

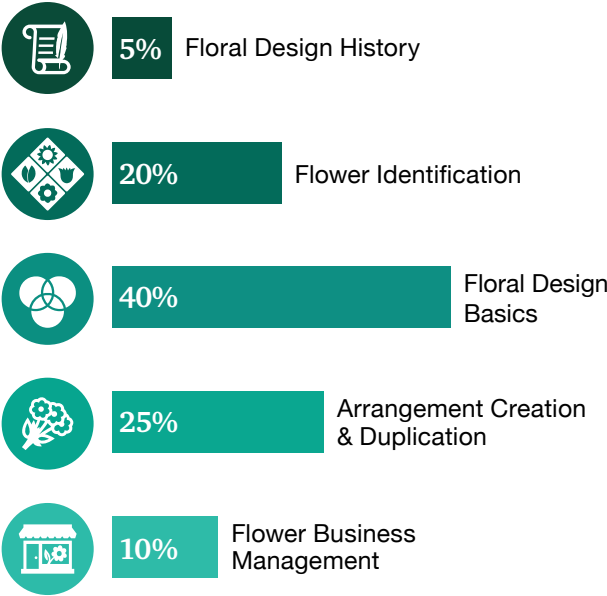


PRINCIPLES OF FLORAL DESIGN CERTIFICATION

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)

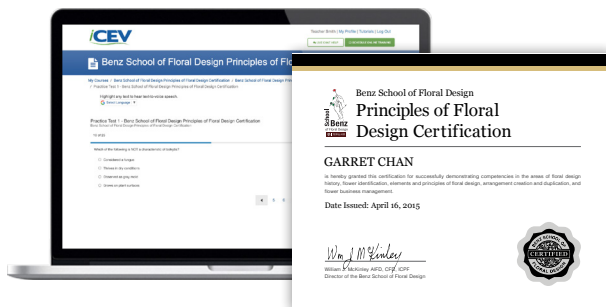
- Corsage & Boutonniere**
(single bloom corsage, multi-bloom corsage, wrist corsage, clutch corsage, specialty corsage, single bloom boutonniere, multi-bloom boutonniere, alternative boutonniere)
- Wedding Arrangements**
(bridal bouquet, boutonniere, bridesmaid bouquet, flower girl arrangement, corsage, 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



TESTING PLATFORM

The Benz School of Floral Design utilizes iCEV 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

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ABOUT BENZ SCHOOL OF FLORAL DESIGN

Founded in 1946 and now 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 iCEV is a logical extension of what we teach."

Bill McKinley
Director
Benz School of Floral Design