

NORTHEAST TEXAS COMMUNITY COLLEGE



**Advanced Floral Design**

FMKT 2331

Course Syllabus

Rene' McCracken-Instructor

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**FMKT 2331: Advanced Floral Design**



# Advanced Floral Design: FMKT 2331

## Course Syllabus: Fall 2021

“Northeast Texas Community College exists to provide responsible, exemplary learning opportunities.”

**Rene’ McCracken**  
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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Online
Class-times	Office 9-10 SWC 11-12:20		Office 9-10 SWC 11-12:20		By appointment 8 am to noon	N/A
		By Appointment		By appointment		

*The information contained in this syllabus is subject to change without notice. Students are expected to be aware of any additional course polices presented by the instructor during the course.*

### Catalog Course Description:

An in-depth coverage of advanced floral design practices for the retail floral industry. Topics include contemporary floral arrangement styles and trends.

**Workbooks** (all will be made available through blackboard):

### Required Textbook (ICEV access card):

You are required to purchase an ICEV access card in order to complete some class instruction and assignments for this course. You will only have to have one access card for any of the courses using ICEV this semester. Cards maybe purchased through our college bookstore or on the ICEV site. We will walk through the steps on how to complete the work in ICEV on the first day of class.

### General Course Requirements:

Class attendance is required. If you have more than three unexcused absences, you should consult with me about your grade. Anyone who wishes to withdraw from class must take the responsibility to formally drop with the Registrar; otherwise a failing grade will be given.

### Student Learning Objectives: at the completion of this course student will:

1. Create contemporary floral designs
2. Identify specialty flowers and foliage used in retail flower shops
3. Determine and demonstrate card and processing techniques
4. Identify and utilize select mechanical aids
5. Calculate price of arrangements using various methods.

### Grading:

Grades will be computed as follows:

(2) Exams:	50%
(2) Assignments – Presentations	20%
ICEV assessment grades:	30%

The grading scale below will be used to determine your final grade.

Points	Grade
90-100	A
80- 89	B

70- 79	C
60- 69	D
BELOW 59%	F

**Exams:**

There will be 2 exams accounting for 50% of your overall grade. Exams will be multiple choice and essay developed from classroom PowerPoint presentations, discussion and workbook. Review quizzes will be provided each week with exams occurring as materials are covered.

**Assignments:**

There will be at least two presentation assignments on farms that have made improvements in their soil health. Presentations will account for 20% of student’s overall grade.

**Class Participation:**

Class participation is based on attendance, classroom discussion, and participation and will account for 30% of the students overall grade.

**Course Outline:**

- Lesson 1: Career Opportunities in Floral Industry
- Lesson 2: Floral Design Basics: Principles and Elements
- Lesson 3: Flower Identification
- Lesson 4: Horticulture Plant ID: Floral
- Lesson 5: Floral Design Basics: Techniques
- Lesson 6: Design Fundamentals
- Lesson 7 Geometry in Floral Design
- Lesson 8 Corsage & Boutonniere Preparation
- Lesson 9 Wedding Arrangements
- Lesson 10: Special arrangements
- Lesson 11: Bereavement Arrangements
- Lesson 12: Critiquing Floral Arrangements
- Lesson 13: Post Harvest Care of Cut Flowers
- Lesson 14: Floral Design Tools
- Lesson 15: Flower Business Management

**ADA Statement**

It is the policy of Northeast Texas Community College to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student’s responsibility to arrange an appointment with a College counselor to obtain a Request for Accommodations form. For more information, please refer to the Northeast Texas Community College Catalog or Student Handbook.

**ACADEMIC HONESTY POLICY**

“Students are expected to complete course work in an honest manner, using their intellects and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. NTCC upholds the highest standards of academic integrity. This course will follow the NTCC Academic Honesty policy stated in the Student Handbook.”