

AMERICAN INSTITUTE OF FLORAL DESIGNERS

PFDE ORIENTATION



MEMBERSHIP TEAM

The Membership Team coordinates and oversees the PFDE Examination.

The team consists of:

- Membership Chairperson
- 1st Vice Chairperson
- 2nd Vice Chairperson
- PFDE Chairperson
- Past Chairperson

There are Monitors on hand to proctor the Exam

The Designs are scored by Certified Evaluators



Specific date and time will vary every year.

Orientation: Overview of the Exam process. Announcement of Exam Assignments. Distribution of Botanical and Hardgoods List. Opportunity for Candidates to ask questions.

Exam: Approximately 30 minutes prep time prior to Exam. Opportunity to look over materials and sketch. 4 hours to complete Designs and set table for Evaluation.

Clean up: Approximately one hour to clean workspace, empty buckets and trash and put away leftover products for use during Symposium.

Reception: 30-minute private reception for Candidates, family and friends prior to the public viewing reception. Please bring Name Card, and if you would like, a 5x7 photo and business cards to place on your table.

Breakdown: Following reception, please either take Designs to your room or place in designated area to be discarded.



ITEMS ALLOWED IN TESTING ROOM

Tools:

1. Floral knife
2. Pruner/Bunch cutter
3. Ribbon scissors
4. Wire cutter
5. Needle nose pliers/Jewelry pliers

Personal Items:

1. Small hand towel
2. Snack
3. Apron – *EMPTY POCKETS*
4. Jacket/Sweater – *EMPTY POCKETS*
5. MP3 player (e.g., iPod) – Music only
6. Watch (not Apple Watch or other Internet connected wrist device)



MOVING TO THE DESIGN ROOM

SCREENING ZONE

Tool Check prior to entry. Please remove all your tools from your tool pouch for the Evaluators to verify that only permissible items are brought into the room.

LOCATE YOUR TABLE

Host/Hostess will be stationed behind the Screening Zone tables to direct you to your table.



PRE-EXAM PREP TIME

Very IMPORTANT to listen for announcements.

During this time you can:

- Review and organize your materials
- Unwrap and clean flowers
- Unwrap hardgoods
- Prepare your workspace
- Sketch
- Breathe!
- DO NOT DESIGN!!!



WHAT TO EXPECT DURING THE EXAM

- Announcement will be made to begin the Exam
- Monitors will be walking around; they are there for
 - Your safety
 - To answer your questions
 - To escort you to the restroom
 - To look for disallowed material or tools



WHAT TO EXPECT DURING THE EXAM

Periodically we will announce how much time you have remaining.

We will announce:

- 3 Hours, 2 Hours and 1 Hour remaining, then
- 45 Min, 30 Min and 15 Min remaining, then
- 10 Min, 5 Min and 1 Min remaining
- End of Exam will be announced
- You may NOT touch your table after time has ended
- Immediately following the Exam, we will begin clean up



HOW TO SET YOUR TABLE FOR EVALUATION

*BEFORE Exam end time
(perhaps at about the 15 min remaining announcement)*

- Clear your worktable
- Place the tablecloth on your table
- Place your Designs on the table with the front of the Designs facing you
- Place Category Cards next to each design
- Place Table Number on your table
- Table must be *completely* set **BEFORE** time is called



DISQUALIFICATIONS

1. Bringing items (other than those listed) into the Exam Room
2. Placing any type of identification on your table prior to Evaluation (no Name Cards)
3. Touching any other Candidate's table during or after the Exam
4. Once Exam end time is called, you will be disqualified for:
 - Failure to stop working
 - Failure to have all 5 of your Designs on your table
 - Failure to have the tablecloth on your table
 - Failure to have your Category Cards next to each Design
 - Touching your table
5. You will also be disqualified for refusing to cooperate
6. with requests from the Membership Committee



PFDE CLEAN-UP PROCESS

- Nobody will be dismissed until ALL work areas have been cleaned
- Leftover product is yours to keep (if desired) – everything else will be sorted and used during Symposium.
- Place all trash into either the brown paper bag or the plastic garbage bag – there is no need to separate compostable material
- Do NOT visit other tables, stay at your table until directed by a Monitor
- Do NOT walk behind anyone's table, use the aisles
- Sweep the floor in your work area



PFDE CLEAN-UP PROCESS

- We will break down in an orderly way
 - Monitors will release you to take your items to the sorting areas
 - Do NOT leave your table until the Monitor tells you to do so
- You will have 4 buckets labeled A-D
- Monitors will direct you where to take each bucket
 - Follow the direction of the volunteers
 - You must sort your own product according to variety
 - You must take your own buckets to the water disposal area
 - Monitors will direct you where to take leftover hard goods to be sorted
 - Follow the direction of the volunteers



DESIGN CATEGORIES

YOU WILL BE ASKED TO CREATE DESIGNS IN EACH OF THESE 5 DESIGN CATEGORIES:

Wedding	Projects may be any design directly related to a wedding. This can include bridal and bridesmaids' bouquets of various styles, or wedding party designs of various styles.
Sympathy	Projects may include a design that is deemed appropriate for a funeral or celebration of life such as a casket spray, standing spray, memorial design or cremation.
Flowers to Wear	Projects may include any floral designs that may be worn (for wrist, hair, shoulder, shoe or body jewelry).
Arrangement	Projects may include centerpieces, hospital designs, party/event designs, presentation designs or specific design of various function.
Designer's Choice	Floral project that shows a creative use of materials and techniques, in a design style of your choice.



EVALUATION CRITERIA

Category Interpretation (Scale)	Mechanics (Professional Application)
Balance (Physical and Visual)	Proportion
Depth	Focal Area
Unity (Harmony)	Line (Movement and Rhythm)
Color (Harmony, Balance, Rhythm)	Creativity



SCORING

Each of the above design evaluation criteria will be scored using the following point scale:

5	EXCELLENT	Demonstrates superior/master level of understanding and proficiency in this concept of floral design and has shown a high level of creativity
4	ABOVE AVERAGE	Demonstrates advanced level of understanding and proficiency in this concept of floral design with a moderate use of creativity
3	AVERAGE	Demonstrates intermediate level of understanding and proficiency in this concept of floral design
2	BELOW AVERAGE	Demonstrates beginner/novice level of understanding and proficiency in this concept of floral design
1	NOT ACCEPTABLE	Demonstrates very little understanding and proficiency in this concept of floral design





WE WISH YOU THE BEST

We know you have studied and practiced hard for this Exam.

The AIFD National Board of Directors and Executive Committee, this Membership Team, the Evaluators and Monitors want all of you to do well and pass – we are rooting for your success!

