



QC EVENT SCHOOL

FLORAL DESIGN COURSE

COURSE PREVIEW BROCHURE

FLORAL DESIGN CERTIFICATION COURSE

Start a successful career in the floral design industry with QC's comprehensive, hands-on training. Use your creativity and your love of flowers to launch a floral design business or add floral design services to your existing event & wedding planning business.

THIS COURSE IS BEST SUITED FOR THOSE WHO:

- Want to start a floral design company or flower shop
- Want to work as a floral designer for an existing company
- Want to add floral design services to their business

Upon graduation, you'll receive an industry-recognized certification as an International Floral Design Professional (IFDP), and you'll be ready to start your business or apply for jobs in the industry.



COURSE CURRICULUM

The IFDP course curriculum is divided into seven units. Each unit features course books, videos and assignments that are designed to test your knowledge and develop your floral design skills from the ground up.

UNIT A

- Explore the different paths you can follow to build a career in the floral design industry
- Learn about the history of floral design, following the industry's popularity from Ancient Egypt all the way to modern times
- Learn about the most common types of arrangements you'll design throughout your career and how your clients will use them
- Discover the most popular flowers in the industry and learn how they'll contribute to your designs

UNIT B

- Learn about plant anatomy and plant care to ensure you can create long-lasting designs for your clients
- Discover the tools and supplies you'll need to care for your flower materials and build your designs
- Learn how to process and prepare your flowers and foliage for a design with step-by-step instructions

- Explore the mechanics involved in structuring a variety of floral designs
- Study the principles and elements of design and learn how to combine these concepts with your client's goals to design beautiful arrangements
- Learn how to create a floral design plan to account for every element of your design

UNIT C

- Discover the essential design considerations you'll need to account for when you create decorative arrangements, including the following: vase designs, foam and wire arrangements and sprays
- Follow step-by-step instructions led by floral design expert, Renee Tucci. Get inspired to create beautiful designs!
- Learn about flower selection and placement for decorative arrangements
- Explore different methods to polish your designs using decorative accessories

UNIT D

- Learn how to design flowers to wear and carry, including bouquets, boutonnieres and corsages
- Discover how you can create customized designs to coordinate with and enhance your client's special events and occasions
- Follow step-by-step instructions and detailed video tutorials to learn how to structure and design bouquets, boutonnieres and corsages
- Learn techniques to keep these designs fresh even when they can't be stored in water

UNIT E

- Discover how you can apply the fundamental floral design techniques you've learned so far to create advanced designs for your clients
- Follow step-by-step instructions and video examples to try your hand at creating specialty floral designs, including garlands, wreaths, large arrangements and aisle decor for events and special occasions
- Learn how you can use faux flowers to improve your designs and accommodate your clients' special requests
- Expand your creativity and skillset by experimenting with advanced designs

UNIT F

- Study the various types of businesses and explore the best option for your floral design career
- Discover the steps involved in starting your business, whether you want to open a flower shop, specialize in floral design for events or work as a freelance florist
- Learn how to effectively market and promote your floral design business so that you stand out from the competition
- Explore your options for buying wholesale flowers and supplies and learn how to manage your floral inventory
- Learn effective communication and sales strategies to help you interact with customers in a professional way

BONUS UNIT G

- In this specialized unit, you'll learn from event expert, floral designer and QC tutor, Mwai Yeboah. She shares everything she learned while transitioning her event company to also include floral design services
- Get inspired by Mwai's immense success and learn all her business secrets including positioning your brand, adding floral design to your event packages, creating and executing a floral design plan, communicating with clients, and more!





SAMPLE VIDEO

The floral design course contains hours of instructional videos that teach you everything you need to know about creating stunning floral arrangements!

Here's a sample video from the course!

SAMPLE ASSIGNMENT

QC's step-by-step program will take you through every aspect of the floral design process. The course assignments are devised to put you into the floral designer's role, in real-world hands-on scenarios that help develop your creative skills as a professional floral designer.

Unit A Assignment 5 - *Designing a Vase Arrangement*

In this assignment you'll design a simple vase arrangement to show your tutor your current skill level when working with flowers. You'll use this as a starting point to improve your skills throughout this course.

You can use any flowers of your choosing to complete this design, as long as you include the four flower forms (line, mass, filler and form) and foliage in your design. You'll need 10-15 stems total to complete your design. You may use any type of vase that you have at home. If you feel comfortable working with floral design mechanics, such as a tape grid or floral foam, you may do so. However, you are not required to use any specific mechanics to complete your vase arrangement.

