



Professional Floral Designer Evaluation (PFDE)

Written Assessment Objectives

[based on The AIFD Guide to Floral Design*]

For reference, the AIFD Guide to Floral Design page numbers are given in parenthesis

Introduction to Floral Design

- 1. Recall major historical periods that influenced floral design and development (17-22)
- 2. Identify the current floral design “Design Styles” and the distinguishing characteristic of each style (182-196)
- 3. Identify, by common or Latin names, those given flower, foliage and potted plants used in commercial floristry (see attached list)

Principles & Elements of Design (96-132)

- 1. Recall the definition of each principle and element of design.
- 2. Identify how each principle or element of design is created and used in a floral design.
- 3. Analyze and critique floral designs in order to determine proper use of the principles of design.
- 4. Recall the major aspects of color and color theory.

Care and Handling of Cut Flowers (46-94)

- 1. Describe the proper basic procedures for the care and handling of cut flowers and foliage, including proper stem cutting, proper storage procedures, water quality, and flower conditioning.
- 2. Identify (and describe the proper use) the commonly used chemicals for the care and handling of cut flowers and foliage including floral food, hydration solutions, ethylene treatments, bucket cleaners, and pulsing solutions.
- 3. Correlate the significance of transpiration to the proper care and handling of cut flowers and foliage
- 4. Describe the following special treatment processes for care and handling of cut flowers and foliage
 - a. pre-treatments (ethylene, hydration, pulsing)
 - b. woody stems
 - c. tropical flowers

Design Techniques and Applications

1. Define and identify any of the following design techniques (151-156)

Air taping	Armature use	Baling
Banding	Basing	Binding
Clustering	Collaring	Facing
Framing	Grouping	Hand-tying
Kubari	Layering	Pavé
Picking	Pillowing	Reflexing
Shadowing	Shelting	Spiraling
Spray gluing	Stacking	Terracing
Weaving	Zoning	

2. Identify the different gauges of florist wire (175)
3. Identify the different widths of florist ribbon (334)
4. Identify any of the following mechanics techniques/mechanics aids and their practical application to professional floral design (157-168)

Anchor pin	Anchor tape	Bind wire
Bouquet holder	Candle pick	Casket saddle
Corsage tape	Easel	Floral adhesive
Floral clay	Hyacinth stake	Iglu
Paddle wire	Pew clip	Polyfoil
Water pick	Water tube	Waxed string
Wired wood pick		

5. Identify the types of “Attaching Mechanics” and their application to professional floral design (166)
6. Identify the types of “Binding Mechanics” and their application to professional floral design (166)
7. Identify the types of “Funeral Mechanics” and their application to professional floral design (168)
8. Identify the types of “Foam Mechanics” and their application to professional floral design (167)

Personal Flowers: To Wear and Carry

1. Determine proper wiring techniques for given flowers – such as clutch wiring, cross-pierce wiring, hairpin wiring, and insertion wiring (169-175)
2. Identify the different types of “flowers to wear” (222-224)
3. Identify the different types of “flowers to carry” (225-229)

Arrangements: Everyday and Sympathy

- 1. Determine the most appropriate (stability, security, weight) floral mechanic for completing any of the “arrangement” floral designs (157-168)
- 2. Determine the most appropriate technique of wiring of large or weak flowers (169-175)
- 3. Determine the most appropriate (stability, security, weight) floral mechanic for completing a sympathy tribute floral design (200-212)

Shop Management

- 1. Complete a retail pricing calculation based on mark-up (325) of the cost of goods sold (321)
- 2. Compute the addition of a labor charge to a retail pricing calculation (324)

* The AIFD Guide to Floral Design is available from www.AIFD.com