



BENZ SCHOOL OF FLORAL DESIGN

# Principles of Floral Design

CERTIFICATION



CERTIFICATION BLUEPRINT

## CERTIFICATION EXAM OVERVIEW

The Benz School of Floral Design Principles of Floral Design Certification confirms that individuals have the essential knowledge and skills for the floral industry. The certification exam, hosted on the iCEV testing platform, consists of 100 questions. It evaluates understanding of arrangement creation, flower identification, flower business management, and the basics of floral design. The exam must be proctored in a controlled environment. Proctoring guidelines can be found at [www.icevonline.com/proctoring-guidelines](http://www.icevonline.com/proctoring-guidelines).

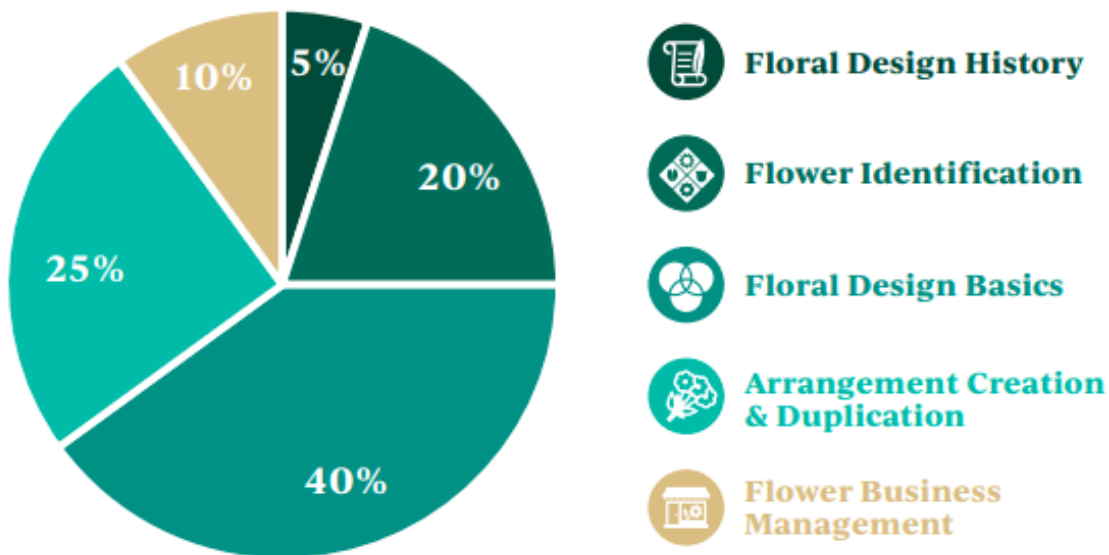
More information about the certification and testing platform can be found at <https://www.icevonline.com/floral-design>.

## ABOUT BENZ SCHOOL OF FLORAL DESIGN

Founded in 1946 and located on the campus of Texas A&M University, the school is recognized by the American Institute of Floral Designers as an Educational Partner, ensuring the school remains in compliance with industry standards for instructional personnel and facilities. The Benz School is the marquee name when it comes to the art of floral design.

Learn more at: <https://aggie-horticulture.tamu.edu/benz-school/certification-elements-principles-of-design>.

## INDUSTRY STANDARD OVERVIEW



# LEARNING OBJECTIVES & INDUSTRY STANDARDS

## 1. Floral Design History

### 1.1 History of Floral Design

- 1.1.1 To identify the origins of floral design
- 1.1.2 To analyze the history of floral design
- 1.1.3 To discover the developments of floral design
- 1.1.4 To evaluate the significance of floral design

## 2. Flower Identification

### 2.1 Flower Identification

- 2.1.1 To identify flowers and other floral materials
- 2.1.2 To discover the botanical and common names of flowers and other floral materials
- 2.1.3 To analyze flower characteristics

## 3. Floral Design Basics

### 3.1 Floral Design Basics: Principles & Elements

- 3.1.1 To analyze the design elements and principles and their use in floral design
- 3.1.2 To identify the properties of color
- 3.1.3 To apply color schemes to floral designs

### 3.2 Floral Design Basics: Techniques

- 3.2.1 To identify the types of flowers and foliage
- 3.2.2 To demonstrate the various wiring methods in floral design
- 3.2.3 To analyze the use of various flowers and foliage in floral arrangements

### 3.3 Geometry in Floral Design

- 3.3.1 To analyze the geometric shapes in floral design
- 3.3.2 To prepare geometric designs with fresh and silk floral arrangements
- 3.3.3 To evaluate geometric designs with fresh and silk floral arrangements

### 3.4 Floral Design Tools

- 3.4.1 To identify floral design tools
- 3.4.2 To describe the use of adhesives in floral design
- 3.4.3 To discuss different products necessary to floral design

### 3.5 Post Harvest Care of Cut Flowers

- 3.5.1 To discuss the importance of post-harvest care of cut flowers
- 3.5.2 To demonstrate the proper steps of stem treatment used in post-harvest care of cut flowers
- 3.5.3 To analyze the various floral preservatives
- 3.5.4 To identify the various tools and equipment used in the post-harvest care of cut flowers
- 3.5.5 To compare and contrast the hold temperatures for common flowers

## 4. Arrangement Creation & Duplication

### 4.1 Corsage & Boutonniere Preparation

- 4.1.1 To identify tools and supplies needed to plan the creation of a corsage or boutonniere
- 4.1.2 To plan and construct various types of corsages and boutonnieres
- 4.1.3 To determine the appropriate flowers and foliage for various occasions
- 4.1.4 To evaluate artistic decisions in boutonniere and corsage creation

### 4.2 Wedding Arrangements

- 4.2.1 To identify floral arrangements for weddings
- 4.2.2 To design specialty arrangements for weddings
- 4.2.3 To create specialty floral arrangements for weddings
- 4.2.4 To demonstrate skills related to pricing specialty arrangements

### 4.3 Special Arrangements

- 4.3.1 To identify floral holidays
- 4.3.2 To analyze the types of permanent floral materials available
- 4.3.3 To identify floral arrangements for special occasions
- 4.3.4 To analyze artistic choices in floral designs for special arrangements
- 4.3.5 To evaluate the use of permanent floral materials in floral arrangements

### 4.4 Bereavement Arrangements

- 4.4.1 To identify bereavement arrangements
- 4.4.2 To create specialty sympathy designs
- 4.4.3 To analyze the method of pricing specialty arrangements

### 4.5 Critiquing Floral Arrangements

- 4.5.1 To understand the elements used in critiquing and appraising floral designs
- 4.5.2 To explore the formal qualities found in floral designs
- 4.5.3 To examine the process of determining intents and meanings of floral designs

## 5. Flower Business Management

### 5.1 Flower Business Management

- 5.1.1 To discuss the fundamental practices of managing a floral business
- 5.1.2 To identify the tools and supplies necessary to operate a floral business
- 5.1.3 To analyze the aspects of a business plan
- 5.1.4 To discuss pricing and marketing methods
- 5.1.5 To assess the safety practices involved in the floral industry