



Australian Government

Department of Education, Employment and Workplace Relations

SFLDEC302A Design floristry products

Revision Number: 1

SFLDEC302A Design floristry products

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to design a range of key and frequently sold floristry products. It requires the ability to determine the product function and style, generate, trial and assess ideas for the design of the product; and determine and document the final design of the floristry product so that job specifications can be followed during construction.</p> <p>This unit is the first of three hierarchical floristry design units which cover differing levels of design skill for florists producing different products. The following units cover higher order design skills for more complex and innovative floristry products:</p> <ul style="list-style-type: none">• SFLDEC407A Design complex floristry products• SFLDEC510A Design and produce innovative floristry products <p>The related function of working within a brief and liaising with customers and clients to meet their requirements and special requests is covered in:</p> <ul style="list-style-type: none">• BSBDES402A Interpret and respond to a design brief. <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the competency	<p>This unit describes a primary design function for a diverse range of key floristry products and applies to the full range of industry sectors and environments. The floristry business could be a retail, studio or online floristry business.</p> <p>The product could be custom-made in response to a customer brief or a display or stock item made for general sale. It could be an individual floristry product or part of a range of products for a special occasion.</p> <p>This unit applies to florists who operate with some level of autonomy or under limited supervision and guidance from others. It is undertaken by a diverse range of people such as retail and studio florists or designers employed by online floristry businesses and owner-operators of small floristry businesses.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil	

Employability Skills Information

Employability skills	This unit contains Employability Skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Determine the product style and construction components.	<p>1.1. Generate some initial design ideas for the style of the product giving consideration to its function and the brief and budget to be followed.</p> <p>1.2. Consider and apply the <i>elements</i> and <i>principles of design</i> when generating initial and ongoing design ideas for <i>a range of key and frequently sold floristry products</i> until the final product plans are achieved.</p> <p>1.3. Itemise <i>all proposed components</i> of the <i>product</i> to be constructed.</p> <p>1.4. Identify potential <i>problems</i> for constructing the product and discuss and resolve any issues with <i>relevant personnel</i>.</p>
2. Assess ideas for the production of floristry products.	<p>2.1. Develop a range of creative ideas for the construction of the floristry product.</p> <p>2.2. Consider the merits of all ideas and discuss with relevant personnel so that new ideas can be considered.</p> <p>2.3. Consider the implications of the design ideas on technical feasibility, cost, style and function of the floristry product.</p> <p>2.4. Consider new ideas and make changes to the floral design.</p> <p>2.5. Create notes or sketches of all design ideas to meet construction requirements.</p>
3. Trial the floristry product.	<p>3.1. <i>Trial</i> the use of different <i>flower and plant materials</i> considering and applying the elements of design.</p> <p>3.2. Trial different styles considering and applying the principles of design.</p> <p>3.3. Trial different construction materials, techniques and <i>ancillary items</i> considering and applying the elements and principles of design.</p> <p>3.4. Trial varied wrapping and <i>presentation materials</i> to enhance the floristry product considering and applying the elements and principles of design.</p> <p>3.5. Consider negative environmental impacts of all materials and techniques used and minimal impact practices to reduce these.</p> <p>3.6. Keep accurate <i>records</i> of all designs produced during the trial process.</p>
4. Evaluate and record	<p>4.1. Review the design options to ensure the product to</p>

ELEMENT	PERFORMANCE CRITERIA
the floral design.	<p>be constructed is consistent with the <i>creative and costing requirements</i>.</p> <p>4.2. Review the design options to ensure the product will incorporate all <i>component elements</i> required.</p> <p>4.3. Consider the different approaches used and select the best product style and technique for construction.</p> <p>4.4. Develop a <i>job specification</i> for use during the construction phase.</p> <p>4.5. Evaluate own performance in designing the floristry product and note areas for future self-improvement.</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- drawing skills to sketch or digitally represent floral designs that will clearly represent and communicate the concept to others
- evaluation skills to consider the merits of all input from self, colleagues and any customer briefs or specifications
- creative thinking skills to develop ideas and explore a range of floral designs
- self-management, time management, planning and organisational skills to complete the design of the floristry product within deadlines
- problem solving skills to identify any issues associated with initial and ongoing design ideas and to adapt the style and components of the product accordingly
- communication skills including active listening and open and closed questioning to discuss the design with customers and others involved in the business and the design process
- literacy skills to read and comprehend the content of sometimes unfamiliar and detailed product information documents, including in-house and supplier product sheets or manuals
- writing skills to produce detailed records of all designs and to record detailed job specifications to be followed during the construction phase
- numeracy skills to interpret budgetary constraints and any quotations provided to the customer and to calculate the time required to construct the floristry product.

