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|--|---------------------|--|
| <b>Floral School or State Floral Association Name:</b> |                     | <b>Telephone:</b>  |
| <b>Address:</b>  |                     | <b>Email:</b>  |
| <b>City:</b>   |                     | <b>Website:</b>  |
| <b>State:</b>  | <b>Postal Code:</b> | <b>Country:</b>  |
| <b>Name of Lead Contact:</b>                           |                     | <b>Lead Contact Email:</b>   |
| <b>*Name of AIFD® Accredited Instructor:</b>           |                     | <b>*Name of AIFD® Certified Floral Evaluator Judge (CEJ) Advisor</b> affiliated with the program to support the evaluation of hands-on final exam: |

*\*Mandatory for all Applicants to Become Education Partners*

\_\_\_\_\_ I agree to review and include the attached floral design education curriculum objectives in our education programs, as well as incorporating The AIFD Guide to Floral design as our main teaching tool.

1. Attach a copy of your school’s charter and/or approval from state credentialing agency, as applicable.
2. Attach an electronic copy of your school’s/state association advertisement brochure or provide a link below to your schedule of classes and course descriptions to include:
  - a. Titles and descriptions of course taught
  - b. Scheduled clock hours for each course or number of hours each class meets (i.e. M-F 9:00 a.m. to 4:30 p.m. or class meets for 35 hours)
  - c. Tentative schedule for when classes will be taught in the coming year.

If the items listed above are not in the brochure, provide in additional document (in English) URL to Schedule C Descriptions: \_\_\_\_\_

3. Attach a 25 word, or less, description of your school/ state association that will be used in the AIFD® membership directory listing and webpage.
4. Attach the following required documents (in English):
  - a. Instructor’s credentials report
  - b. Curriculum report or your curriculum brochure
  - c. Facilities report
5. Enclose AIFD Education Partner payment of \$380.00 USD, made payable to AIFD®. *Please note that this application and processing fee is non-refundable.*

\*I understand that my application will be reviewed by the AIFD® Education Partners committee and that I am responsible for maintaining compliance with AIFD® policies and procedures.

If my application is deemed to not have included the required information nor teaches to the required curriculum, AIFD® has the right to deny my application until the appropriate information is received and curriculum is adjusted.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Remit completed applications to AIFD® [info@aifd.org](mailto:info@aifd.org)**

**AIFD® Education Partner**  
**Certified Floral Designer (CFD®) Objectives**

*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](#) (3rd edition) – *this is required text for Education Partner*

*membership with AIFD.* 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. In order for PFDE® candidates to be successful, students should consult the Self-Evaluation Analysis ([Microsoft Word - PFDE PSA Self Evaluation](#)) and the PFDE scoring rubric listing on the AIFD website under Membership >Becoming AIFD >Design Evaluation C Scoring ([Becoming AIFD® « AIFD](#)).

**Arrangement**

1. Synthesize given information to be able to complete an assigned design project from any of the following geometric designs:
  - round centerpiece – foam or loose vase
  - oval centerpiece
  - asymmetrical triangle
  - symmetrical triangle
2. Determine and implement the most appropriate floral mechanic (stability, security, weight) for completing any of the “arrangement” floral designs
3. 3. Demonstrate the proper techniques for creating well developed principles and elements of design for the required “arrangement” floral design
4. 4. Demonstrate proper wiring of large or weak flowers
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.

**What courses will be offered that teach the above objectives?** \_\_\_\_\_

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**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, such as
    1. crescent
    2. cascade
    3. colonial/round
  - b. foam bouquet holder bridal bouquet, such as
    1. crescent
    2. Cascade
    3. round colonial
  - c. hand-tied bridal bouquet, such as
    1. round colonial
    2. cascade
2. Demonstrate proper wiring techniques for given flowers – such as clutch wiring, cross-pierce wiring, hairpin wiring and insertion wiring
3. Demonstrate proper anchoring of cascading or heavy flowers – i.e. stem adhesive or other methods
4. Demonstrate the proper technique for using floral glue and other adhesive materials
5. Demonstrate the proper techniques for creating well developed principles and elements of design for the different shapes, forms, and styles of wedding design
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.

**What courses will be offered that teach the above objectives?** \_\_\_\_\_

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### **Sympathy Tribute**

1. Synthesize given information to be able to complete an assigned design project from any of the following sympathy designs:
  - a. traditional styled casket spray
  - b. diagonal casket spray
  - c. easel wreath design
  - d. standing easel spray
  - e. basket design
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.