Before you begin, you'll need to gather your supplies. For this assignment, you'll need:

- A vase
- Flowers and foliage (10-15 stems total)
- A floral knife and/or floral scissors
- Design mechanics (if applicable)
- A bin for flower waste

Note that when creating your simple vase arrangement for this assignment, you may need to trim the stems to fit in your container. Handle sharp cutting tools with care to avoid cuts and other injuries.

You'll need to take photos of your work to share with your tutor. You may use a digital camera or a smartphone to take your photos. Keep the following tips in mind to help you take clear images of your work:

- Photograph your arrangement in bright and/or natural light
- Take the photo in front of a blank wall or clear backdrop with no clutter so that your tutor can clearly see the design
- Ensure your entire arrangement is in clear focus without any blurring

1. Identify the flowers and foliage you'll use to complete your vase design.

Line:

Mass:

Filler:

Form:

Foliage:

2. Arrange the flowers in your chosen vase or decorative container. When you are happy with the design, take two photos of the completed design to show your tutor:

- Photograph the arrangement showing all of the flower blossoms, using the framing shown on the right. Save the photo to your computer with the name, "Vase Design Overhead."
- Photograph the arrangement from the side, including the vase in the frame, using the framing shown on the right. Save the photo to your computer with the name, "Vase Design Side View"



Upload the **TWO PHOTOS** of your vase arrangement along with your **COMPLETED ASSIGNMENT TEMPLATE** to the Online Student Center when you submit your assignments for Unit A.

3. Briefly describe an event or occasion you might design this vase arrangement for.
4. Are you happy with your vase design? Briefly describe what you like about this design.
5. What did you find challenging when creating this design? Briefly describe any areas of the design you feel that you can improve on.

THE STUDENT-TUTOR CONNECTION

Once you enroll in your Floral Design Course, you'll be matched with a personal tutor who will review your work and provide you with in-depth feedback and advice. These accomplished tutors have years of experience with floral design and are eager to share their professional insight to help you achieve your career goals!



MEET YOUR TUTOR

Renee Tucci

Renee Tucci has more than 20 years of progressive floral design and leadership experience in the retail and event marketplaces. Her experience is supported by a Bachelor of Science in Ornamental Horticulture with an emphasis in Floriculture and a minor in Business.

Renee was inducted into the American Institute of Floral Designers (AIFD) in 2016 and Professional Floral

Communicators International (PFCI) in 2018. Renee is an educator with the AIFD Education Partner Program and a member of the national Teleflora Education team. Connecting with fellow designers and bringing the floral community together is one of her truest passions.

In the course, you'll learn from Renee as you watch her numerous instructional demonstrations. As a tutor, she is thrilled to help guide QC students along the way to mastering the art of floral design.



MEET YOUR TUTOR

Mwai Yeboah

Mwai Yeboah is the founder of the destination wedding planning boutique specializing in floral design, Love From Mwai. As the lead planner and designer, she helps luxury and lifestyle clients turn weddings and events across the globe into immersive experiences. Mwai uses floral design to enhance her wedding experiences and engage the senses. Having learned from leading, celebrity floral designers and having attended several masterclasses, Mwai is an expert in creative and innovative floral design.

Mwai holds a BA in Business Studies and Accounts, Masters in Business Administration, and Level 7 CIM Accredited Post Graduate Diploma in Event Management. With more than 15 years in the events industry, Mwai's traveled the globe planning high-end events, been named to top 100 lists, and received multiple awards. Lux Magazine named Mwai Best Wedding Planner UK in 2018 and Best International Wedding Specialist in 2019. Mwai hit a career milestone when she was invited to help design a 1,200-guest wedding for one of Asia's richest families.

As a floral design tutor, Mwai helps students understand luxury floral design, style techniques, and high-end customer experience touchpoints so they turn heads with their designs and bring client visions to life.



TUITION

FLORAL DESIGN COURSE

USE THE TUITION CALCULATOR TO VIEW THE COURSE TUITION AND FIND A PAYMENT PLAN THAT BEST SUITS YOUR NEEDS.

TUITION INCLUDES:

- All course guides, lesson texts and instructional videos
- Business training series
- Lifetime access to the Online Student Center
- Lifetime access to the QC Event School Virtual Classroom
- Your certificate upon graduation



CONTACT US!

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