



MATTHEW LANDERS  
ACADEMY

# INDUSTRY READY COURSE

THE FOUNDATIONS OF FLORISTRY

## COURSE OUTLINE

SEMESTER 2 | 2020

Lesson 1 – MONDAY 20<sup>TH</sup> JULY 2020 11am-2pm

- Wrapped, hand-tied bouquet. Spiral technique, compact design.
- Principles & Elements of Design.

Lesson 2 – MONDAY 27<sup>TH</sup> JULY 2020 11am-2pm

- Wrapped hand-tied bouquet. Spiral technique, commercial symmetrical design.
- Revision of Principles and Elements of Design.

Lesson 3 – MONDAY 3<sup>RD</sup> AUGUST 2020 11am-2pm

- Wrapped sheaf/presentation bouquet. Single sided, flat back design.
- Post-harvest care & conditioning of blooms.

Lesson 4 – MONDAY 10<sup>TH</sup> AUGUST 2020 11am-2pm

- Hand-tied bouquet incorporating bouquet frame.
- Hand-made bouquet frame using hot & cold glue(s).

Lesson 5 – MONDAY 17<sup>TH</sup> AUGUST 2020 11am-2pm

- Hand tied bridal bouquet with ribbon/fabric details on stems.
- Costings, mark-up & wastage.

Lesson 6 – MONDAY 24<sup>TH</sup> AUGUST 2020 11am-2pm

- Fully wired corsage.
- Fully wired buttonhole.

**Lesson 7 – MONDAY 31<sup>ST</sup> AUGUST 2020 11am-2pm**

- Fully wired Flower crown.
- Industry related Customer Service Technique.

**Lesson 8 – MONDAY 7<sup>TH</sup> SEPTEMBER 2020 11am-2pm**

- Organic, loose Bridal bouquet.
- Ordering & Event/Wedding Organisation.

**Lesson 9 – MONDAY 14<sup>TH</sup> SEPTEMBER 2020 11am-2pm**

- Trailing Bridal Bouquet in posy holder.
- Quotations/Consultations with Brides etc.

**Lesson 10 – MONDAY 21<sup>ST</sup> SEPTEMBER 2020 11am-2pm**

- Commercial radial arrangement in Floral Foam.
- Brand Building, the 7 steps.

**SCHOOL HOLIDAYS**

*NO CLASSES FOR 2 WEEK PERIOD*

**Lesson 11 – MONDAY 12<sup>TH</sup> OCTOBER 2020 11am-2pm**

- Commercial single sided, radial Arrangement in Floral Foam.
- Marketing and Product Development.

**Lesson 12 – MONDAY 19<sup>TH</sup> OCTOBER 2020 11am-2pm**

- Symmetrical, Radial Funeral/Casket Arrangement in Floral Foam.
- Colour workshop.

**Lesson 13 – MONDAY 26<sup>TH</sup> OCTOBER 2020 11am-2pm**

- Tatami mat/weaving technique.
- Parallel Arrangement (vertical) in Floral Foam.

**Lesson 14 – MONDAY 2<sup>ND</sup> NOVEMBER 2020 11am-2pm**

- Parallel table design (horizontal) in Floral Foam.
- Visual Merchandising for store/studio presentation.

**Lesson 15 – MONDAY 9<sup>TH</sup> NOVEMBER 2020 11am-2pm**

- Symmetrical Remembrance Wreath in Floral Foam.
- Occupational Health & Safety in the Workplace.

**Lesson 16 – MONDAY 16<sup>TH</sup> NOVEMBER 2020 11am-2pm**

- Symmetrical Pavé Wreath in Floral Foam.
- Social Media Workshop

**Lesson 17 – MONDAY 23<sup>RD</sup> NOVEMBER 2020 11am-2pm**

- Arrangement using only Artificial Flowers in Artificial Floral Foam.
- Business Plan Building

**Lesson 18 – MONDAY 30<sup>TH</sup> NOVEMBER 2020 10am-2pm EXCURSION TO FLOWER MARKET**

- How to choose/purchase/order flowers with wholesale suppliers.
- Creation of outlined Commercial design (materials at own expense)

**Lesson 19 – MONDAY 7<sup>TH</sup> DECEMBER 2020 11am-2pm**

- Vase Arrangement (arranging flowers straight into a Glass Vase).
- Principles and Elements of design revision.

**Lesson 20 – MONDAY 14<sup>TH</sup> DECEMBER 2020 11am-2pm ASSESSMENT**

- Hand-tied bouquet (commercial).
- Arrangement in Floral Foam (commercial).

**FULL COURSE FEES - \$3,500**

*Average \$185 per lesson (same cost since July 2014)*

**Includes all Flowers, Sundries & Accessories**

(except Lesson 18 \*see below)

- Flowers, vessel and accessories for Lesson 18 are your responsibility and can be purchased **at wholesale cost** on our excursion.
- Tools provided to use during class time

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**PAYMENT OPTIONS**

**PAYMENT PLAN**

\$1,000 Deposit, then \$250 payable each fortnight (every second lesson) whilst completing the course.  
(Total \$3,500)

**EARLY BIRD PAYMENT IN FULL**

\$3,150 (saving 10%) if paid in full at time of booking prior to 31/05/2020. (Total saving \$350)

**PAYMENT IN FULL**

\$3,500 (if booked after 31/05/2020)

Please refer to Cancellation/Refund Policy and FAQ, available on our website for any further clarification(s).