**What courses will be offered that teach the above objectives?** \_\_\_\_\_

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### **Designer's Choice Design**

1. Synthesize given parameters and information to be able to complete the "designer's choice" design using the
2. 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
  - b. Determine and implement the most appropriate floral mechanic and foundation for completing the designer's choice design (size, stability, security, weight)
3. Demonstrate the proper techniques for creating well developed principles and elements of design for the designer's choice 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.

**What courses will be offered that teach the above objectives?** \_\_\_\_\_

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### **Flowers to Wear**

1. Synthesize given information to be able to complete an assigned design project from the following list:
  - a. corsage for shoulder, hair, or special request
  - b. single and double boutonnieres
  - c. circlet or floral wreath headpiece
  - d. wristlet
  - e. floral jewelry
2. Demonstrate the proper techniques for creating well developed principles and elements of design for the flowers to wear design.
3. Demonstrate proper wiring techniques for given flowers – such as clutch wiring, cross-pierce wiring, hairpin wiring, and insertion wiring.
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
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.

**What courses will be offered that teach the above objectives?** \_\_\_\_\_

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### 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    |               |

### Flower ID List

| Common Name                       | Genus Name           |
|-----------------------------------|----------------------|
| 1. Alstroemeria                   | <i>Alstroemeria</i>  |
| 2. Anemone                        | <i>Anemone</i>       |
| 3. Bells of Ireland               | <i>Moluccella</i>    |
| 4. Bird of Paradise               | <i>Strelitzia</i>    |
| 5. Bullet Allium                  | <i>Allium</i>        |
| 6. Calla                          | <i>Zantedeschia</i>  |
| 7. Carnation                      | <i>Dianthus</i>      |
| 8. Chrysanthemum – Football       | <i>Chrysanthemum</i> |
| 9. Chrysanthemum – Fuji           | <i>Chrysanthemum</i> |
| 10. Chrysanthemum – Spray Button  | <i>Chrysanthemum</i> |
| 11. Chrysanthemum – Spray Cushion | <i>Chrysanthemum</i> |
| 12. Chrysanthemum – Spray Daisy   | <i>Chrysanthemum</i> |
| 13. Daffodil                      | <i>Narcissus</i>     |
| 14. Delphinium                    | <i>Delphinium</i>    |
| 15. Freesia                       | <i>Freesia</i>       |
| 16. Gerbera                       | <i>Gerbera</i>       |

|                       |                     |
|-----------------------|---------------------|
| 17. Gladiola          | <i>Gladiolus</i>    |
| 18. Heather           | <i>Erica</i>        |
| 19. Hydrangea         | <i>Hydrangea</i>    |
| 20. Hypericum         | <i>Hypericum</i>    |
| 21. Iris – Dutch      | <i>Iris</i>         |
| 22. Kangaroo Paw      | <i>Anigozanthos</i> |
| 23. Larkspur          | <i>Consolida</i>    |
| 24. Liatris           | <i>Liatris</i>      |
| 25. Lily – Asiatic    | <i>Lilium</i>       |
| 26. Lily – Oriental   | <i>Lilium</i>       |
| 27. Lisianthus        | <i>Eustoma</i>      |
| 28. Mini Carnation    | <i>Dianthus</i>     |
| 29. Moth Orchid       | <i>Phalaenopsis</i> |
| 30. Nerine            | <i>Nerine</i>       |
| 31. Peony             | <i>Peony</i>        |
| 32. Ranunculus        | <i>Ranunculus</i>   |
| 33. Rose              | <i>Rosa</i>         |
| 34. Rose – Spray      | <i>Rosa</i>         |
| 35. Snapdragon        | <i>Antirrhinum</i>  |
| 36. Star of Bethlehem | <i>Ornithogalum</i> |
| 37. Statice           | <i>Limonium</i>     |
| 38. Stock             | <i>Matthiola</i>    |
| 39. Sunflower         | <i>Helianthus</i>   |
| 40. Tulip             | <i>Tulipa</i>       |
| 41. Wax Flower        | <i>Chamelaucium</i> |
| 42. Yarrow            | <i>Achillea</i>     |

