



Australian Government

SFLDEC012 Interpret floristry design briefs

Release: 1

SFLDEC012 Interpret floristry design briefs

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to interpret customer needs and product preferences for custom made floristry products. It requires the ability to determine initial design specifications, to contribute ideas and present options through ongoing customer liaison until final design briefs are agreed.

This unit applies to all floristry industry businesses including retail floristry shops, studio and 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 customer needs and product expectations.

PERFORMANCE CRITERIA

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

- 1.1 Discuss and clarify function and quantity of floristry products to be designed.
- 1.2 Identify any operational constraints for display or use of floristry products.
- 1.3 Determine specific customer preferences for colour, style and flower and plant materials.
- 1.4 Determine customer budget and define parameters.

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| | 1.5 Contribute ideas to enhance customer proposal. |
| | 1.6 Agree on timeframes for presentation of designs. |
| | 1.7 Create records and notes to administer customer details and requirements. |
| 2. Adhere to design brief. | 2.1 Work within identified design specifications to generate, trial and evaluate customer designs. |
| | 2.2 Adapt designs within budgetary and operational constraints where customer brief is impractical. |
| 3. Liaise with customer to finalise design brief. | 3.1 Hold ongoing discussions about designs to satisfy customer product expectations. |
| | 3.2 Present creative ideas for floristry designs, accurately describe proposed design and use basic sketches and photographs as required. |
| | 3.3 Present and negotiate different creative options to enhance customer brief. |
| | 3.4 Seek and act on client feedback. |
| | 3.5 Negotiate final cost and details and obtain customer approval to proceed with construction of specific designs. |
| | 3.6 Ensure construction job specifications incorporate all details of finalised design brief. |

Foundation Skills

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

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|------------------------------------|---|
| Oral communication skills to: | <ul style="list-style-type: none">• ask open and closed probe questions and actively listen to determine customer design preferences, budgets and operational requirements• clearly represent design ideas to customers. |
| Planning and organising skills to: | <ul style="list-style-type: none">• collect, record and evaluate customer information to determine initial and final design brief• manage own timing and productivity to present design ideas within deadlines. |

Unit Mapping Information

No equivalent unit.

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 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.

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