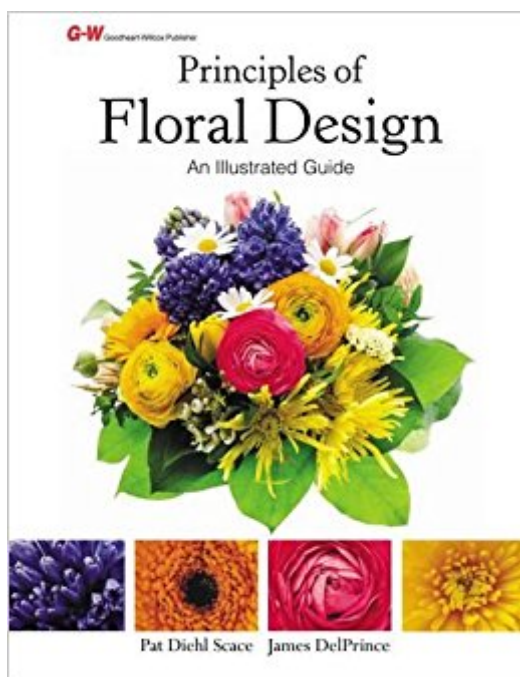


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# Principles Of Floral Design: An Illustrated Guide



## 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

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## 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

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