SFLDEC407A Design complex floristry products

Revision Number: 1

SFLDEC407A Design complex floristry products

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to formally design a diverse range of small to large scale complex floristry products. It requires the ability to determine the product function and style, generate ideas for the design of the product, experiment with and evaluate a range of design concepts and determine and document the final design of the floristry product so that job specifications can be followed during the construction phase.
	This unit is the second of three hierarchical floristry design units which cover differing levels of design skill for florists producing different products. The following units cover primary design skills for key and frequently sold floristry products and the higher order design skills for more complex and innovative floristry products:
	• SFLDEC302A Design floristry products • SFLDEC510A Design and produce innovative floristry products.
	The related function of working within a brief and liaising with customers and clients to meet their requirements and special requests is covered in:
	• BSBDES402A Interpret and respond to a design brief.
	No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the competency	This unit describes a key design function for a diverse range of floristry products and applies to the full range of industry sectors and environments. The floristry business could be a retail, studio or floristry business that specialises in corporate or special events.
	The complex product could be custom-made in response to a customer brief or an original display or stock item made for general sale. It could be a large or small scale floristry product, one of a complex nature, one using complex techniques or part of a range of products for a special and or themed event.
	This unit applies to senior floristry industry personnel with considerable experience across product categories. They operate autonomously and have a strategic design focus as part of their job role. This can include senior retail florists, studio florists, floral designers, florists involved in corporate or special events and owner-operators of small floristry businesses. They may even chose to participate in floral competitions to enhance the professional development of their design skills.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil	

Employability Skills Information

Employability skills	This unit contains Employability Skills.

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.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Determine the product style and construction requirements.	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. 1.2. Consider and apply the *elements* and *principles of design* when generating initial and ongoing design ideas for *a range of complex floristry products* until the final product plans are achieved. 1.3. Itemise and analyse *all proposed components* of the products to be constructed. 1.4. Identify potential *problems* that could be encountered in constructing the product and analyse and consider solutions. 1.5. Conduct an assessment of self or organisation's capability to construct the proposed product and identify additional resources required.
2. Develop and assess concepts.	2.1. Develop a range of design ideas and provide creative solutions for the construction of the floristry product. 2.2. Assess all ideas and collaborate with relevant people to maximise contribution of ideas to initial concepts. 2.3. Review and assess design ideas for implications on technical feasibility, cost, style and function of the floristry product. 2.4. Research current and emerging *technologies*, *market and design trends* in floristry and consider additional concepts and to incorporate into the floral design. 2.5. Create notes, plans or sketches of all concepts, as required.
3. Experiment with concepts.	3.1. Select and experiment with differing *flower and plant materials* considering and applying the elements of design. 3.2. *Test and experiment* with different style concepts considering and applying the principles of design. 3.3. Test and experiment with construction materials, techniques and *ancillary items* considering and applying the elements and principles of design. 3.4. Test and experiment with any *presentation materials* required to enhance the floristry product considering and applying the elements and principles of design.

ELEMENT	PERFORMANCE CRITERIA
	3.5. Consider negative environmental impacts of all materials and techniques used and minimal impact practices to reduce these.
	3.6. Keep accurate *records* of all designs produced during the experimentation process.
4. Evaluate and document the floral design.	4.1. Evaluate the initial and ongoing design concepts to ensure the product to be constructed is consistent with *creative and budgetary requirements*.
	4.2. Evaluate the initial and ongoing design concepts to ensure the product will incorporate all *component elements* required.
	4.3. Consider the different design concepts subjected to experimentation and select the best product style and technique for construction with consideration of technical feasibility.
	4.4. Develop a *detailed job specification* for use during the construction phase to ensure the floristry product is produced as intended.
	4.5. Evaluate own performance in the design process and note areas for future self-improvement.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- drawing skills sufficient to sketch or digitally represent floral designs that will clearly represent and communicate the concept to others
- critical thinking skills to facilitate rational and logical analysis of all input from self, colleagues and any customer briefs or specifications
- creative thinking skills to develop ideas and explore a range of design concepts
- 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 concepts and to adapt the style and components of the productaccordingly
- communication skills including active listening and open and closed questioning to conduct consultation with customers and others involved in the business and the design process
- literacy skills to read and comprehend complex documents that relate to floral design trends andsometimes unfamiliar and detailed product information documents, including in-house and supplier product sheets or manuals
- writing skills to produce comprehensive records of all design concepts and comprehensive job specifications to be followed during the construction phase
- numeracy skills to interpret budgetary constraints, any quotations provided to the customer and to calculate the time required to construct the floristry product.

