Resources

• **Master Floral Designer Extension Program** (Mississippi State University and Kansas State University)
  - We will have links to this program on the Kansas State University Department of Horticulture and Natural Resources website soon. Irina Sheshukova is collaborating with Dr. Jim DelPrince to bring this program to K-State. The first Phase (basics; [register here](#)) is completely online and is taken through the Mississippi State University Extension web portal. Phases 2 and 3 (hands on practice and volunteer opportunities) will be available locally later this year. Stay tuned for more information! Email irinas@ksu.edu to be added to the email list.

• **Floral Design Color Schemes** (Mississippi State University)
• **Fresh Cut Floral Care and Handling** (FloraLife)
• **Water Balance and Hydrangea** (FloraLife)
• **Floriculture Resources** (North Carolina State University)
What is Floral Design?

• Floral design is the art of using flowers and other materials and creating pleasing, balanced compositions.
Is floral design for you?

• Arranging flowers is an art activity
• Arranging flowers for various social events
• Connecting with nature
• Reducing anxiety and stress
• Building your floral career
Consumer Trends on Buying Flowers

Did You Know …

- 65% of Americans feel special when receiving flowers...**
- 60% of Americans believe a gift of flowers has a special meaning unlike any other gift.**
- 77% of Americans perceive those who give flowers to be thoughtful.**
- 70% of Americans say the color of flowers adds to the impact of the gift.**
- 69% of Americans say the sight and smell of flowers can improve their mood.**
- 73% of Americans have a high appreciation of flowers.**
- 92% of women say the best reason to receive flowers is JUST BECAUSE.*
- It’s as good to give as to receive: 80% of Americans say RECEIVING flowers makes them feel happy;
- 88% say GIVING flowers makes them happy.*

* SAF Omnibus Survey 2015
** Generations of Flowers Study 2016
Expressing Sentiments with Flowers

Exactly how mad is she?
Career opportunities

• Retail florist
• Freelance floral designer
• Wedding floral designer
• Wholesale florist
• Events floral designer
• Media design and styling
How do you get started?

• Educating yourself
  – Classes
  – Workshops
  – Videos

• Building your design skills
  Practice, practice and practice!
For Flower Consumers
Initiated 2017, Hybrid 2019

Three Phases

I. Theory (Online)
II. Practice (In-person)
III. Volunteering
Phase I: Theory

• 14 weeks course
• 53 videos, 18+ hours
• Developed by MissStateU Ag Comm and MissStateU TV Center
### Phase I: Content

<table>
<thead>
<tr>
<th>Content Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to the program</td>
</tr>
<tr>
<td>Post harvest</td>
</tr>
<tr>
<td>Mechanics</td>
</tr>
<tr>
<td>Design principles</td>
</tr>
<tr>
<td>Design elements</td>
</tr>
<tr>
<td>Floral design history</td>
</tr>
<tr>
<td>Worksheets, Quizzes, Tests, Evaluation</td>
</tr>
</tbody>
</table>

Coastal Research & Extension Center
Phase II: Practice

- Four consecutive days
  - in-person hands-on class
- All tools, flowers, containers, accessories included
Phase III: Volunteering

- 20 hours commitment
- non-profit volunteering
- promoting floral design excellence
HOW TO TURN GROCERY STORE FLOWERS INTO A BEAUTIFUL ARRANGEMENT
Step-by-step instructions

- Choose a vase
- Add water
- Add flower food
Step-by-step instructions

• Prepare your flowers
  • Remove all the packaging
  • Check the quality of flowers
  • Remove foliage from lower portion of the stem
Step-by-step instructions

• Arranging tips
  • First add greenery
  • Add main flowers
  • Add filler flowers
Care and handling of floral arrangements

• The water level in the container must be checked once a day
• Water changed every other day
• Periodic misting is beneficial
• Keep floral arrangements away of direct sunlight, warm surfaces, and ethylene sources (ripe fruits and vegetables, cigarette smoke)
• Remove dead flowers
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Videos:
https://youtu.be/ZkSRqkSCrU?si=1rTOBcmOVmTrni2p
https://youtu.be/PL7MJWXe5Mg?si=MyOPK7jWCTRKUY2i
https://youtu.be/D78B4_Hpbjs?si=5drEAis1dJmqQ1HD