

# Floral Design Basics: Principles & Elements

**Media Type:** Video

**Duration:** 46 minutes

**Goal:** To gain an understanding of the elements and principles as well as the color schemes associated with basic floral designs.

**Description:** Comprehending the elements and principles of floral design is vital in creating a quality arrangement. This presentation takes a closer look at the elements and principles of floral design. Jim Johnson, Endowed Chair and Distinguished Lecturer of the Benz School of Floral Design at Texas A&M University, breaks down each element and principle of design as well as the color schemes used in floral design. Detailed graphics aid in comprehension of each element and principle. This presentation analyzes the following elements and principles of design: 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 and tension.

## Objectives:

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.



College & Career Readiness Anchor Standards for Speaking and Listening

## Speaking & Listening Standards

Comprehension & Collaboration	Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively.	
	9-12.1	Initiate and participate effectively in a range of collaborative discussions with diverse partners on grades 9–12 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
	Present information, findings, and supporting evidence such that listeners can follow the line of reasoning and the organization, development, and style are appropriate to task, purpose, and audience.	
	Make strategic use of digital media and visual displays of data to express information and enhance understanding of presentations.	
Presentation of Knowledge & Ideas	9-10.4	Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning and the organization, development, substance, and style are appropriate to purpose, audience, and task.
	11-12.4	Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks.
	9-12.5	Make strategic use of digital media in presentations to enhance understanding of findings, reasoning, and evidence and to add interest.

# Floral Design Basics: Principles & Elements



## College & Career Readiness Anchor Standards for Writing

### Writing Standards

Text Types & Purposes	Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.	
	Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.	
	9-12.1	Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.
	9-12.2	Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.
Production & Distribution of Writing	Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.	
	9-12.4	Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
Research to Build & Present Knowledge	Gather relevant information from multiple print and digital sources, assess the credibility and accuracy of each source, and integrate the information while avoiding plagiarism.	
	Draw evidence from literary or informational texts to support analysis, reflection, and research.	
	9-10.8	Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation.
	11-12.8	Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation.
	9-12.9	Draw evidence from literary or informational texts to support analysis, reflection, and research.

### Agriculture, Food & Natural Resources Career Cluster (AG)

Cluster	Standard
Plant Systems Career Pathway (AG-PL)	Apply principles of design in plant systems to enhance an environment (e.g., floral, forest, landscape and farm).

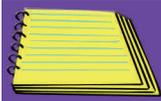
### Architecture & Construction Career Cluster (AC)

Cluster	Standard
Design/Pre-construction Career Pathway (AC-DES)	Justify design solutions through the use of research documentation and analysis of data.
	Use effective communication skills and strategies (listening, speaking, reading, writing and graphic communications) to work with clients and colleagues.

### Arts, A/V Technology & Communications Career Cluster (AR)

Cluster	Standard
	Analyze the lifestyle implications and physical demands required in the arts, audio/visual technology and communications workplace.
Visual Arts Career Pathway (AR-VIS)	Analyze how the application of visual arts elements and principles of design communicate and express ideas.
	Analyze and create two and three-dimensional visual art forms using various media.

# Floral Design Basics: Principles & Elements



## Lesson Plan

**Class 1:** Begin class by handing out the *Floral Design Basics: Principles & Elements Worksheet* and the *Principles & Elements Activity*. Instruct students complete both as they view the presentation. Show *Floral Design Basics: Principles & Elements - Part 1* and *Floral Design Basics: Principles & Elements - Part 2*. Conduct a short class discussion to answer any question from the first part of the *Principles & Elements Activity*. Hand out the *Elements of Design 360 Degree View Activity* and allow students time to complete it.



Video  
14 min.

**Class 2:** Remind students to continue filling out the *Worksheet* as they view this segment of the presentation. Show *Floral Design Basics: Principles & Elements - Part 3*. Distribute the *Color Wheel Activity* and allow the remainder of the class for students to work.



Video  
15 min.

**Class 3:** Remind students to continue filling out the *Worksheet* and the *Principles & Elements Activity* as they view the segment. Show *Floral Design Basics: Principles & Elements - Part 4*. Conduct a short class discussion to answer any questions from the second part of the *Principles & Elements Activity*. Distribute the *Vocabulary Handout* for students to use as a reference. Hand out the *Principles of Design 360 Degree View Activity* and allow students time to complete it. Pass out the *Identifying Design Elements & Principles in Pre-Made Arrangements Project* and allow the remainder of the class for students to work.



Video  
17 min.

**Class 4:** Allow the entire class for students to work on their *Project*. Distribute the *Crossword* for homework.

**Class 5:** Distribute the *Floral Design Basics: Principles & Elements Assessment* and allow time for students to complete.

Allow the remainder of the class for students to work on their *Projects*.

**Class 6:** Have students present their *Project* to the class.

**Class 7:** Have students present their *Project* to the class. All work should be turned in before the end of class.



## Lesson Links

### Rutgers School of Environment & Biological Sciences

- <http://aesop.rutgers.edu/~greenmachine/>

### Virginia Tech College of Agriculture and Life Sciences

- <http://www.hort.vt.edu/McDaniel/>

### Texas A&M Floriculture Program

- <http://aggie-horticulture.tamu.edu/floriculture/>



## Career & Technical Student Organizations

### Family, Career & Community Leaders of America

- Life Event Planning

### National FFA

- Floriculture



## Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50427, Robert Anderson, Landscape Architect
- iCEV50493, Melissa Grimes, Interior Designer, Studiowest
- iCEV50550, Brian Benson, Landscaper, Urban Thickets Landscapes & Garden Center

# Floral Design Basics: Principles & Elements



## Lab Activities

### Principles & Elements

#### Directions:

While viewing the presentation, students will use the *Activity* sheet to create definitions for each of the elements and principles of design as well as note any information they did not fully understand or have question about. After the segments, conduct a class discussion to answer any questions and go over the definitions to ensure clear understanding of the element, principle or secondary principles shown.

### Elements of Design 360 Degree View

#### Directions:

Prior to the *Activity*, review the *Elements of Design 360 Degree View Teacher Instruction Sheet*. Students will study the Crescent Arrangement shown in the Elements of Design segment and answer the questions provided.

### Color Wheel

#### Directions:

Using the *Color Wheel Activity*, instruct students to select a color scheme for an arrangement. Then have students pick out flowers which fit into their color scheme. Have students present a short explanation of their chosen color scheme along with pictures of their chosen flowers and greenery to the class. Make sure students have color pictures of their chosen materials.

### Principles of Design 360 Degree View

#### Directions:

Prior to the *Activity*, review the *Elements of Design 360 Degree View Teacher Instruction Sheet*. Students will study the Round Centerpiece shown in the Principles of Design segment and answer the questions provided.



## Projects

### Identifying Color Schemes in Pre-Made Arrangements

#### Directions:

Using the Internet, library or local floral shops, students should locate at least 10 different floral arrangements and either take a picture or print a color copy of the arrangement. Students should then create a Microsoft® PowerPoint® presentation detailing the design elements and principles provided. Students can use various ways to detail each principle or element. They can circle, highlight, crop, draw lines, use arrows, note, etc. to show where in the arrangement each is located. Presentations should include the following: elements— line, form, space, texture, pattern, color, size and fragrance (if applicable); principles— balance, proportion (secondary principle: scale), harmony, unity, dominance (secondary principles: focal point, emphasis, accent), rhythm (secondary principles: depth, repetition, transition) and contrast (secondary principles: variation, opposition, tension). Students should share their presentation with the class and be prepared to answer questions.