

## 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](mailto: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)



Horticulture  
Program Focus Team

Kansas State University Agricultural Experiment Station and Cooperative Extension Service  
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# Nature's Décor: A How-To in Floral Design

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# 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*

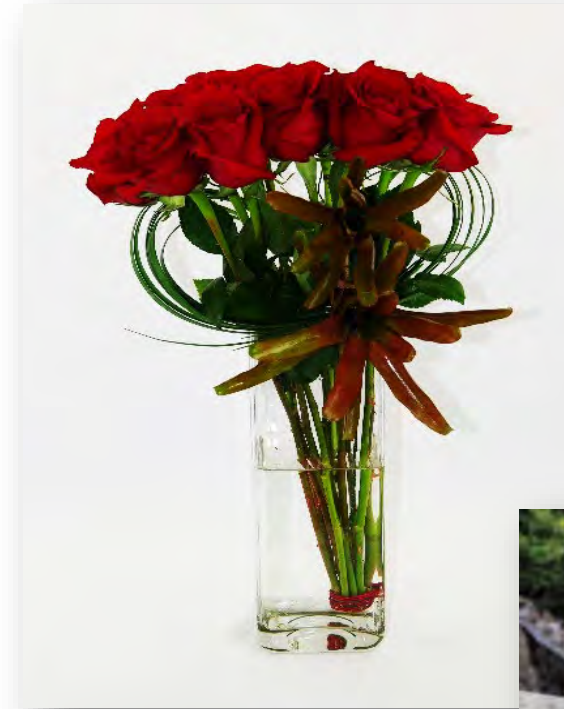


# Expressing Sentiments with Flowers



# 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!





*Master*  
**FLORAL**  
*Designer*

For Flower Consumers



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Initiated 2017, Hybrid 2019



## Three Phases

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



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# Phase I: Theory



- 14 weeks course
- 53 videos, 18+ hours
- Developed by MissStateU Ag Comm and MissStateU TV Center



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# Phase I: Content



Introduction to the program

Post harvest

Mechanics

Design principles

Design elements

Floral design history

Worksheets, Quizzes, Tests, Evaluation



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# Phase II: Practice



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



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# Phase III: Volunteering



- 20 hours commitment
- non-profit volunteering
- promoting floral design excellence



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# 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/ZkSRqkSCkrU?si=1rTOBcmOVmTrni2p>

<https://youtu.be/PL7MJWXe5Mg?si=MyOPK7jWCtRKUY2i>

[https://youtu.be/D78B4\\_Hpbjs?si=5drEAis1dJmqQ1HD](https://youtu.be/D78B4_Hpbjs?si=5drEAis1dJmqQ1HD)