### Foliage ID List

| Common Name                  | Genus Name         |
|------------------------------|--------------------|
| 1. English Ivy               | <i>Hedera</i>      |
| 2. Eucalyptus – spiral       | <i>Eucalyptus</i>  |
| 3. Eucalyptus- seeded        | <i>Eucalyptus</i>  |
| 4. Eucalyptus- silver dollar | <i>Eucalyptus</i>  |
| 5. Eucalyptus-willow         | <i>Eucalyptus</i>  |
| 6. Foxtail Fern              | <i>Asparagus</i>   |
| 7. Ming                      | <i>Asparagus</i>   |
| 8. Myrtle – tall             | <i>Myrtus</i>      |
| 9. New Zealand Flax          | <i>Phormium</i>    |
| 10. Pittosporum – variegated | <i>Pittosporum</i> |
| 11. Plumosus                 | <i>Asparagus</i>   |
| 12. Rhamnus                  | <i>Rhamnus</i>     |

|                              |                    |
|------------------------------|--------------------|
| 13. Snake Grass or Horsetail | <i>Equisetum</i>   |
| 14. Springeri                | <i>Asparagus</i>   |
| 15. Sword Fern               | <i>Nephrolepis</i> |
| 16. Tree Fern                | <i>Asparagus</i>   |
| 17. Umbrella Grass           | <i>Cyperus</i>     |

\*\* I hereby attest to the accuracy of the attached curriculum as meeting the prerequisite requirements for the Certified Floral Designer (CFD) program. I also understand that successful completion of these workshops/classes is not a guarantee of success in achieving certification or accreditation but should indicate to the candidate a potential for success by identifying the required level of competency needed for that success.

**Lead Contact Signature:**

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## Professional Floral Designer Evaluation (PFDE)

### Written Assessment Objectives

[based on The AIFD® Guide to Floral Design]

For reference, the AIFD Guide to Floral Design page numbers are given in parenthesis

#### Introduction to Floral Design

1. Recall major historical periods that influenced floral design and development
2. Identify the current floral design “Design Styles” and the distinguishing characteristic of each style
3. Identify, by common or Latin names, those given flower, foliage and potted plants used in commercial floristry (see attached list)

#### Principles & Elements of Design

1. Recall the definition of each principle and element of design.
2. Identify how each principle or element of design is created and used in a floral design.
3. Analyze and critique floral designs in order to determine proper use of the principles of design.
4. Recall the major aspects of color and color theory.

#### Care and Handling of Cut Flowers

1. Describe the proper basic procedures for the care and handling of cut flowers and foliage, including proper stem cutting, proper storage procedures, water quality, and flower conditioning.
2. Identify (and describe the proper use) the commonly used chemicals for the care and handling of cut flowers and foliage including floral food, hydration solutions, ethylene treatments, bucket cleaners, and pulsing solutions.
3. Correlate the significance of transpiration to the proper care and handling of cut flowers and foliage
4. Describe the following special treatment processes for care and handling of cut flowers and foliage
  - a. pre-treatments (ethylene, hydration, pulsing)
  - b. woody stems
  - c. tropical flowers

#### Design Techniques and Applications

1. Define and identify any of the following design techniques

|            |              |           |           |            |
|------------|--------------|-----------|-----------|------------|
| Air taping | Armature     | Baling    | Banding   | Basing     |
| Binding    | Clustering   | Collaring | Facing    | Framing    |
| Grouping   | Hand-tying   | Kubari    | Layering  | Pave'      |
| Picking    | Pillowing    | Reflexing | Shadowing | Sheltering |
| Spiraling  | Spray gluing | Stacking  | Terracing | Weaving    |
| Zoning     |              |           |           |            |

2. Identify the different gauges of florist wire
3. Identify the different widths of florist ribbon
4. Identify any of the following mechanics techniques/mechanics aids and their practical application to professional floral design:

|                |              |              |                 |             |
|----------------|--------------|--------------|-----------------|-------------|
| Anchor pin     | Anchor tape  | Bind Wire    | Bouquet Holder  | Candle Pick |
| Casket Saddle  | Corsage Tape | Easel        | Floral Adhesive | Floral Clay |
| Hyacinth Stake | Iglu         | Paddle Wire  | Pew Clip        | Polyfoil    |
| Water Pick     | Water Tube   | Waxed string | Wired Wood Pick |             |

5. Identify the types of “Attaching Mechanics” and their application to professional floral design
6. Identify the types of “Binding Mechanics” and their application to professional floral design
7. Identify the types of “Funeral Mechanics” and their application to professional floral design

8. Identify the types of “Foam Mechanics” and their application to professional floral design

**Personal Flowers: To Wear and Carry**

1. Determine proper wiring techniques for given flowers – such as clutch wiring, cross- pierce wiring, hairpin wiring, and insertion wiring (169-175)
2. Identify the different types of “flowers to wear”
3. Identify the different types of “flowers to carry”

**Arrangements: Everyday and Sympathy**

1. Determine the most appropriate (stability, security, weight) floral mechanic for completing any of the “arrangement” floral designs
2. Determine the most appropriate technique of wiring of large or weak flowers
3. Determine the most appropriate (stability, security, weight) floral mechanic for completing a sympathy tribute floral design

