



Australian Government

Assessment Requirements for SFLDEC012 Interpret floristry design briefs

Release: 1

Assessment Requirements for SFLDEC012 Interpret floristry design briefs

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:

- interpret initial customer briefs and liaise with customers to finalise design briefs for custom made floristry products of two types to be chosen from the following list:
 - arrangements for a party
 - religious celebration products
 - Mother's Day gift
 - Valentine's Day gift
 - birthday gift.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- different ways that floristry industry customers present initial briefs:
 - verbal
 - written
- format, inclusions and terminology of typical written design briefs presented to florists
- different methods for presenting floristry design ideas in response to a brief:
 - verbal
 - written
 - using basic sketches and photographs
- key features of floristry products, themes and styles for:
 - parties
 - religious celebrations
 - mother's day
 - valentine's day
 - birthday gifts.

Assessment Conditions

Skills must be demonstrated in a floristry industry sales and design environment. This can be:

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

Assessment must ensure use of:

- sketching materials and tools
- cameras, which can include phone cameras
- customer briefs on which to work, including product and style preferences, budgets and operational constraints for display or use of floristry products
- customers with whom the individual can interact to discuss initial and evolving briefs; these can be:
 - paying customers in an industry workplace who are served by the individual during the assessment process 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 present design ideas within nominated deadlines.

Assessment of this unit of competency must be conducted by assessors who:

- hold a qualification or Statement of Attainment in Floristry which covers the skills and knowledge requirements in this unit of competency or equivalent; and
- have worked as a florist in the industry for at least three years where they have applied the skills and knowledge covered in this unit of competency or equivalent.

Links

Companion Volume implementation guides are found in VETNet -

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