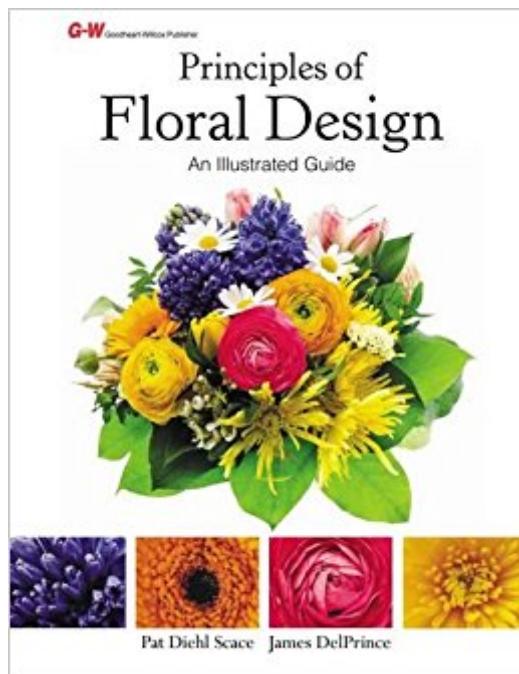


The book was found

Principles Of Floral Design: An Illustrated Guide



Synopsis

Principles of Floral Design: An Illustrated Guide provides an introduction to the hands-on skills and theory required for career success in addition to the artistic aspect of floral arrangement. This heavily illustrated text acquaints future floral designers with design principles and elements along with the floriculture industry and its careers. It presents the various types of products used in floral design, before progressing into common floral applications and events. This text is also appropriate for students enrolling in the course for fine arts elective credit. Step-by-step procedures provide clear instruction to develop students' floral design skills using low-cost and commonly available materials. Extensive flower and foliage glossaries include cross-references to both the common and the botanical names in addition to other helpful information. End-of-chapter features, including Activities, Critical Thinking, STEM Activities and Communicating About Floral Design, provide students with the opportunity to connect floral design content to career and college readiness skills.

Book Information

Hardcover: 624 pages

Publisher: Goodheart-Willcox; First Edition, edition (May 22, 2014)

Language: English

ISBN-10: 1619608898

ISBN-13: 978-1619608894

Product Dimensions: 8.7 x 1.2 x 11.1 inches

Shipping Weight: 3.3 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 12 customer reviews

Best Sellers Rank: #268,756 in Books (See Top 100 in Books) #83 in Books > Crafts, Hobbies & Home > Crafts & Hobbies > Flower Arranging & Crafts > Flower Arranging #218 in Books > Crafts, Hobbies & Home > Gardening & Landscape Design > Flowers #18478 in Books > Education & Teaching > Schools & Teaching

Customer Reviews

Goodheart-Willcox Publisher is the premier textbook publisher for Technical, Trades, and Technology; Family and Consumer Sciences; and Business, Marketing and Career Education.

Excellent, comprehensive instruction on both techniques and the business of Floral Design.

So much great information and mind blowing practical tactics.

Great resource and reference book. I am using it for all of my floral design classes as a great resource and for information. It's expensive but I can see using it for a long time. I would think that most advanced designers would already know a lot of this information, but it's great for those of us just starting out. Also there is a wealth of information about the business of floral design that is just not in regular design books. Care of flowers, preparation, calculation of prices and that kind of thing are included. Great sections on all the basic designs for sympathy, wedding, holiday and general design. It would make an awesome textbook for anyone studying floral design.

I am really liking this book and am glad I ordered it. Lots of great information - just what I was looking for.

Priceless Find for the beginner, the novice and the advanced!

Detailed steps on the basics of the principles and elements of floral design. Diagrams on mechanics, information on flowers for every occasion.

Nice !!!

Excellent

[Download to continue reading...](#)

Floral Design Quizbook (Pass the Floral Design Test) Principles of Floral Design: An Illustrated Guide Ocean Coloring Book For Adults: Unique Floral Tangle Ocean Designs (Floral Tangle Art Therapy) (Volume 3) Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) U.S. Submarines Through 1945: An Illustrated Design History (Illustrated Design Histories) Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design Design, When Everybody Designs: An Introduction to Design for Social Innovation (Design Thinking, Design Theory) NIV, Beautiful Word Bible, Cloth over Board, Multi-color Floral: 500 Full-Color Illustrated Verses Beautiful Dresses: An Adult Coloring Book with Women's Fashion Design, Vintage Floral Dresses, and Relaxing Flower Patterns Floral Alphabet Coloring Book (Dover Design Coloring Books) 2018 Floral 2-Year Pocket Planner / Calendar

(Mead): Design Will Vary Season's Best Weddings: Summer 2017 Design Decor Floral Inspirations Bridal Gowns Bouquets Wedding Planner in all Departments with Guest List ... Books in all D Bridal Magazines in all Dep Season's Best Weddings: Spring 2017 Design Decor Floral Inspirations Gorgeous Style Ideas and Inspirations Through Prose, Quotes, Wedding Guest Book ... Bridal Shower Games Bridal Shower Decorations The Art of Floral Design Ribbon Embroidery and Stumpwork: Original floral design with over 30 models Jeff Leatham: Visionary Floral Art and Design INTERIOR DESIGN : The Beginner's guide, organise your home, techniques and principles on art of decoration: Customise your home with us (Home design, home construction, home arranging with style) Illustrated Thesaurus (Usborne Illustrated Dictionaries) (Usborne Illustrated Dictionaries) Layout Essentials: 100 Design Principles for Using Grids (Design Essentials) Drawing for Graphic Design: Understanding Conceptual Principles and Practical Techniques to Create Unique, Effective Design Solutions

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)