**Shop Management**

1. Complete a retail pricing calculation based on mark-up of the cost of goods sold
2. Compute the addition of a labor charge to a retail pricing calculation

*\* The AIFD Guide to Floral Design is available from Schiffer Publishing*

[https://schifferbooks.com/products/the-aifd-guide-to-floral-design-terms-techniques-and-traditions?\\_pos=1&\\_sid=db40a82d3&\\_ss=r](https://schifferbooks.com/products/the-aifd-guide-to-floral-design-terms-techniques-and-traditions?_pos=1&_sid=db40a82d3&_ss=r)

*Bulk purchasing is available for quantities of 6 books or more at a 45% discount, with free shipping within the lower 48 United States. Reach out to sales at Schiffer directly, Joe Langman [joe@schifferbooks.com](mailto:joe@schifferbooks.com)*

### Instructor Credentials Report

Please complete the following form for each instructor who teaches at your school/ state association.

School / State Association \_\_\_\_\_ Courses Taught \_\_\_\_\_

|                                |     |              |                   |
|--------------------------------|-----|--------------|-------------------|
| Instructor Name (please print) |     | Telephone    |                   |
| Address                        |     |              |                   |
| City                           |     | Email        |                   |
| State                          | Zip | AIFD Member? | # Years Teaching? |

List all higher education degrees and certificates received

| Degree or Certificate | College/University | Date Received |
|-----------------------|--------------------|---------------|
|                       |                    |               |
|                       |                    |               |
|                       |                    |               |

List professional workshops, classes and certificates completed (i.e. State Florist certifications, Teleflora classes, etc)

| Name of Workshop/Certificate | Where Attended | Date Completed |
|------------------------------|----------------|----------------|
|                              |                |                |
|                              |                |                |
|                              |                |                |
|                              |                |                |

List symposiums, conventions, and professional meetings attended for the past 3 years

| Name | Where | Date |
|------|-------|------|
|      |       |      |
|      |       |      |
|      |       |      |
|      |       |      |

List current memberships in professional organizations

| Organization | Offices Held | Dates |
|--------------|--------------|-------|
|              |              |       |
|              |              |       |
|              |              |       |
|              |              |       |

**AIFD® Education Partners  
Curriculum Report**

School/ State Association \_\_\_\_\_ Date \_\_\_\_\_

List all the different classes/courses that your school/ state association typically and consistently offers\*

| Class/ Course Name | Level of Difficulty:<br>Entry, Basic, Intermediate, Advanced | Dates Offered | Offered as Virtual Class? | Course Cost (\$) | % of class in lab (hands-on) | Textbook/Resources Used |
|--------------------|--|---------------|---------------------------|------------------|------------------------------|-------------------------|
|                    |  |               |                           |                  |                              |                         |
|                    |  |               |                           |                  |                              |                         |
|                    |  |               |                           |                  |                              |                         |
|                    |  |               |                           |                  |                              |                         |
|                    |  |               |                           |                  |                              |                         |
|                    |  |               |                           |                  |                              |                         |

**Course Descriptions** (You may include this on a separate sheet if more space is needed)

- 1.
- 2.
- 3.
- 4.

**\*Attach the most recent class/course outline/schedule for each different class/course taught**

What does the course fee include? (flowers, tools, books, meals, etc.) \_\_\_\_\_

Does your school/ State association offer career counseling? Yes or No \_\_\_\_\_

Does your school/ State association offer job placement? Yes or No \_\_\_\_\_

How does your school/State association use the AIFD® *Book of Floral Terminology*?

Are there other special classes that your school/State association offers, such as those with guest designers, not listed above?

Please attach separate documentation as needed.

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How do you qualify your students for CFD readiness? \_\_\_\_\_

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**Lead Contact Signature**

**AIFD® Education Partners  
Facilities Report**

Please provide a description of your facility or the typical temporary facility within which you host your regular educational classes or workshops.

School / State Association \_\_\_\_\_

Date of Submission \_\_\_\_\_

***Please complete the following requested information***

- Describe the facility used by students. *Note if this space is permanent or temporary. Include square footage of workroom per student, if possible, size of desks/tables, how many students per table, water access, lighting, etc.*
  
- Are tools provided or must students bring their own?
- Are restroom facilities located nearby?
- What other key details or items would you like to tell us about the facilities you have/use?

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**Lead Contact Signature**

*\*\*\* Please attach a separate sheet of paper to indicate any other professional achievements.*