



Australian Government

SFLDEC004 Design and produce innovative floristry products

Release: 1

SFLDEC004 Design and produce innovative floristry products

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to creatively design and produce a diverse range of small to large-scale innovative floristry products.

It requires the ability to identify opportunities to develop innovative products, generate innovative design concepts and to experiment with, evaluate, select and document the final design in detailed job specifications. It also requires the ability to construct innovative products, supervise production team members and to continually re-evaluate and refine existing design and construction skills through professional discussion and practice.

Innovative 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 or exhibition.

This unit applies to all floristry industry businesses including retail floristry shops, studio businesses and those that specialise in corporate or special events. It applies to senior florists and specialist floral designers and floral stylists who operate with significant autonomy, have considerable experience across product categories and have a strategic design focus as 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

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to

essential outcomes.

demonstrate achievement of the element.

1. Explore opportunities to develop innovative products.
 - 1.1 Investigate brief, need or opportunity for innovation and clarify context for the product.
 - 1.2 Generate ideas for innovative and creative solutions in response to function of and intended audience for floristry product.
 - 1.3 Challenge brief or style ideas of customers by suggesting innovative designs outside scope of their creativity.
 - 1.4 Challenge own past design practice and personal style; identify opportunities to diversify through design of innovative products.
 - 1.5 Challenge assumptions about product range and develop entrepreneurial attitudes towards innovative products.
2. Develop a range of creative design concepts.
 - 2.1 Use creative thinking techniques to generate a range of innovative and creative concepts.
 - 2.2 Apply elements and principles of design when generating initial and ongoing design ideas until final product plans are achieved.
 - 2.3 Encourage and assess contribution of creative and innovative ideas by colleagues and customers.
 - 2.4 Review and assess different concepts for technical feasibility, innovation, creativity and acceptability to audience.
 - 2.5 Identify potential problems and check concepts against constraints to determine feasibility.
 - 2.6 Select concepts that achieve an innovative and feasible outcome and maintain notes, plans and sketches of all design concepts.
3. Refine and resolve the innovative design through experimentation.
 - 3.1 Experiment with differing flower and plant materials, styles, construction materials and techniques considering and applying elements and principles of design.
 - 3.2 Expand creative and innovative product opportunities through exploration of opportunities beyond the obvious.
 - 3.3 Critically analyse all tested concepts for technical feasibility, innovation, creativity and acceptability to audience and select best design for construction.
 - 3.4 Develop detailed job specifications for use during construction phase.
4. Construct innovative floral designs.
 - 4.1 Use job specifications to select and organise resources to achieve production according to time, budgetary and technical requirements.

- 4.2 Coordinate and supervise production staff to ensure quality standards are met.
 - 4.3 Select and adapt appropriate construction techniques for innovative floristry products considering and applying elements and principles of design.
 - 4.4 Assess, determine and use appropriate support methods and secure all components of floristry products according to job specifications.
 - 4.5 Monitor construction to ensure integrity of design is maintained; challenge, interrogate own design work and modify according to need.
5. Refine design and construction skills through innovation.
 - 5.1 Evaluate, on a continuing basis, innovative products developed and own role in design and construction process.
 - 5.2 Evaluate and refine approaches to work by continually researching current and emerging design trends, new technology, tools, equipment and techniques for development of new and innovative products.
 - 5.3 Build upon existing design and construction skills and experience across product categories through development of highly creative and innovative products.
 - 5.4 Use practice, professional discussion and ongoing evaluation to continuously improve skills

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed below:

- | | |
|-------------------------------|---|
| Reading skills to: | <ul style="list-style-type: none">• interpret complex documents about floral design trends, new technology, tools, equipment and techniques. |
| Oral communication skills to: | <ul style="list-style-type: none">• clearly represent complex and innovative design concepts to customers and other florists• ask open and closed probe questions and actively listen to collaborate with other florists to generate and refine ideas. |
| Numeracy skills to: | <ul style="list-style-type: none">• calculate dimensions of display areas and appropriate size of floristry products to suit• complete complex calculations for production resources and time required for construction. |
| Learning skills to: | <ul style="list-style-type: none">• use practice, professional discussion and self-evaluation to improve design and construction skills. |
| Initiative and enterprise | <ul style="list-style-type: none">• develop and use entrepreneurial attitudes towards design and realisation of innovative products. |

skills to:

- | | |
|------------------------------------|---|
| Planning and organising skills to: | • manage own timing and productivity to complete design and realisation of products within deadlines. |
| Self-management skills to: | • critically analyse input from self, colleagues and customers. |
| Technology skills to: | • use computers and software programs to develop and record design details and job specifications. |

Unit Mapping Information

SFLDEC510A Design and produce innovative 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 SFLDEC004 Design and produce innovative 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 and construct these types of innovative floristry products:
 - two custom made floristry products in response to customer briefs
 - one complex and creative stock display
 - one innovative display for windows or exhibition within the business
 - one floral display produced to exhibition criteria
- adapt to different display contexts by designing and constructing innovative floristry products for three different site environments
- design and construct products using these techniques across the above suite of products:
 - base medium techniques ranging from basic to complex
 - hand tied techniques ranging from basic to complex
 - decorative and other wired floristry techniques ranging from basic to complex
 - integrated hand tied, wired and base medium techniques
 - unusual combinations of multiple types of floristry construction techniques
- use combinations of basic to innovative materials, across the above suite of products
- use innovative combinations of fresh and dry flower and plant materials across the above suite of products:
 - 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 innovative products
- intricate characteristics and interrelationships of the elements and principles of design, and their effects on the style and function of innovative 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 innovative floristry products:
 - decorative
 - vegetative
 - formal-linear
 - radial
 - parallel
 - overlapping/crossing
 - free arrangement
 - winding
- intricacies and use of these floral construction techniques for innovative products:
 - base medium construction techniques ranging from basic to complex
 - hand tied techniques ranging from basic to complex
 - decorative and other wired floristry techniques ranging from basic to complex
 - integrated hand tied, wired and base medium construction techniques
 - unusual combinations of multiple types of floristry construction techniques
 - 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 innovative floristry products:
 - non-Australian species whether they are grown in Australia or overseas
 - Australian species
- essential features and use of fabrication and structural support components of innovative floristry products
- 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 innovative 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 and site 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 and display environment. This can be:

- an industry workplace or event venue or site
- a simulated industry environment. This can include event venues and sites operated within a training organisation such as function rooms, restaurants, outdoor courtyards, gardens or exhibition areas.

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
- fabrication and structural supports for innovative 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:
 - wrapping and packaging materials
- customer briefs
- information about the spatial parameters of venues or sites to allow the individual to design appropriate innovative 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
- a team of other florists with whom the individual can interact to coordinate production team outcomes and discuss initial and evolving design concepts; florists 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, in a simulated industry environment operated within a training organisation
- assessment activities that allow the individual to work with commercial speed, timing and productivity to complete design and construction activities 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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