



*Till Manson*

FLOWER JOURNEYS



## CAREER COURSES OVERVIEW





## COURSE SCHEDULES

COURSE NAME	REQUIREMENTS	DATES	TIMES EACH DAY	COST
<b>Beginner</b>	None	3 & 4 Oct 2020 OR 23 & 24 Jan 2021	9:00am – 4:30pm	R7 000
<b>Intermediate</b>	Beginner	17 & 18 Oct 2020 OR 30 & 31 Jan 2021	9:00am – 4:30pm	R7 000
<b>Advanced</b>	Beginner & Intermediate	21 & 22 Nov 2020 OR 7 & 8 April 2021	9:00am – 4:30pm	R7 150
<b>Event Installations</b>	Beginner	7 & 8 Nov 2020 OR 20 & 21 Feb 2021	9:00am – 4:30pm	R5 500
<b>Weddings</b>	None	6 & 7 Oct 2020 OR 16 & 17 March 2021	9:00am – 4:30pm	R7 500

Please note the following:

- Course fees cover basic flowers and equipment used, refreshments and hard notes where applicable.
- Where prestige glassware (and other expensive containers), silverware, equipment and sundries are used, additional fees will apply.
- In some instances, containers may be used which cannot be purchased for specific reasons (e.g. they are hired).
- In some cases, the work you do may be taken home as is and in others some dismantling will be required.
- Participants must bring their own professional-grade floral scissors/secateurs, notepad and pen/s. The floral scissors/secateurs can be purchased at our studio.
- Participants are given a certificate for each course successfully completed.
- Courses will only run if a minimum of five participants are booked by the Wednesday prior to the start date for the course. Where the minimum bookings have not been met, those who have paid will either be given a full refund or they can attend the next set date for that course.

The remainder of this document will cover each of the four courses in detail as well as the booking process.

# COURSES OVERVIEW:

## 1. BEGINNER COURSE

In this course we cover all styles of floral design from country to cottage, modern, and modern contemporary to minimal contemporary. After completing this stimulating course you will have learned all the relevant techniques, principles and elements of floral design. You will leave the Beginner Course knowing how to:

- ˆ Make tied bunches.
- ˆ Create glass vase designs.
- ˆ Create low arrangements.
- ˆ Work with floral foam.
- ˆ Design arrangements in unusually shaped containers.

Let's take a look now in detail at what you can expect to master in the Beginner Course.

### Foundation Principles, Elements & Tied Bunches

- ˆ Introduction to the world of flowers & floral design.
- ˆ Brief overview of the names of flowers and genres, families and classes.
- ˆ Floral seasons & availability.
- ˆ Overview of the floral market & its processes.
- ˆ Tips & tricks for buying flowers for personal & business use.
- ˆ Care & control of cut stems, preparation of stems & protection of flowers.
- ˆ Flower grades & what to look for in longevity of flowers when buying.
- ˆ Floral elements of form, colour & texture.
- ˆ Principles of design: harmony & balance.
- ˆ Techniques for creating a hand tied bouquet.

### Arranging Flowers into a Vase + Expansion on Design Principles & Elements

- ˆ Vase arrangements: what's the right amount of flowers to create a decent design and shape?
- ˆ Which flowers can be mixed together & why
- ˆ What is a floral style? How do form, texture & colour play a part in creating flowers in each style category (from country to modern minimal)
- ˆ Creating & recognizing space (an invaluable tool in floral design).
- ˆ Preparation of stems & containers for the above design principle.
- ˆ Greenery foundation (rules for working with greenery in conjunction with flowers & fillers).
- ˆ Complex floral elements of texture & colour.
- ˆ Fundamental principles of design: scale & proportion.
- ˆ Techniques for creating a symmetrical arrangement in a vase.

### Modern Design Elements & Principles

- ˆ Work with interesting & uniquely shaped containers using oasis (floral foam) to create modern floral designs.
- ˆ Art of using oasis & other accessories in contemporary designs.
- ˆ Asymmetrical design principles of grouping of flowers & forms for modern effects.
- ˆ How to waterproof containers & objects for fresh flower use.
- ˆ Complex floral elements of harmony & balance, scale & proportion and dominance & contrast.
- ˆ Fundamental principle of design: grouping.
- ˆ Techniques for creating a conceptual arrangement in oasis.

## Contemporary + Minimal Design Elements & Principles

- ` Exploration of minimal, ethnic and modern contemporary ideas to produce elegant & sophisticated designs.
- ` Assessing virtual and non-virtual space (knowing when to work in each based on the contemporary principle of designing using minimal floral forms & containers).
- ` Identifying the flowers & greenery suited for the above.
- ` Tricks & tips for use of floral accessories to maximize minimal effects.
- ` Complex floral techniques: massing, blocking, bundling & layering.
- ` Parallel design.
- ` Introduction to the fundamental principles of contemporary minimal work.

## The beginner's course is perfect training for:

- ` Individuals wishing to enter the industry of floristry as a career
- ` Home flower arranging enthusiasts that wish to improve their skill set for more serious decorating and creation of floral designs at home
- ` Individuals currently working in the field of décor and events wanting to expand their basic floral skill set by learning new techniques, cutting-edge design ideas and ways to make flowers for all occasions.

## 2. INTERMEDIATE COURSE

Completion of the Beginner Course is required to register for this course. This course is designed to further your theoretical and practical knowledge. It will also expand your creativity as you discover tools and design criteria to further your understanding of how to:

- ` Create shape
- ` Expand the capacity of your design eye
- ` Utilize the three-dimensional space better when making your own flower arrangements.

Building on the foundation created for you by the Beginner Course, you will practice and implement all the principles and elements of design learned at that time. Then we will expand upon that knowledge by learning intermediate techniques and rules.