Required knowledge

- the key features of current and emerging trends for floral designs and their use in various floristry products
- the key characteristics of the elements and principles of design, their key interrelationships and effects on the style and function of various key and frequently sold floristry products
- The elements of design include:
 - texture
 - form
 - colour
 - space
 - line
- The principles of design include:
 - harmony
 - rhythm
 - balance
 - dominance

REQUIRED SKILLS AND KNOWLEDGE

- scale
- proportion
- contrast
- the essential features and use of a wide variety of design guidelines or forms and categories including decorative, vegetative, formal-linear, radial and parallel and their effects on the style and function of various key and frequently sold floristry products
- the key characteristics of the colour wheel to explore the use of colour and determine colour combinations
- the complementary nature of various varieties of flowers including the integration of Australian wildflowers and foliage with commonly used varieties and exotics
- the essential features and use of a wide variety of floral construction techniques for hand tied, wired products and those using a base medium
- the essential features and use of a wide variety of flower and plant materials in order to select appropriate materials for the design of floristry products
- the essential features and use of a wide variety of ancillary floristry products, presentation materials and wrapping techniques which enhance the design of the floristry products
- any requirements to comply with the current style or themed floristry product base for the business, industry sector or special occasion
- any special requirements applicable to a venue where the floristry product will be used or displayed e.g. spatial
- a range of formats for and inclusions of job specifications produced for use during the construction phase
- the primary components of copyright and intellectual property laws that relate to the design of floristry products. This would include the business' rights over original designs and its responsibility to comply with laws that protect copyrighted products
- the environmental impacts of constructing and maintaining floristry products and minimal impact practices to reduce these, especially those that relate to resource, water and energy use and to the use of floristry raw materials.

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- knowledge of copyright and intellectual property legislation relevant to floristry designs
- knowledge of the elements and principles of design, and their interrelationships and their effects on the style and function of floristry products, and the ability to continuously evaluate and modify the floral design in line with these elements and principles
- ability to identify and resolve, throughout the design phase, problems that may impact on the style, function and construction of the floristry product
- ability to design multiple and diverse key and frequently sold floristry products which must include the key floristry products outlined in the range statement. To ensure consistency of performance and ability to respond to different requirements, this must occur over a period of time and cover the design of products of varying sizes and complexities using diverse construction techniques
- project or work activities conducted over a sufficient period so that the design can evolve through trial and evaluation - however, this must be achieved within commercial time constraints and deadlines determined by the customer or the organisation.

Context of and specific resources for assessment

Assessment must ensure:

- access to comprehensive and sufficient information about a floristry business, project and or special occasion to allow the candidate to design products that sit within the parameters of the business, project and or special occasion
- access to a fully equipped office environment using appropriate computers, software and information programs and publications to facilitate the processes involved in developing and documenting floristry designs
- the design of floristry products within a floristry

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	<p>design, preparation and product construction environment</p> <ul style="list-style-type: none"> • access to a diverse, comprehensive and commercial product range of flowers, plant materials, cleaning agents, preservatives, conditioning agents and construction, ancillary and presentation items that can be used during the design process • use of current materials and technology required to sketch or photograph designs.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • direct observation of the candidate trialling and discovering design ideas • project activities to develop and assess initial and final designs for floristry products in conjunction with an industry operator • project activities to develop and assess initial and final designs for floristry products for a local community organisation or a small scale event delivered by the training college • review of a comprehensive portfolio prepared by the candidate that documents the entire design process inclusive of notes on original and evolving ideas, evaluation of the ideas to meet the product requirements, amendments made throughout the design process, a suite of sketches that represent initial and evolving ideas and job specifications prepared for the construction phase. • written and oral questioning or interview to test knowledge of such things as copyright issues and the elements and principles of design. • review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate. <p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> • BSBDES301A Explore the use of colour • BSBDES402A Interpret and respond to a design brief • CUVCOR07B Use drawing techniques to represent the object or idea • SFLDEC304A Construct hand tied floristry products

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| | <ul style="list-style-type: none">• SFLDEC305A Construct wired floristry products• SFLDEC36A Construct floristry products with a base medium• SFLSOP201A Source information on floristry products and services• SFLSOP308A Prepare quotations for floristry products. |
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Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Elements of design</i> must include:	<ul style="list-style-type: none"> • texture • form • colour • space • line.
<i>Principles of design</i> must include:	<ul style="list-style-type: none"> • harmony • rhythm • balance • dominance • scale • proportion • contrast.
<i>All proposed components</i> may include:	<ul style="list-style-type: none"> • flowers and plant materials • ancillary items • construction materials • hired items • time and labour costs • presentation materials.
The <i>range of key and frequently sold floristry products</i> to be designed must include:	<ul style="list-style-type: none"> • key hand tied floristry products: <ul style="list-style-type: none"> • bunch (spiralled and straight stemmed) • posy (spiralled and straight stemmed) • bouquet (spiralled and straight stemmed) • single flower presentation • boxed presentation • funeral sheaf • presentation sheaf • linear bouquet (formal-linear and specific line e.g. vertical) • formal posy • structured posy • grouped posy. • key wired floristry products:

RANGE STATEMENT

	<ul style="list-style-type: none"> • button hole • corsage • formal and informal posy • formal and informal trail • simple, formal and informal shower • shoulder spray • wrist spray • handbag spray • circlet • simple head piece • cake decoration • wired funeral shape • wreath. • key floristry products using a base medium: <ul style="list-style-type: none"> • posy bowl • posy box • simple symmetrical line arrangement (upright) • vertical parallel arrangement • table arrangement • casket decoration • wreath (floral foam and other base) • open spray arrangement • asymmetrical arrangement • formal linear arrangement • floral foam bouquet holder.
There is a broad range of key floristry product subject to design and this may include:	<ul style="list-style-type: none"> • display or stock items made for general sale • products within a pre-determined business product range • floristry products regularly provided for corporate client displays in, for example, hotels, government buildings, hospitals, galleries, corporate offices, churches. • floral arrangements for special occasions: <ul style="list-style-type: none"> • small scale events e.g. banquets and awards that do not require complex products • weddings • parties e.g. birthdays and engagements • celebrations e.g. Christmas and St

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	<p>Valentine's Day</p> <ul style="list-style-type: none"> religious celebrations e.g. communions, bar mitzvahs funerals. key products using hand tied floristry techniques key products using wired floristry techniques key products using base medium construction techniques.
Problems may include:	<ul style="list-style-type: none"> lack of experience with flowers and plant materials lack of experience with the variety and size of the various products e.g. those for a special occasion inability to source or roster staff to meet production requirements constraints of a short production and delivery deadline expense of transporting floral displays and products to the display location restrictions of various venue operators such as churches, cemeteries and crematoria price fluctuations for raw materials and ancillary items expense of locating and transporting any special raw materials fluctuations in exchange rates expense of all components of the product and inability to meet a production budget seasonal non-availability of the flower and plant materials non-availability of ancillary, presentation and wrapping items constraints of the location where floristry product will be used or displayed short life cycle and problems with maintaining quality during storage, production and display by the organisation or the customer product, tax and levy costs not clearly defined by the supplier conditions not clearly defined by the supplier that relate to provision of raw materials, deposit, payment and cancellation terms and

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	<ul style="list-style-type: none"> conditions nondelivery of the product from unknown supplier constraints of OHS requirements breaching laws by reproducing copyrighted products failure to protect the business's original designs negative environmental impacts of materials chosen inability to meet the customer preference or brief.
Relevant personnel may include:	<ul style="list-style-type: none"> supervisor manager floral designer studio designer a more experienced florist owner-operator of a small floristry business.
Trial of styles, flower and plant, construction and presentation materials may involve:	<ul style="list-style-type: none"> creating a physical model, sample or prototype testing the design with colleagues through visual and descriptive representation testing the design against different display scenarios presenting the design to the customer through visual and descriptive representation and challenging the design against the customer brief.
Flower and Plant materials must include:	<ul style="list-style-type: none"> flowers including: <ul style="list-style-type: none"> fresh (common, exotic and Australian wildflowers) dry and preserved artificial. plant materials including: <ul style="list-style-type: none"> fresh (common, exotic and Australian foliage) dry and preserved artificial.
Ancillary items may include:	<ul style="list-style-type: none"> chocolates, fruit, nuts, alcohol hampers gift items of any type novelties such as balloons and toys

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	<ul style="list-style-type: none"> • flower preservatives and conditioning agents.
<i>Presentation materials</i> may include:	<ul style="list-style-type: none"> • wrapping • gift cards and message items • corporate advertising of the business • corporate materials provided by the customer.
<i>Records</i> may include:	<ul style="list-style-type: none"> • sketches • photographs • itemised lists of all components and suppliers • construction notes • notes on seasonal availability of flower and plant materials • relative costs of alternate components.
<i>Creative and costing requirements</i> may include:	<ul style="list-style-type: none"> • style and theme of products produced by the organisation • theme of any special occasion • customer preferences for certain types of flower and plant materials or colours • incorporation of any corporate livery or branding • spatial requirements for the floral display • meeting the customer's budget or business costing limitations.
<i>Component elements</i> may include:	<ul style="list-style-type: none"> • a suite of products for a special occasion • a single floral product • presentation and ancillary items • wrapping materials that enhance the product • support materials and methods.
<i>Job specification</i> may include:	<ul style="list-style-type: none"> • customer brief and how it has been met • location where floristry product will be used or displayed • purpose of the floristry product (e.g. for a special occasion) • photographs of the final design • photographs of various stages of construction • sketches • general overview of how to construct • complete instructions for construction including techniques to be used • itemised lists of all components and suppliers • notes on seasonal availability of flower and plant materials

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	<ul style="list-style-type: none"> • itemised maximum cost of all components • relative costs of alternate components • itemised list of individual products to be produced as part of a suite and numbers required • size of each item to be constructed • estimated timeframe for the construction of all components.
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Unit Sector(s)

Unit sector	Floristry
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Competency field

Competency field	Floristry Design and Construction
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Co-requisite units

Co-requisite units		