



Australian Government

SFLDEC002 Design floristry products

Release: 1

SFLDEC002 Design floristry products

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to design a range of key and frequently sold floristry products. This primary design function requires the ability to determine the product function and style, generate and assess ideas for product design, and determine and document the final design so that job specifications can be followed during the construction phase.

Products could be custom made in response to customer briefs or display or stock items made for general sale. They could be individual floristry products or part of a range of products for a special occasion.

This unit applies to all floristry industry businesses including retail floristry shops, studio or online businesses and those that specialise in corporate or special events. It applies to florists who work with some level of independence and under limited supervision and guidance from others.

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

Elements describe the essential outcomes.

1. Determine product style and construction components.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1 Generate initial design ideas for product style, considering 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 all proposed product components.
 - 1.4 Identify potential problems for product construction, discuss and resolve issues with relevant personnel.
 2. Develop and assess ideas for production of floristry products.
 - 2.1 Develop a range of creative ideas for constructing floristry products in consultation with relevant personnel, if appropriate.
 - 2.2 Generate alternative ideas for production considering alternative materials, techniques and presentation.
 - 2.3 Consider practices to minimise negative environmental impact from use of materials and techniques.
 - 2.4 Evaluate merits and implications of design ideas on technical feasibility, cost, style and function of product.
 - 2.5 Create notes and sketches of design ideas to assist with construction.
 - 2.6. Maintain accurate records of all designs produced during concept development process.
 3. Evaluate and record the floral design.
 - 3.1 Review design options to ensure product is consistent with creative and costing requirements and incorporates all required component elements.
 - 3.2 Consider different approaches and select best product style and technique for construction.
 - 3.3 Develop job specifications for use during construction phase.
 - 3.4 Evaluate own performance in floristry product design 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 detailed in-house and supplier product information documents.
Oral communication skills to:	- clearly represent design ideas to customers and other florists involved in design process - ask open and closed probe questions and actively listen to elicit input and feedback on design ideas.
Numeracy skills to:	interpret budgetary constraints

- complete routine calculations for dimensions of floristry products and time required for construction.
- Planning and organising skills to:
 - collect and evaluate information on product style, function and budget to develop design ideas
 - manage own timing and productivity to complete designs within deadlines.
- Technology skills to:
 - use computers and software programs to develop and record design details and job specifications.

Unit Mapping Information

SFLDEC302A Design floristry products

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for SFLDEC002 Design floristry products

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 these key and frequently sold floristry products:
 - hand tied floristry products:
 - bunch (spiralled and straight stemmed)
 - posy (spiralled stemmed)
 - bouquet (spiralled stemmed)
 - single flower presentation
 - boxed presentation
 - funeral sheaf
 - presentation sheaf
 - linear bouquet (vertical line)
 - wired floristry products:
 - button hole
 - corsage
 - posy
 - trail
 - shower
 - shoulder spray
 - wrist spray
 - circlet
 - head piece
 - cake decoration
 - floristry products using a base medium:
 - posy bowl
 - posy box
 - symmetrical line arrangement (vertical line)
 - vertical parallel arrangement
 - table arrangement
 - casket spray
 - wreath using floral foam and other base

- funeral spray
- asymmetrical arrangement
- floral foam bouquet holder
- a product incorporating a hamper
- prepare product designs which use these construction techniques across the above suite of products:
 - hand tied techniques:
 - spiral stem
 - straight stem
 - finishing and binding
 - wiring techniques:
 - support wiring for flower and plant materials with a stem
 - wiring for flower and plant materials with minimal or no stem
 - stitching
 - pinning
 - specialised wiring
 - cross wiring
 - base medium techniques:
 - cutting and shaping base media
 - support wiring for flower and plant materials
 - securing
- include fresh and dry flower and plant materials across the above suite of designs:
 - 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:

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

- rhythm
- balance
- dominance
- scale
- proportion
- contrast
- essential features and use of these design guidelines or forms and their effects on the style and function of key and frequently sold floristry products:
 - decorative
 - vegetative
 - formal-linear
 - radial
 - parallel
- essential features and use of these floral construction techniques:
 - hand tied techniques:
 - spiral stem
 - straight stem
 - finishing and binding
 - wired techniques:
 - support wiring for flower and plant materials with a stem
 - wiring for flower and plant materials with minimal or no stem
 - stitching
 - pinning
 - specialised wiring
 - cross wiring
 - base medium techniques:
 - cutting and shaping base media
 - support wiring for flower and plant materials
 - securing
 - techniques for:
 - using ribbons and ties
 - wrapping for enhancement
 - packaging and protecting flower and plant materials
 - constructing presentation boxes
- key characteristics 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
- essential features and use of a wide variety of fresh, dry and preserved flower and plant materials used in key and frequently sold floristry products:

- non-Australian species whether they are grown in Australia or overseas
- Australian species
- essential features and use of a wide variety of ancillary floristry products and presentation materials used to enhance floristry products
- requirement to comply with a product style or theme
- environmental requirements, including spatial, applicable to the display venue
- methods of sketching or digitally representing floral designs
- a range of formats for and inclusions of job specifications for 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 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 environment. This can be:

- an industry workplace
- a simulated industry environment operated within a training organisation.

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
 - floral foam 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:
 - ancillary items
 - wrapping and packaging materials
- customer briefs
- information about the spatial parameters of venues or sites to allow the individual to design appropriate 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
- other florists with whom the individual can interact to discuss initial and evolving design ideas; these 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, within a training organisation
- assessment activities that allow the individual to work with commercial speed, timing and productivity to complete and document designs 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

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