

Course Title:	UConn ECE Floral Art
Grade(s):	11th/12th

Course Description
This course introduces flower arrangement as an art form, emphasizing historical background, artistic principles, color harmony, and the care of perishable media. Students develop foundational skills in constructing bows, boutonnieres, multi-flower corsages, mound/round arrangements, and bud vases. The course covers the identification of 50 common industry plants, tool maintenance, and essential business skills, including phone and one-to-one customer sales. A core component of this ECE course is a student-led capstone project where students assume full responsibility for managing a large-scale floral fundraiser. Students will act as shop managers, developing a comprehensive marketing plan and advertising campaign, performing market research, and placing wholesale flower orders. Additionally, students will oversee the entire production cycle, including design construction, delivery logistics, and the implementation of digital and manual payment systems.
Approved Curricular Materials/Textbook(s)
<i>Floriculture Designing and Merchandising</i> by Charles Griner Horticulture Lesson Plan Library ICEV National FFA CDE General Knowledge Exams

Unit Title	Unit Description (Include Unit Objectives)	Unit Pacing
Unit 1: Career Readiness & Shop Entry	Students will: • Write job descriptions and letters of application • Complete professional job applications • Conduct mock interviews • Implement a plan for career goals	Week 1
Unit 2: Safety, Tools, & Mechanics	Students will: • Use proper PPE • Identify floral foams, adhesives, and cutting tools • Select appropriate wire sizes	Week 2

	Utilize proper wiring techniques (pierce, hook, etc.)	
Unit 3: Ribbon & Bow Construction	Students will: - Select ribbon sizes - Compute ribbon yardage requirements - Construct hand-tied and machine-made florist bows for wreaths and corsages	Week 3
Unit 4: Wearable Art: Corsages & Boutonnieres	Students will: - Construct single-bloom and spray carnation corsages - Design wrist corsages - Master floral taping - Create net tufts and butterflies	Weeks 4–5
Unit 5: Artistry: Principles & Elements of Design	Students will: - List and define the principles of design as proportion, balance, focal point, rhythm, and line - Use the color wheel for harmony - Explore the value of color in an arrangement	Weeks 6–7
Unit 6: Circular Design & Event Projects	Students will: - Construct geometric style mound, conical, and oval arrangements - Implement the "Pumpkins for Purpose" project plan - Price out arrangements for retail - Develop a comprehensive marketing plan and advertising campaign for a floral event - Calculate profit margins and place wholesale orders based on projected sales	Weeks 8–10
Unit 7: Floral Business, Sales, & Marketing	Students will: - Demonstrate one-on-one sales - Handle customer complaints - Create online marketing and ads - Manage a production schedule	Weeks 11–17

Unit 8: Small-Scale Design	Students will: • Design one-bloom and three-bloom bud vases • Finalize professional portfolio • Identify 50 plants by common/scientific name • Pass timed arrangement practicum	Weeks 18–19
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