



Objectives for the Professional Floral Designer Evaluation™ (PFDE)

[based on The AIFD® Guide to Floral Design]

The following learning objectives are based on information that can be found in the AIFD® Guide to Floral Design: Terms, Techniques and Traditions (1st edition). The purpose of this objective list is to provide potential candidates for the CFD® and AIFD® credentials a means to determine the likelihood, with no guarantee, that he or she will achieve success in the Professional Floral Design Evaluation™ system. Please note once a designer has submitted to be a PFDE candidate, he or she will be provided a copy of the above named reference guide. In order for PFDE® candidates to score high enough to pass the PFDE®, creative flair is required. Their designs should express a creative ability that exhibits a thorough understanding of solid, competent design skills while demonstrating the proper use of advanced techniques.

The numbers in () refer to the page number in this text book.

Arrangement

1. Synthesize given information to be able to complete an assigned design project from any of the following geometric designs (190):
 - a. round centerpiece (190) – foam or loose vase
 - b. oval centerpiece (190)
 - c. asymmetrical triangle (190)
 - d. symmetrical triangle (191)
2. Determine and implement the most appropriate floral mechanic (stability, security, weight) for completing any of the “arrangement” floral designs (157-168)
3. Demonstrate the proper techniques for creating well developed principles and elements of design for the required “arrangement” floral design (96-132)
4. Demonstrate proper wiring of large or weak flowers (169-175)
5. Analyze given parameters and information, then determine the appropriate style and design shape to complete assigned design project.
6. This design should express a creative ability that exhibits a thorough understanding of solid, competent design skills as well as demonstrating the proper use of advanced design techniques.

Wedding Design

1. Synthesize given information to be able to complete an assigned design project from the following list:
 - a. hand wired/taped bridal bouquet (227), such as
 1. crescent (226)
 2. cascade (225)
 3. colonial/round (226)
 - b. foam bouquet holder bridal bouquet (157,167), such as
 1. crescent (226)
 2. cascade (225)
 3. round colonial (226)
 - c. hand-tied bridal bouquet (227), such as
 1. round colonial (226)
 2. cascade (225)
2. Demonstrate proper wiring techniques for given flowers – such as clutch wiring, cross-pierce wiring, hairpin wiring, and insertion wiring (169-175)
3. Demonstrate proper anchoring of cascading or heavy flowers – i.e. stem adhesive (164) or other methods

4. Demonstrate the proper technique for using floral glue and other adhesive materials (152,160)
5. Demonstrate the proper techniques for creating well developed principles and elements of design for the different shapes, forms, and styles of wedding design (96-132)
6. Analyze given parameters and information, then determine the appropriate style and design shape to complete assigned design project.
7. This design should express a creative ability that exhibits a thorough understanding of solid, competent design skills as well as demonstrating the proper use of advanced design techniques.

Sympathy Tribute

1. Synthesize given information to be able to complete an assigned design project from any of the following sympathy designs (190):
 - a. traditional (307) styled casket spray (200)
 - b. diagonal (191) casket spray (200)
 - c. easel (201) wreath design (206)
 - e. standing easel spray (205)
 - f. basket design (198, 343, 347)
2. Analyze given parameters and information, then determine the appropriate style and design shape to complete the sympathy design project.
3. Demonstrate the proper techniques for creating well developed principles and elements of design for the sympathy design
4. This design should express a creative ability that exhibits a thorough understanding of solid, competent design skills as well as demonstrating the proper use of advanced design techniques.

Designer's Choice Design

1. Synthesize given parameters and information to be able to complete the "designer's choice" design using the following general guidelines:
 - a. Select one of the design styles from The AIFD® Guide to Floral Design to best utilize the flowers, foliage, container(s) and accessories provided (183-189) *
 - b. Determine and implement the most appropriate floral mechanic and foundation for completing the designer's choice design (size, stability, security, weight) (157-168)
2. Demonstrate the proper techniques for creating well developed principles and elements of design for the designer's choice design (96-132)
3. This design should express a creative ability that exhibits a thorough understanding of solid, competent design skills as well as demonstrating the proper use of advanced design techniques.

Flowers to Wear

1. Synthesize given information to be able to complete an assigned design project from the following list:
 - a. corsage (223) for, shoulder, hair, or special request
 - b. single and double boutonnieres (222)
 - c. circlet (222) or floral wreath headpiece (223)
 - d. wristlet (224)
 - e. floral jewelry (223)
2. Demonstrate the proper techniques for creating well developed principles and elements of design for the flowers to wear design (96-132)
3. Demonstrate proper wiring techniques for given flowers – such as clutch wiring, cross-pierce wiring, hairpin wiring, and insertion wiring (169-175)
4. Analyze given parameters and information, then determine the appropriate style and design shape to complete assigned design project.
5. Demonstrate the proper technique for using floral glue and other adhesive materials (152,160)
6. This design should express a creative ability that exhibits a thorough understanding of solid, competent design skills as well as demonstrating the proper use of advanced design techniques.

* Design Styles

Abstract	Graphic	Sculptural
Assemblage	Hedgerow	Shelter
Biedermeier	High Tech	Stabile
Botanical	Hogarth	Stacked
Cascade	Ikebana	Synergistic
Collage	Landscape	Topiary
Colonial	Line/Linear	Tussie-Mussie
Decorative	Line-Mass	Underwater
Della Robbia	Mille Fleur	Vegetative
Enclosure	Mobile	Volumetric
English Garden	New Convention	Waterfall
Flemish	New Wave	Western Line
FLOB	Parallel System	Williamsburg
Formal Linear	Phoenix	
Freeform	Pillow	
Geometric	Pot-Et-Fleur	