non-Australian species
- intricacies and use of an extensive range of fresh and dry flower and plant materials used in innovative floristry products:
 - non-Australian species whether they are grown in Australia or overseas
 - Australian species
- essential features and use of fabrication and structural support components of innovative floristry products
- environmental requirements, including spatial, applicable to corporate and event venue display sites
- methods of sketching or digitally representing floral designs

- a range of formats for, and inclusions of, comprehensive job specifications for innovative floristry products
- primary components of copyright, intellectual property and design laws:
 - business rights over original designs
 - business responsibility to comply with laws that protect copyrighted products
- potential environmental and site impacts of constructing and maintaining floristry products and practices for:
 - reducing water and energy use
 - reducing wastage of floristry raw materials
 - disposal of floristry raw materials.

Assessment Conditions

Skills must be demonstrated in a floristry design, preparation and product construction and display environment. This can be:

- an industry workplace or event venue or site
- a simulated industry environment. This can include event venues and sites operated within a training organisation such as function rooms, restaurants, outdoor courtyards, gardens or exhibition areas.

Assessment must ensure use of:

- computers and general software programs to record design details and job specifications
- sketching materials and tools
- a commercial range of these floristry tools and equipment:
 - decorative containers and vessels
- fabrication and structural supports for innovative floristry products
- a diverse, commercial range of fresh and dry flower and plant materials:
 - non-Australian species whether they are grown in Australia or overseas
 - Australian species
- a diverse, commercial range of:
 - wrapping and packaging materials
- customer briefs
- information about the spatial parameters of venues or sites to allow the individual to design appropriate innovative products for display
- either electronic or hard copies of grower and other supplier brochures and information sheets
- templates to record job specifications
- current plain English regulatory documents distributed by government regulators for copyright, intellectual property and design laws
- a team of other florists with whom the individual can interact to coordinate production team outcomes and discuss initial and evolving design concepts; florists can be:
 - florists in an industry workplace or

- people who participate in project activities, role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation
- assessment activities that allow the individual to work with commercial speed, timing and productivity to complete design and construction activities within nominated deadlines.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors, and:

- hold a qualification or Statement of Attainment in Floristry which includes this unit of competency or equivalent; and
- have worked as a florist in the industry for at least three years where they have applied this unit of competency or equivalent.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9>