

# VISUAL OR PERFORMING ARTS AND COMMUNICATION

## ↑ CAREER LAUNCHER

### Floral Designer

“Do you have a love of flowers and an eye for color and design? If you answered yes to that question, you might want to become a floral designer. In this occupation, you’ll have the opportunity to use your talent and design skills.”



- **Education needed:** High school diploma
- **Salary range:** \$16,200 – \$35,000 annually
- **Related jobs:** Fashion designer, horticulturist, interior designer, set designer, landscape architect

### ➤ What I do every day

I arrange live, dried, or artificial flowers into beautiful designs for people and businesses. Customers order flowers online, by phone, or in person. After helping the customer choose the varieties and colors of flowers and the price, I style the arrangement. I trim the flowers, plants, and foliage to create wreaths, bouquets, dish gardens, table top arrangements, and other floral designs. When I am done, I arrange for delivery. Several times a week, I order fresh flowers from the wholesaler so that I always have a good variety of flowers on hand.

### ➤ The best part of my job

Some of my friends call me a flower fanatic because I love all flowers and know the scientific and common names of hundreds of plants. At the florist shop where I work, I'm surrounded by beautiful flowers and fragrances.

### ➤ The worst part of my job

Valentine's Day and Mother's Day are busy days in the flower business. I don't like being rushed when I'm arranging flowers because then I can't do my best work.

## Floral Designer

### ➤ What I need to know and be able to do

Floral designers need creativity, an eye for design, and a sense of color and beauty. They must be able to listen to customers and interpret what they want, and then use many varieties of plants and flowers to create stunning designs.

### ➤ How I prepared to be a floral designer

After I graduated from high school, I enrolled in a community college, earning my associate's degree in floral design. My college program also included an internship at a florist shop, where I learned to use the cash register and write and fill customers' orders.

### ➤ How I could have prepared better

Most customers like the flower arrangements I design. But I should have taken some psychology and communication courses to learn how to handle dissatisfied customers. It took me a while to learn how to ask questions that led customers to describe accurately what they wanted in a floral arrangement.

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**CAREER  
LAUNCHER**

**Floral  
Designer**

**English  
Skill Check**

## ► Skill Check 1

As a floral designer, you try to interpret what customers want, even when they do not explain their wishes clearly. A customer tells you he wants some pretty flowers in a vase to send to his fiancée but that he does not want to spend a lot of money. Write three questions you can ask to get a better understanding of what he wants.

*Example: Do you have a price range you would like to stay within, perhaps twenty-five to forty dollars?*

### Questions

- 1.
- 2.
- 3.

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## ► Skill Check 2

You spent two hours preparing a flower arrangement, but when the customer sees it, she says she does not like it and will not pay for it. You want to please her, and you don't want your shop to lose money. You tell her you are sorry she is not happy with the arrangement and ask how she would like you to change it. After her response that is given below, what will you say?

Customer: I don't like that arrangement. I wanted something brighter.

You: While you're here, I'll change a few flowers to add color.

Customer: You don't have to change it. I just don't want it.

You:

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## Floral Designer

Math  
Skill Check

### ► Skill Check 1

**USE  
AGAIN**

A bride hires you to provide flowers for her wedding reception and directs you to keep the expense under \$3,000. The following arrangements are needed. Based on the estimated prices shown, how much will you charge your client for the flowers?

| Flowers Needed                                  | Price |
|---|-------|
| 10 guest tables @ \$75 each                     | _____ |
| 1 bride's table @ \$155                         | _____ |
| 1 groom's table @ \$155                         | _____ |
| 2 large displays in orchestra area @ \$350 each | _____ |
| 1 arch at reception room entry @ \$550          | _____ |
| Total cost to client                            | _____ |

Will you have to change anything to stay within the budget?

Yes     No

By how much was the budget over or under? \_\_\_\_\_



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**Math  
Skill Check**

## ► Skill Check 2

To estimate the price you will charge the customer for the flowers in Math Skill Check 1, you determined that 65% of the charge will cover the cost of the flowers. The remaining 35% will be profit for you.

How much will the flowers cost?

Answer: \_\_\_\_\_

How much will you make in profit?

Answer: \_\_\_\_\_