

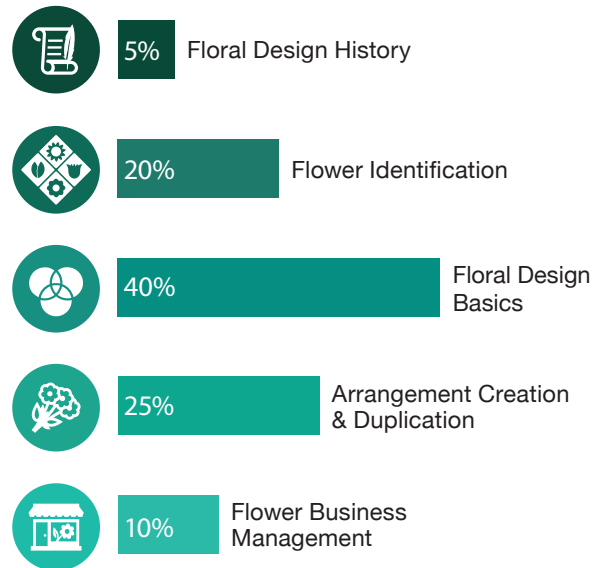


## PRINCIPLES OF FLORAL DESIGN CERTIFICATION

The Benz School of Floral Design Principles of Floral Design Certification verifies individuals have acquired the knowledge and skills to pursue a sustainable career in the floral industry.

### CERTIFICATION EXAM

The certification exam, tested for on the iCEV platform, consists of 100 questions and assesses knowledge and skills from the following weighted industry standards:



### MEETING THE INDUSTRY NEED

- Assesses Competencies Based on Weighted Industry-Valued & Industry-Accepted Standards
- Validates Knowledge & Skills
- Allows Employers to Identify & Connect with Skilled Candidates
- Jump-Starts Individuals' Careers

### INDUSTRY STANDARDS BREAKDOWN

#### Floral Design History

Significance of Floral Design	European Influence
Oriental Influence	American Influence
Classical Influence	Floral Design Industry

#### Flower Identification (Botanical, Common Names, Characteristics/Uses)

Line Flowers	Filler Flowers
Mass Flowers	Foliage & Greenery
Form Flowers	Potted Plants

#### Floral Design Basics

##### Elements & Principles

*(line, form, space, texture, pattern, color, size, fragrance, balance, proportion, scale, harmony, unity, dominance, focal point, emphasis, accent, rhythm, depth, repetition, transition, contrast, variation, opposition, tension)*

##### Color

##### Design Techniques

*(types of flowers, floral foam, floral wire)*

##### Wiring Methods

*(straight, piercing, cross-piercing, bracing, wrap-around extension, hairpin, feathering)*

##### Design Creation

*(triangular, circular, crescent arrangements)*

##### Post Harvest Care of Flowers

*(storage, stem treatments, preservatives)*

#### Arrangement Creation & Duplication

**(Tool/Supply Identification, Design Plan, Flower/Foliage Choice, Construction, Critique/Evaluation)**

##### Corsage & Boutonniere

*(single bloom corsage, multi-bloom corsage, wrist corsage, clutch corsage, specialty corsage, single bloom boutonniere, multi-bloom boutonniere, alternative boutonniere)*

##### Wedding Arrangements

*(bridal bouquet, boutonniere, bridesmaid bouquet, flower girl arrangement, corsage, unity candle arrangement, pew markers, center pieces)*

##### Special Arrangements

*(Valentine's Day arrangement, Easter arrangements, Administrative Professional's Day arrangement, Mother's Day arrangement, Fall arrangements)*

##### Bereavement Arrangements

*(sympathy tributes, standing spray, casket spray, potted plant, vase arrangement, memorial arrangement)*

#### Flower Business Management

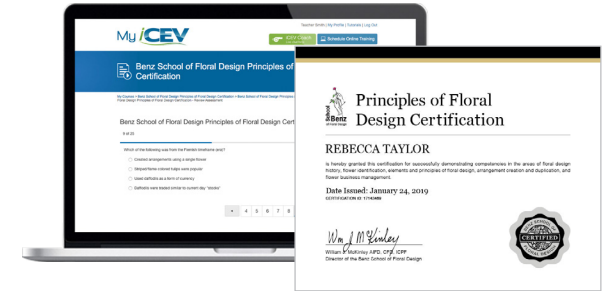
Location Selection	Pricing
Store Layout & Design	Customer Service
Inventory Management	

## EXAMPLE ASSESSMENT QUESTIONS

1. The typical appropriate ratio of floral materials to container height or width is which of the following?
  - A One and a half times the container
  - B Two and a half times the container
  - C Two times the container
  - D Three times the container
2. In floral design, crossing stems so they do not originate from a logical point of origin causes which of the following?
  - A Refinement
  - B Excitement
  - C Lack of rhythm
  - D Motion
3. The general environmental rule of proportion for dimensions of a table centerpiece is which of the following?
  - A 1/9 of table area
  - B 1/3 of table area
  - C Round and low
  - D Balanced



4. What is the common name of this plant?
  - A Jade plant
  - B Prickly plant
  - C Rubber plant
  - D Friendship plant
5. Tension has a dynamic aesthetic quality which \_\_\_\_\_.
  - A Requires the use of monochromatic elements
  - B Requires skillful use of contrast
  - C May disrupt the rhythm of the design
  - D May cause the design to feel unbalanced



## TESTING PLATFORM

The Benz School of Floral Design utilizes iCEV, a division of CEV Multimedia, as the testing platform for this certification.

iCEV fulfills the following responsibilities:

1. Provides secure testing technology for certification exams
2. Regulates testing environments
3. Works with secondary and post-secondary academic institutions, workforce development associations and the public at large to offer certification options for career advancement
4. Provides certification verification to employers for potential job applicants
5. Offers optional certification exam preparation materials

## 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.

“The Benz School of Floral Design stresses the importance of principles and elements of design in all of its course curriculums, so this connection with CEV Multimedia is a logical extension of what we teach.”

**Bill McKinley**  
Director  
Benz School of Floral Design