

Horticulture 240 (Floral Quality Evaluation and Design)
Fall 2009

Instructors: **Sabine Green 353N Skeen Hall** (swhitley@nmsu.edu)
Assistants:

Course Description: Horticulture 240: *Floral Quality Evaluation and Design* (Section 1, 2 cr.; 2.5P). Critical hands-on evaluation of the quality of cut and potted floral and tropical foliage plants, their specific merits and faults, and fundamentals of floral design.

Class Meeting Times: **Tuesdays, 4-6:30 pm, Skeen 138.**

Office Hours for Sabine: by appointment call 646-3662 or 496-6821

Lab Fee: \$85 The lab fee will be used to purchase cut flowers and design materials during the semester. Please pay this as soon as possible, before the final week of class.

Materials Needed:

- Pencils and notebook paper/pad (for judging and weekly assignments)
- floral shears (or any good pair of pruning shears)
- Scissors
- Wire cutters
- A good sharp knife (paring or pocket knife).
- Occasionally, a vase of a particular size/shape for the next week's arrangement
[Lockable storage space will be made available in the classroom.]

E-mail Address: students will be required to give the instructor an e-mail address; students who do not have an e-mail address must obtain one and give to instructor. Students must check their e-mail regularly to be updated on any announcements that involve the course.

Course Objectives: Students will:

- judge quality of cut flowers and potted greenhouse plants
- identify real and defendable differences between class entries
- identify merits, faults, and the relative value of faults
- systematically provide concise and accurate, written and oral reasons for placing of entries
- stage entries for a given class
- use judging placing cards and to compute scores on classes judged
- design using the cut floral commodities judged
- study a floral design theme or style and provide a report to class
- learn marketing and sales techniques for the floriculture industry
- grow poinsettias and market them on a small scale

Textbook: Pi Alpha Xi (PAX) manual for flower judging (1998). Instructor has donated a *personal copy of the manual, to be placed in the Skeen 138 prep lab cabinet for anyone to use, along with other personal copies of judging, identification, and design books. These are to be used by students in the class. PLEASE RETURN THE BOOKS TO THE FLORAL DESIGN CABINET IN THE PREP ROOM WHEN FINISHED.*

Optional text: The Art of Floral Design Second edition by Norah T. Hunter available at Barnes and Nobles, or Amazon.com

Students with Disabilities: *if you have or think you have a disability that interferes with your academic progress, you may contact Services for Students with Disabilities (SSD) at 646-6840, TTY: 646-1918 to register (Garcia Annex). All medical information will be held confidential. Please make sure your instructor receives a copy of the accommodations memorandum from SSD within the first two weeks of class; if you have already registered, the instructor still needs to receive the memorandum. It will be your responsibility to inform the instructor or SSD representative in a timely manner if the services or accommodations are not meeting your needs. If you have a condition that may affect your ability to exit safely from the premises in an emergency or that may cause an emergency during class, you are encouraged to discuss this in confidence with the instructor and the coordinator of the SSD (646-6840). If you have general questions about the Americans with Disabilities act (ADA), call Elva Telles, the ADA Coordinator, 646-3635.*

CLASS ATTENDANCE: Attendance will be recorded each class meeting. Students are expected to regularly attend class meetings and to be at class on time. Students must submit a written physician's excuse for a legitimate class absence due to illness to the instructor by the next day the class meets. If a student is absent due to participation in a University-sponsored activity, an official written excuse must be given to the instructor by the next day the class meets (signed by the University faculty/staff member sponsoring the activity). **Regular attendance and class participation will count toward the final grade. Unexcused absences will lower the student's grade.**

QUIZZES ON BASIC QUALITY AND DESIGN THEORY AND TECHNIQUES: Announced at approximately bi-weekly intervals: topics can include but are not limited to the following 1) containers and mechanics; flower and foliage forms, 2) handling of flowers and arrangements, 3) design, harmony, unity, 4) color, 5) balance, proportion, scale, 6) focal point and rhythm, 7) line, form, space, depth, 8) texture and fragrance 9) the 8 major design shapes. Handout material will be given to students for take-home study. Then a short answer/essay question quiz will be given the following week on that topic. Quizzes can be in class or take-home assignments, at instructor's discretion. There will be a total of 4 quizzes throughout the semester. Late work will not be accepted for take-home quizzes without a written doctor's note. Make up quizzes for in-class quizzes will be given only if the student requests the make-up quiz. These make-up quizzes will be in the form of take-home essay questions, required to be turned in typed, with a minimum of 4 citations per question (internet citations limited to 50% of total citations). Arrangements to take quizzes prior to quiz day, with appropriate written excuse forms (school trips or doctor's note) can be made at the student's request.

FINAL PROJECT ON A DESIGN THEME OR STYLE or HISTORY OF A JUDGING

COMMODITY DISPLAY: Students will select a design theme or style, study it, and create a final design in that style for the final grade. A design theme could include a seasonal holiday or any special occasion (baby, wedding, sympathy, secretary's day, etc.); a design style can include Oriental, European, Contemporary, or other major type of floral design genre. Students should also go to retail florists and examine their designs to look for their theme or style, take notes on techniques, and report back to class. The final design presentation will be due on the day of the final exam and the students will be expected to present their design at the annual Floriculture Auction, during the time of the final. **The design and presentation table is required to be complete at the time of the BEGINING of the auction or final exam time. Students are**

expected to create their designs outside of class time. Auctioning off your design is optional, but it is necessary to present. Students will be expected to create the design from silk, dried, or fresh material they purchase. Supplies for this final project will not be supplied by the class lab fee. Presentation of the design will be part of the final grade. A single page write up on the design, its title, style, or and advertisement for that design, is required to accompany the arrangement.

