



MATTHEW LANDERS
ACADEMY

INDUSTRY READY COURSE

THE FOUNDATIONS OF FLORISTRY

COURSE OUTLINE

SEMESTER 1 | 2021

Lesson 1 – TUESDAY 2ND FEBRUARY 2021 11am-2pm

- Compact, hand-tied bouquet. Spiral technique & commercial wrapping.
- Principles & Elements of Design.

Lesson 2 – TUESDAY 9TH FEBRUARY 2021 11am-2pm

- Commercial hand-tied bouquet. Spiral technique grouped design.
- Principles & Elements of Design, continued

Lesson 3 – TUESDAY 16TH FEBRUARY 2021 11am-2pm

- Single-sided, presentation bouquet (sheaf).
- Post-harvest care & conditioning of materials.

Lesson 4 – TUESDAY 2ND MARCH 2021 11am-2pm

- Hand-tied bouquet incorporating bouquet frame.
- Create hand-made, botanical bouquet frame.

Lesson 5 – TUESDAY 9TH MARCH 2021 11am-2pm

- Compact, hand-tied bridal bouquet with ribbon details on stems.
- Costings, mark-up & wastage.

Lesson 6 – TUESDAY 16TH MARCH 2021 11am-2pm

- Organic, loose Bridal bouquet.
- Quotations/Consultations with Brides etc.

Lesson 7 – TUESDAY 23RD MARCH 2021 11am-2pm

- Trailing Bridal Bouquet.
- Ordering & Event/Wedding Organisation.

Lesson 8 – TUESDAY 30TH MARCH 2021 11am-2pm

- Fully wired corsage.
- Fully wired buttonhole.

Lesson 9 – TUESDAY 6TH APRIL 2021 11am-2pm

- Fully wired Flower crown.
- Emotive client relations skills.

SCHOOL HOLIDAYS

NO CLASSES FOR 2 WEEK PERIOD

Lesson 10 – TUESDAY 27TH APRIL 2021 11am-2pm

- Vase Arrangement (arranging flowers straight into a Glass Vase).
- Brand Building, the 7 steps.

Lesson 11 – TUESDAY 4TH MAY 2021 11am-2pm

- Commercial radial arrangement in Floral Foam.
- Principles and Elements of design revision.

Lesson 12 – TUESDAY 11TH MAY 2021 11am-2pm

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

Lesson 13 – TUESDAY 18TH MAY 2021 11am-2pm

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

Lesson 14 – TUESDAY 25TH MAY 2021 11am-2pm

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

Lesson 15 – TUESDAY 1ST JUNE 2021 11am-2pm

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

Lesson 16 – TUESDAY 8TH JUNE 2021 11am-2pm

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

Lesson 17 – TUESDAY 15TH JUNE 2021 11am-2pm

- Low-laying, seasonal (peak period) Pavé Design in Floral Foam.
- Business Plan Building

Lesson 18 – TUESDAY 22ND JUNE 2021 11am-2pm

- Everlasting Arrangement in trending vessel & colour palette.
- Social Media Workshop

Lesson 19 – SATURDAY 26TH JUNE 2021 7:30am-12pm EXCURSION TO FLOWER MARKET

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

Lesson 20 – TUESDAY 29TH JUNE 2021 11am-2pm

- 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

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 31/10/2020. (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).