Required knowledge

- the intricacies of current and emerging trends for floral designs and their use in various complex floristry products
- the intricate characteristics and interrelationships of the elements and principles of design, and their effects on the style and function of complex 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 intricacies 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 complex floristry products
- the complexities 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 intricacies and use of an extensive range of floral construction techniques (including new and emerging techniques) for complex hand tied, complex wired products (especially those using decorative wiring techniques) and those complex products using a base medium
- the intricacies and use of an extensive range of flower and plant materials in order to select appropriate materials for the design of complex floristry products
- the intricacies and use of an extensive range of ancillary floristry products, presentation materials and wrapping techniques which enhance the design of complex floristry products
- the essential features and use of fabrication and structural support components of complex floristry products
- any requirements to comply with the current style or themed floristry product base for the business, industry sector or event
- any special requirements applicable to a corporate venue or event site where the floristry product will be used or displayed e.g. spatial
- a range of formats for and inclusions of complex 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, their interrelationships and effects on the style and function of floristry products, and the ability to continuously evaluate and modify the complex 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 final complex floristry product - ability to design multiple and diverse complex floristry products of small to large scale that must include the complex 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 complex floristry products of differing styles which use diverse complex construction techniques - development of complex floristry product designs that meet the requirements of multiple site environments to ensure that skills can be adapted to different display contexts - project or work activities conducted over a sufficient period so that the design can evolve through experimentation and evaluation; however, this must be achieved within commercial time constraints and deadlines determined by the customer or the organisation.

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EVIDENCE GUIDE	
Context of and specific resources for assessment	Assessment must ensure: • access to comprehensive and sufficient information about a floristry business, project or special or themed event to allow the candidate to fully and formally design complex products that sit within the parameters of the business, project or event • 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 complex floristry designs • the design of complex floristry products within a floristry design, preparation and product construction environment • a diverse, comprehensive and commercial product range of flowers, plant materials, cleaning agents, preservatives, conditioning agents, construction, ancillary and presentation items that can be used during the design process • use of current materials and technology to sketch or photograph designs.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • direct observation of the candidate testing and experimenting with various design concepts • project activities to develop and assess concepts and final designs for complex floristry products in conjunction with an industry operator • project activities to develop and assess concepts and final designs for complex floristry products for a local community organisation or an 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 concepts, evaluation of the concepts to meet the product requirements, amendments made throughout the process, a suite of sketches that represent initial and evolving concepts and the final comprehensive job specifications prepared for the construction phase • written and oral questioning or interview to test knowledge of such things as copyright issues, the

EVIDENCE GUIDE	
	elements and principles of design and any current or emerging trends for the floristry industry.
	• review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.
	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:
	• BSBDES301A Explore the use of colour
	• BSBDES402A Interpret and respond to a design brief
	• CUVCOR08A Produce drawings to represent and communicate the concept
	• SFLDEC408A Construct complex floristry products
	• SFLDEC409A Coordinate floristry productsfor a special occasion
	• SFLSOP308A Prepare quotations for floristry products.

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.	
Elements of design must include:	• texture • form • colour • space • line.
Principles of design must include:	• harmony • rhythm • balance • dominance • scale • proportion • contrast.
The *range of complex floristry products* to be designed must include:	• custom-made floristry products in response to customer briefs • large scale corporate displays including components constructed off-site and assembled or displayed on-site • large, small and themed displays including components constructed off-site and assembled on-site for events.

