

Instructional Scenario



TITLE: Creating Floral Design Business Proposals

Course/Duty Area: Floral Design I/Creating Floral Design

Scenario: You own a floral shop in Northern Virginia. A customer comes into your shop and orders the following designs for a wedding on June 15th:

- 1 Bridal Bouquet
- 2 Bridesmaid Bouquets
- 2 wrist corsages
- 2 pocket boutonnieres
- 2 large vase arrangements for the ceremony
- 10 mass design centerpieces for round tables.

The colors of the wedding are pink, white, green, and pops of peach. They like traditional flowers that are commonly used for weddings in Virginia in June.

Big Question: What are the flowers that you would recommend for this June wedding commonly found in pink, white, and peach? What greenery would you recommend for these designs?

Focused Questions:

- What flowers would be appropriate for the wrist corsage? What supplies would be needed?
- What are some types of wedding bouquets?
- What are the advantages and disadvantages to making a pocket boutonniere vs. a traditional lapel pin boutonniere?
- Where are some locations in a wedding ceremony where vase arrangements can be placed?
- What are some good examples of containers that can be used for this style centerpieces?

Project-Based Assessment: Students will prepare a business proposal in the form of a vision board and proposal for the customer outlining the desired floral designs for the June 15th wedding. Students will use images of appropriate designs and create a list of flowers, foliage, and hard goods needed to complete these designs. Students may present this to the class, to the teacher, or work in groups to present to each other and then vote on which vision board meets the needs of the customer the most.

Teacher Resources:

- DirectFloral.com. (2024). *DirectFloral.com*. Retrieved from www.directfloral.com
- Griner, C. P. (1995). *Floriculture: Designing and Merchandising*. (2nd ed.). Delmar Cengage Learning
- Hunter, N. T. (2012). *The Art of Floral Design*. (3rd ed.). Cengage Learning
- Potomac Floral Wholesale Inc. (2024). *Potomac Floral*. Retrieved from <https://flowerwholesale.com/>
- Scace, P. D. and DelPrince, J. M. (2025). *The Principles of Floral Design*. (3rd ed.). G-W Publisher
- Refer to Google Images and Pinterest for Photos of Wedding Florals

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