



Australian Government

SFLDEC002 Design 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 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>