Students that do not wish to create a design for their final project must create a tri-fold display board of the history and culture of a specific commodity, OR choose one of the lecture subject to expand and research, and display in a tri-fold as well. The display must include specimens of the live plant or cut flower, judging criteria, culture and growing techniques, design applications, history of the commodity for cultivation as well as folklore, and current trends and cultivars. A minimum of 8 references (50% non-internet or trade journal) must be visible in display. Student must be available for questioning during the “artist’s reception” from the audience. Students should take on this project as an “info-mercial” type of display, as it is your commodity, and you are trying to interest others in it.

**In addition to creating your design, there will be a single question asked of you during the display of your designs, by the instructor. Your response will be incorporated into your grade.

You will be responsible for the following the day of the final:

- *finished design or tri-fold
- *single oral test question
- *written 1-page paper or advertisement

WEEKLY QUALITY EVALUATION: Students will form small groups of 3 to 5 and come to class ready to stage one class of cut or potted material. When possible, students will be told what classes will be evaluated the following week. The material in the PAX manual (when available) should be studied carefully so that the students will know merits and faults of their staging class plus the other classes they will be judging. **ACTIVE DISCUSSION AND PARTICIPATION IS EXPECTED. STUDENTS WILL BE GRADED ON THIS PARTICIPATION.** Students must tally, label, and turn in their judging cards every week.

WEEKLY FLOWER SALES: Students must complete a minimum of 9 hours of extracurricular marketing time through weekly flower sales or other approved activities (recruiting fairs, advertisement hours). Students must complete 3 hours by the end of September, 6 hours (3 additional hours to the first 3 completed in September) by the end of October, and the total of 9 hours by the end of the semester. Completion of extra hours will benefit the student’s participation grade, and eligibility to gain a position on the Floral Judging and Design Team. Failure to complete the hours by the above mentioned deadlines will result in lowering of the student’s grade. You may not “make up for lost time” by coming to all 9 hours the last third of the semester.

Flower sales are each Wednesday from 830 am to 1130 am in the Gerald Thomas Hall Lobby.

GRADED FLORAL DESIGNS: In addition to participation of the quality evaluation, students will be graded on four floral design assignments throughout the semester. The designs that are graded will be announced the week prior to grading, and via the email list. Students will be graded according to how well they follow instruction and theme of the design. A copy of the design grade sheet will be provided with syllabus.

NMSU FLORAL TEAM: The students ranking the highest in quality evaluation and floral design throughout the semester (4 for quality, 4 for design) will be invited to travel to 2009 Pi Alpha Xi National Intercollegiate Floral Design and Quality Evaluation Competition, or 2009 American Institute of Floral Designers Symposium. This is not mandatory and not making the team will not affect the student's grade. But, keeping our team active is important to NMSU. Students who do not make the team will have ample opportunities to learn how to evaluate quality and how to design with floral materials, and they will have an opportunity to keep practicing on their skills to make the 2009 team.

Before the end of this semester, a commitment to travel (to practice between January-March 2009 and to be the best you can be is necessary to make the team. Otherwise, the next highest placed student in design or quality evaluation will be selected to serve on the team.

Students officially in the floral team as officers, as well as anyone committed to traveling, will be expected to facilitate the acquisition of funding through student government. Hours spent on student government issues will be logged in as part of the extracurricular hours. Student's grades will be affected if there is poor attendance and participation in student government processes. Students traveling will be expected to participate in a minimum of 30 hours a semester both fall and spring (total of 60 hours) in fundraising activities, including but not limited to: ASNMSU and CAHE council activities, flower sales, special event planning and designing, donor interaction, and seasonal crop production. The commitment to travel will come with the expectation to follow through with acquisition of pledged funding from student government associations. Failure to do so will affect assigned officer's and team members grades.

Grading Criteria:

- 10% Weekly attendance is imperative. Unexcused absences will harm the student's grade. Attendance grade includes weekly clean-up of lab and prep room!
- 40% Design Grades will be given according to design style guidelines and proper mechanics and technique. Creativity and uniqueness is a plus.
- 10% Quizzes.
- 10% Final Design project.
- 20% Quality evaluation.
-Team staging; study before class! Preparation or lack of preparation will become apparent.
-Staging (study pp. 6-13 of judging manual plus commodity-specific information within the manual if it is available for that commodity). Staging begins at 3:30 pm or as soon as students can get to class.
-Proper use of judging cards and placement of entries; study before coming to class. Concise reasons must be given by staging teams. Good reasons mean good grades for quality evaluation!
-Computing judging scores for each class and maintaining a semester tally of scores (study p. 10 of judging manual). Quality evaluation grade will not be based on total number of points, but rather good attendance, positive attitude, and good reasons.
- 10% Sales of cut flowers and designs (GT lobby, at a consistent day/time); oral report to class; instruction to next week's sellers (each student will need to sell for at least two Wednesdays; students may participate each Wednesday for extra credit)

100% TOTAL POINTS. *Weekly attendance, active participation, good quality evaluation practice, completion of assignments, positive attitude, willingness to be a team player (includes being a mentor if you have experience) are major factors that will determine the student's grade. Another expectation is to ENJOY this class, learn something new, have FUN, meet friends, and to experience the joy that flowers and plants bring to our lives. This ties in to the positive attitude!*