



# Principles of Floral Design Certification

## Study Guide

# CERTIFICATION OVERVIEW

The Benz School of Floral Design Principles of Floral Design Certification validates students have displayed a thorough understanding of the principles, elements, geometry, and basic techniques used in floral design. In addition, students have demonstrated knowledge of the origins and history of floral design as well as the ability to identify flowers and floral materials, design and create arrangements and understand the elements used in critiquing and appraising floral designs.

## EXAM OVERVIEW

The Benz School of Floral Design Principles of Floral Design Certification is hosted on the iCEV testing platform. The certification exam is a 100-question, randomized assessment. Exam questions are in the format of multiple choice, sort order, diagramming, matching, labeling and other question types meant to fully evaluate an individual's competency of the industry standards. The certification exam should be proctored within a controlled environment. The proctor of the exam must review and verify all exam procedures and provide electronic documentation through the exam platform.

More information about the certification exam and testing platform, including optional preparation materials offered by iCEV, can be found at

<https://www.icevonline.com/floral>

## ABOUT THE 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-elementsprinciples-of-design/>

# INDUSTRY STANDARDS

The certification exam assesses knowledge and skills from the following weighted industry standards set by the Benz School of Floral Design:



## FLORAL DESIGN HISTORY- 5%

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



## FLOWER IDENTIFICATION- 20%

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



## FLORAL DESIGN BASICS- 40%

- Elements & Principles
- Color
- Design Technique
- Wiring Methods
- Design Creation
- Post-Harvest Care of Flowers



## ARRANGEMENT CREATION & DUPLICATION- 25%

- Corsage & Boutonniere
- Wedding Arrangements
- Special Arrangements
- Bereavement Arrangements



## FLOWER BUSINESS MANAGEMENT- 10%

- Location Selection
- Store Layout & Design
- Inventory
- Pricing
- Customer Pricing

# Industry Standard Overview

To pass the Benz School of Floral Design Principles of Floral Design Certification exam, certification candidates must have adequate knowledge of the industry standards. The following outlines an indepth overview of the industry standards and sub-standards:

## Industry Standard: Floral Design History

- Oriental Influence
- Classical Influence
- European Influence
- American Influence



## Industry Standard: Flower Identification

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



## Industry Standard: Floral Design Basics

- Elements of Design
- Color
- Principles of Design
- Flowers & Foliage
- Floral Forms
- Floral Wire
- Creating a Design
- Creation Demonstrations
- Fibonacci
- Floral Design Tools
  - Knives & Scissors
  - Wire Cutters
  - Florist/Pruning Shears
  - Stem Strippers
  - Adhesives
  - Water Tubes
  - Waterproof Clay
  - Floral Foams
  - Candle & Anchor Pins
  - Floral Care & Handling
  - Ribbons



Wires

Containers

Corsage & Boutonniere Accessories

- Plant Science Basics
- Stage of Development
- Retail Floral Processing
- Tropical Flower Care
- Special Stem Treatments

## **Industry Standard: Arrangement Creation & Duplication**



- Supplies Needed
- Selection & Condition of Materials
- Creation Demonstrations
- Wedding Consultations
- Floral Holidays & Special Occasions
- Types of Flowers
- Sympathy Tribute
- Sprays
- Potted Plant
- Vase Arrangement
- Critiquing Examples

## **Industry Standard: Flower Business Management**



- Retail Business Management
- Wholesale Business Management
- Grower Business Management

# Optional Preparation Materials Overview

The preparation materials offered by iCEV for the Benz School of Floral Design Principles of Floral Design Certification was specifically created to prepare candidates for the certification exam. While it is not required to complete the preparatory materials before accessing the certification exam, the Benz School of Floral Design recommends certification candidates complete some form of training. The following outlines the lessons scope and objectives:

## Lesson 1: History of Floral Design

1. To identify the origins of floral design.
2. To analyze the history of floral design.
3. To discover the developments of floral design.
4. To evaluate the significance of floral design.

## Lesson 2: Flower Identification

1. To identify flowers and other floral materials.
2. To discover the botanical and common names of flowers and other floral materials.
3. To analyze flower characteristics.

## Lesson 3: Floral Design Basics: Principles & Elements

1. To analyze the design elements and principles and their use in floral design.
2. To identify the properties of color.
3. To apply color schemes to floral designs.

## Lesson 4: Floral Design Basics: Techniques

1. To identify the types of flowers and foliage.
2. To demonstrate the various wiring methods in floral design.
3. To analyze the use of various flowers and foliage in floral arrangements.

## Lesson 5: Geometry in Floral Design

1. To analyze the geometric shapes in floral design.
2. To prepare geometric designs with fresh and silk floral materials.
3. To evaluate geometric designs with fresh and silk floral materials.

## Lesson 6: Floral Design Tools

1. To identify floral design tools.
2. To describe the use of adhesives in floral design.
3. To discuss different products necessary to floral design.

### **Lesson 7: Post Harvest Care of Cut Flowers**

1. To discuss the importance of post-harvest care of cut flowers.
2. To demonstrate the proper steps of stem treatment used in post-harvest care of cut flowers.
3. To analyze the various floral preservatives.
4. To identify the various tools and equipment used in the post-harvest care of cut flowers.
5. To compare and contrast the hold temperatures for common flowers.

### **Lesson 8: Corsage & Boutonniere Preparation**

1. To identify tools and supplies needed to plan the creation of a corsage or boutonniere.
2. To plan and construct various types of corsages and boutonnieres.
3. To determine the appropriate flowers and foliage for various occasions.
4. To evaluate artistic decisions in boutonniere and corsage creation.

### **Lesson 9: Wedding Arrangements**

1. To identify floral arrangements for weddings.
2. To design specialty arrangements for weddings.
3. To create specialty floral arrangements for weddings.
4. To demonstrate skills related to pricing specialty arrangements.

### **Lesson 10: Special Arrangements**

1. To identify floral holidays.
2. To analyze the types of permanent floral materials available.
3. To identify floral arrangements for special occasions.
4. To analyze artistic choices in floral designs for special arrangements.
5. To evaluate the use of permanent floral materials in floral arrangements.

### **Lesson 11: Bereavement Arrangements**

1. To identify bereavement arrangements.
2. To create specialty sympathy designs.
3. To analyze the method of pricing specialty arrangements.

### **Lesson 12: Critiquing Floral Arrangements**

1. To understand the elements used in critiquing and appraising floral designs.
2. To explore the formal qualities found in floral designs.
3. To examine the process of determining intents and meanings of floral designs.

### **Lesson 13: Flower Business Management**

1. To discuss the fundamental practices of managing a floral business.
2. To identify the tools and supplies necessary to operate a floral business.
3. To analyze the aspects of a business plan.
4. To discuss pricing and marketing methods.
5. To assess the safety practices involved in the floral industry.