All proposed components may include:	• flowers and plant materials
	• ancillary items
	• construction materials
	• packaging materials
	• hired items
	• fabrication items, structural components and frameworks including:
	  • wires
	  • ropes
	  • cages
	  • fences
	  • platforms
	  • lighting

RANGE STATEMENT	
	- welded and angled grinded materials. - props - off and on-site labour requirements and costs.
A broad range of complex floristry *products* are subject to design and may include:	- complex display or stock items - complex window displays - large, small or themed corporate displays including components constructed off-site and assembled on-site for: - exhibition centres - ball rooms - restaurants and reception centres - theatres - galleries - hotels - government buildings - hospitals - corporate offices - marquees - gardens - cruise boats - churches or chapels. - large, small or themed displays including components constructed off-site and assembled on-site for events and special occasions: - corporate events - balls and banquets - themed events - industry and other awards presentations - theatrical performances - trade shows - exhibitions - floral festivals - weddings - parties e.g. birthdays and engagements - celebrations e.g. Christmas and St Valentine's Day - religious celebrations e.g. communions, bar mitzvahs - funerals.

RANGE STATEMENT	

	• floral displays produced to competition criteria
	• floristry arrangements of a highly creative nature and of advanced design
	• products of any size for any purpose using:
	   • complex hand tied floristry techniques
	   • complex wired floristry techniques, especially decorative wiring techniques
	   • complex base medium construction techniques
	   • new and emerging techniques.

Problems may include:	• lack of experience with flowers and plant materials • lack of experience with the variety and size of the various products e.g. those for an event • 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 • 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 • non-availability of fabrication and support materials for large displays • 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 conditions

RANGE STATEMENT	

	• non-delivery of the product from unknown supplier
	• constraints of OHS requirements
	• constraints of ensuring copyright of products is not breached
	• failure to protect the business' original designs
	• inability to meet the customer preference or brief.
	• constraints of any site where the floristry product will be displayed including:
	  • type (internal or external)
	  • dimensions of display area
	  • dimensions of delivery access and storage areas
	  • venue access times and impacts on assembling the floristry products to meet deadlines
	  • restrictions of various venue operators such as churches, cemeteries and crematoria
	  • size and availability of on-site assembly storage and maintenance areas
	  • conflicting activities in on-site assembly, storage and display areas.
	• structural constraints of the location where floristry product will be used or displayed including:
	  • pipes and drainage
	  • earthwork
	  • brickwork
	• stone masonry.

Technologies, ***market and design trends*** may involve:	• emerging floristry construction techniques • use of texting (SMS) • use of the Internet • use of digital photography and scanners • use of design and accounting software • use of electronic technology to track orders, delivery and relay services • use of GPS systems for delivery of products • emerging customer preferences • changing customer demographics • seasonal or in-fashion colours

RANGE STATEMENT

	• the influence of clothing fashion, fabric and colour trends • the influence of architecture, interior design and trends in interior decoration • the influence of themed events • the influence of new hybrid flowers and plant materials • emerging technologies that impact on production.

Flower and plant materials must include:	• flowers including:
	   • fresh (common, exotic and Australian wildflowers)
	   • dry and preserved
	   • artificial.
	 • plant materials including:
	   • fresh (common, exotic and Australian foliage)
	   • dry and preserved
	   • artificial.

Testing and experiment with styles, flower and plant, construction and presentation materials and ancillary items may involve:	• 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.
Ancillary items may include:	• chocolates, fruit, nuts, alcohol • hampers • gift items of any type • novelties such as balloons and toys • flower preservatives and conditioning agents.
Presentation materials may include:	• wrapping • gift cards and message items • corporate advertising of the business • corporate materials provided by the customer.
Records may include:	• sketches • photographs • itemised lists of all components and suppliers

RANGE STATEMENT	
	• construction notes and instructions • notes on seasonal availability of flower and plant materials • relative costs of all components.
Creative and budgetary requirements may include:	• style and theme of products produced by the organisation • theme of any event or 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 • pricing the product for sale within the organisation for business profitability • meeting the budget for an event.
Component elements may include:	• a suite of themed products • a suite of products for an event or special occasion • a single floral product • presentation and ancillary items • wrapping materials that enhance the product • support materials and methods.
Detailed job specification may include:	• 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 an event) • 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 • packaging and transportation requirements • itemised lists of all components and suppliers • notes on seasonal availability of flower and plant materials • itemised maximum cost of all components • relative costs of alternate components • itemised list of individual products to be

RANGE STATEMENT	
	produced as part of a suite and numbers required
	• size of each item to be constructed
	• fabrication and structural support requirements for large displays
	• estimated timeframe for the construction of all components.

Unit Sector(s)

Unit sector	Floristry

Competency field

Competency field	Floristry Design and Construction

Co-requisite units

Co-requisite units		