



**Australian Government**

# **SFLDEC003 Design complex floristry products**

**Release: 1**

## SFLDEC003 Design complex floristry products

### Modification History

Not applicable.

### Application

This unit describes the performance outcomes, skills and knowledge required to design a range of small to large-scale complex floristry products. This key design function requires the ability to determine the product function and style, generate product design ideas, experiment with and evaluate a range of design concepts and determine and document the final design so that job specifications can be followed during the construction phase.

Complex products could be custom made in response to customer briefs or original display or stock items made for general sale. They could be small or large-scale floristry products, those of a complex nature, those using complex techniques or part of a range of products and displays for a special or themed event.

This unit applies to all floristry industry businesses including retail floristry shops, and studio floristry businesses and those that specialise in corporate or special events. It applies to senior florists and floral designers who work independently or with limited guidance from others, have considerable experience across product categories and have a design focus as key part of their job role.

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

#### PERFORMANCE CRITERIA

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

1.1 Generate initial design ideas for product style considering

- and construction requirements.
- 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 and analyse all proposed product components.
- 1.4 Identify potential problems for product construction, analyse and consider solutions.
- 1.5 Assess self and organisation's capability to construct proposed product and identify additional required resources.
2. Develop and assess concepts.
- 2.1 Develop a range of design concepts and provide creative solutions for constructing the floristry product.
- 2.2 Assess concepts and collaborate with relevant personnel to maximise contribution of ideas to concepts.
- 2.3 Review and assess design concepts for implications on technical feasibility, cost, style and function of floristry product.
- 2.4 Research current and emerging technologies, market and design trends in floristry and incorporate additional concepts into the floral design.
- 2.5 Create notes, plans and sketches of all concepts.
3. Experiment with concepts.
- 3.1 Select and experiment with differing flower and plant materials considering and applying elements and principles of design.
- 3.2 Test and experiment with different style concepts considering and applying elements and principles of design.
- 3.3 Test and experiment with construction materials, techniques and ancillary items considering and applying elements and principles of design.
- 3.4 Test and experiment with presentation materials to enhance floristry product considering and applying elements and principles of design.
- 3.5 Consider practices to minimise negative environmental impact from use of materials and techniques.
- 3.6 Maintain accurate records of all designs produced during experimentation process.
4. Evaluate and record the floral design.
- 4.1 Evaluate design concepts to ensure product is consistent with creative and budgetary requirements and incorporates all required component elements.
- 4.2 Consider different design concepts subjected to experimentation and their technical feasibility; select best product style and technique for construction.
- 4.3 Develop job specifications for use during construction

phase.

4.4 Evaluate own performance in the design process 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:                 | <ul style="list-style-type: none"><li>• interpret complex documents about floral design trends.</li></ul>                                                                                                                                                                                 |
| Oral communication skills to:      | <ul style="list-style-type: none"><li>• clearly represent complex design concepts to customers and other florists involved in the design process</li><li>• ask open and closed probe questions and actively listen to elicit input and feedback on design concepts.</li></ul>             |
| Numeracy skills to:                | <ul style="list-style-type: none"><li>• interpret budgetary constraints</li><li>• calculate dimensions of display areas and appropriate size of floristry products to suit</li><li>• complete complex calculations for production resources and time required for construction.</li></ul> |
| Planning and organising skills to: | <ul style="list-style-type: none"><li>• collect and evaluate information on product style, function and budget to develop design concepts</li><li>• manage own timing and productivity to complete designs within deadlines.</li></ul>                                                    |
| Self-management skills to:         | <ul style="list-style-type: none"><li>• critically analyse input from self, colleagues and customers.</li></ul>                                                                                                                                                                           |
| Technology skills to:              | <ul style="list-style-type: none"><li>• use computers and software programs to develop and record design details and job specifications.</li></ul>                                                                                                                                        |

## Unit Mapping Information

SFLDEC407A Design complex 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 SFLDEC003 Design complex 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 complex floristry products:
  - two custom-made complex floristry products in response to customer briefs
  - products to be fully constructed and displayed on-site at the floristry business:
    - one complex display or stock item
    - one complex window display
    - one large scale corporate display including components to be constructed off-site at the floristry business and assembled and displayed at corporate site
    - themed displays for an event including components to be constructed off-site at the floristry business and assembled and displayed at event venue
- adapt to different display contexts by designing complex floristry products for three different site environments
- design products incorporating these construction techniques across the above suite of products:
  - complex and other base medium techniques
  - complex and other hand tied techniques
  - complex, decorative and other wired floristry techniques
  - integrated hand tied, wired and base medium techniques
  - new and emerging techniques
- use 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:

- intricacies of current and emerging trends for floral designs and their use in complex products
- intricate characteristics and interrelationships of the elements and principles of design, and their effects on the style and function of complex 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 complex floristry products:
  - decorative
  - vegetative
  - formal-linear
  - radial
  - parallel
- intricacies and use of these floral construction techniques for complex products:
  - complex and other base medium techniques
  - complex and other hand tied techniques
  - complex, decorative and other wired floristry techniques
  - integrated hand tied, wired and base medium techniques
  - new and emerging techniques
  - techniques for:
    - wrapping for enhancement
    - packaging and protecting flower and plant materials
    - 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 complex floristry products:
  - non-Australian species whether they are grown in Australia or overseas
  - Australian species
- intricacies and use of an extensive range of ancillary floristry products and presentation materials used to enhance complex floristry products

- essential features and use of fabrication and structural support components of complex floristry products
- requirement to comply with a current product style or theme
- 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 complex 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 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 complex 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:
  - ancillary items
  - wrapping and packaging materials
- customer briefs
- information about the spatial parameters of sites or venues to allow the individual to design appropriate complex 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 concepts; 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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