

Pearsons Commercial Design Certificate



Why Study Floristry..?

At Pearsons School of Floristry, our aim is to make you **work-ready**. This means providing you with the technical **skills**, industry **knowledge** and **confidence** to start working in the floristry industry.

1) Skills to make you work-ready

In the classroom, the focus is on developing your **practical** floristry skills. Your trainer will provide step-by-step guidance to help you learn professional floristry techniques to create commercial floristry designs for all occasions.

2) Knowledge to empower you

Flower identification and flower care are part of every class. You will learn the names and origins or **hundreds of flowers** and plants, as well as how to care for them. You will visit the Sydney Flower Markets and **learn tips for buying** the best quality materials. In addition, you'll attend two 'Working in Floristry Workshops': A Colour & Design day to teach you the principles of **great design**, and a Retail & Marketing day will give you ideas for **branding, customer service and promoting** your floristry business in the real world.

3) Confidence to enter the industry

'Real-life' customer orders are practiced in the classroom, and you will learn how to price items for sale. Your trainer will challenge you to get faster at producing great designs, and **your confidence will grow** quickly. All Module 3 & 4 students are offered **work experience** at Pearsons Florist (Oxford Street store), the school organises other regular work experience opportunities (eg: charity functions, competitions, industry events). You will be encouraged to **gain employment** as soon as you feel ready - we'll even help you find work through our free online job listing service.

"I've always loved flowers and wanted to become a florist. The course equipped me with the skills to become a good florist."

Karen Pettit - graduate

"I loved my Saturdays at PSF. The practical skills I gained gave me the confidence to try something new."

Amanda Kopelke - graduate

"Anyone can change their career. My advice is to just take that first step; you don't need to study for long before you make the move."

**Alice Morgan - graduate, manager
Pearsons MLC**

What's included in the course?

Course fees include all your **tuition** and **workbooks** and - because floristry is a practical subject - we provide the **fresh materials** and 'sundries' that you will need to create your designs each week. Because your flowers* and sundries are included in the course cost, you will **save time** (no need to visit the markets each week!) and get **great value** for money.

*Except for your final assessment day, when you will be required to source your own materials.

✓ Flowers & foliages

Each week in class, you will receive flowers and greenery that have been selected to suit the designs you are learning. The varieties of flowers will **change with the seasons**, giving you experience using a **wide range** of floral materials. Best of all, you will **take your designs with you** at the end of class, to enjoy at home or share with friends and family!

✓ Tools & resources

As well as fresh floral materials, each week you will use **florist's sundries** that are available in the classroom.

These include:

Bowls and containers	Floral foam, various sizes
Ribbons, wires and pins	Parafilm and pot tape
Cello and assorted wrapping papers	



At the start of each Term, you will receive a new **'Term Kit'** to prepare you for what you will be learning next. During the course, you will receive:

- **Florist's tools** – scissors, apron and stem strippers
- **Books** – *Caring for Cut Flowers*, *Flowers from Holland*, *Wedding Design Book* and *Florists Review Book*
- **Practice kit** – Oasis bricks, ribbons, parafilm and assorted wires to take home
- **Photo album** – to create your own wedding portfolio
- **DVDs** – *Basic Floristry Techniques* and *Wired Wedding Bouquets*

✓ Enrichment Program

Pearsons School of Floristry's unique Enrichment Program provides **free** opportunities for students and graduates to expand their industry knowledge and experience. Current enrichment events and services include:

Visits to flower growers	Demonstrations by leading designers	Student competitions
Blooming News (quarterly newsletter)	PSF Facebook group	Work experience
Job listing service	'Web marketing for florists' seminar	