During this training, you will explore your own instincts, creativity and perspectives on floral design with my assistance and guidance. It is a fun-filled, challenging weekend. You will be given flowers and containers to plan and execute six of your own designs under my supervision. Such designs may include:

- ` Container work for occasion flowers such as get well soon, happy birthday, new baby, etc.
- ` Table centerpiece designs.
- ` Conceptual/out-of-the-box ideas

Through the development and creation of your six unique designs, you will acquire this practical and theoretical essential skills and knowledge:

- ` Symmetrical & Asymmetrical Designs. Re-visit ways in which these can be created using the varying techniques associated with both.
- ` Perspective & Viewing Aspect. Explore all-around design as well as flat backed designs.
- ` Geometric Design Styles. This includes:
  - Circle (round & oval designs).
  - Triangle (right angle, isosceles, scalene & cascade/waterfall).
  - Square (cubed & rectangular designs).

All versions of floral design styles will be seen and made in this course from traditional right through to more modern and contemporary styles.

## The intermediate course is perfect training for:

- Owners and managers of events companies (who can then skill-share with their staff).
- Staff of existing event and décor companies wishing to expand and advance their existing skills and techniques.
- Individuals wanting to expand their basic floral skill set by learning new techniques, cutting-edge design ideas and ways to make flowers for all occasions.

### 3. ADVANCED COURSE

Please remember that completion of both the Beginner and Intermediate Courses is required to register for this course. This course is designed to take your floral design skills to the expert level and will cover advanced floral styling techniques. You will practice the principles and elements of design learned in both the Beginner and Intermediate courses. Then you will be taught how to apply these to new and higher skill level design concepts. Apply these techniques on various applications including:

- Stage features & podiums.
- Floral architecture & art (conversational pieces for event décor).
- Art concepts & styles for designing high-end, upscale floral arrangements that meet international standards.
- Lobby features/ideas for hotels & other large venues.
- Grand scale designs of focal points & features for events.

You will create five of your own designs over the weekend. In doing so, gain theoretical and practical knowledge to advance your skills to a much higher level. At the end of this Advanced Course, you will know how to implement the following advanced rules, principles, and techniques:

- Positive & negative space including the impact of both in creating interest.
- Line design styles (vertical, horizontal, diagonal, radial, dynamic & spreading).
- Secondary principles of dominance & contrast (accent, emphasis, focal area & focal point).
- Design styles & terminology (basing, abstracting, terracing & framing).
- Glue gun work.
- Staging & styling including floral art pieces assembly & guidelines.
- Water retaining devices for flowers that are suspended including maintenance.

## This training is perfect for:

- Owners and managers of events companies (who can then skill-share with their staff).
- Staff of existing event and décor companies wishing to expand and advance their existing skills and techniques.
- Individuals wanting to expand their basic floral skill set by learning new techniques, cutting-edge design ideas and ways to make flowers for all occasions.

### 4. EVENT INSTALLATIONS COURSE

Please remember that completion of both the Beginner and Intermediate Courses is required to register for this course. This course is designed to teach you the mechanics and techniques of creating floral décor installations for weddings and events. We will explore a variety of installations including:

- Floral hoops & hanging spheres.
- Rectangular platforms /stages of flowers suspended above main tables and/or from ceilings.
- Photo booths & floral walls.
- Arcs & circles of florals (as opposed to arches).
- Window & mirror floral suspensions.

These creations are done as group work due to the intensity of the builds and quantity of florals used as well as the time constraints imposed by the course duration.

## 5. WEDDING COURSE

This course is a must for wedding planners! It will cover the practical and theoretical (management and financial) aspects of wedding florals.

Practical aspects covered:

- ` Bridal bouquets (three different styles).
- ` Head wreaths.
- ` Corsages & buttonholes.
- ` Flowers on arches/gazebos.
- ` Guest table centerpieces (running garland with a high table arrangement)

Theoretical aspects covered:

- ` Do's & don'ts when it comes to choosing your flowers.
- ` Seasons & availability of wedding flowers.
- ` Best flower buys & varietal guidelines.
- ` How to run an excellent first meeting with the bride-to-be.
- ` Hiring & outsourcing: getting to know the suppliers plus tricks of the trade.
- ` How to quote: management & finance of the trade.
- ` Procedures for buying & ordering flowers.
- ` Timing & preparation details for all florals.
- ` Tips & tools for set-up & delivery.
- ` The essential wedding check list.
- ` Invoice & timing of deposits plus terms & conditions.

## Both the events and wedding courses are perfect training for:

- ` Wedding planners.
- ` Floral stylists.
- ` Owners and managers of events companies (who can then skill-share with their staff).
- ` Staff of existing event and décor companies wishing to expand and advance their existing skills and techniques.
- ` Individuals wanting to expand their basic floral skill set by learning new techniques, cutting-edge design ideas and ways to make flowers for all occasions.

## BOOKING PROCESS

### Booking Process

A 50% deposit must be paid at the time of booking. The balance of the payment must be paid five business days prior to the start of the course. It is essential that you email the POP for both payments as instructed below. Fees for the Floral Design Courses must be paid in full at the time of booking. To book on one or more of our Floral Design Courses take the following steps:

- Simply click here to access the booking form and payment gateway  
<https://register.vibrantmedia.co.za/register/index.php?evID=2219>
- On completion of the forms you will receive a confirmation email with your invoice which contains a secure link provided on the invoice) ( which you can use to pay via a secure Paygate payment gateway, either a credit/debit card or EFT transfer is possible
- You will also find banking details on the invoice for EFT payments



- d. Once we receive the booking and payment we will be in touch with you to remind you of your class as it draws near.

Should you wish to chat to Jill or the team about the course please feel free to email or call.

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