



*Jill Manson*

FLOWER JOURNEYS



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**CAREER COURSES  
OVERVIEW**





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## CLASSES JHB 2023

The Jill Manson Floral Design School is a private school teaching the art of floristry as a practical skill to improve your skills as a home enthusiast, career person or hobbyist.

For those who wish to enter the industry and make a career from this art form, these intensive, highly practical courses are designed for you. A certificate of completion is awarded after each course.

These courses cater for all levels of experience with classes ranging from beginner to intermediate. Courses run in JHB at the Blairgowrie Studio, Randburg.

Classes are kept small to ensure all delegates receive the right attention and support during the training. Training manuals are provided for each course.

NAME OF COURSE	REQUIREMENTS	DATES	TIME	COST
<b>Beginner Floristry</b>	<i>None</i>	29 – 30 June 2024 Or 17 – 18 Aug 2024	9am – 4pm	R7000 (excl. vat)
<b>Intermediate Floristry</b>	<i>Beginner</i>	18 – 19 May 2024 Or 21 – 22 Sep 2024	9am – 4pm	R8 000 (excl. vat)
<b>Advanced floristry</b>	<i>Beginner &amp; Intermediate</i>	20 – 21 July 2024 Or 26 – 27 Oct 2024	9am – 4pm	R9 500 (excl. vat)

Please note the following:

- Course fees cover basic flowers and equipment used, refreshments and hard notes where applicable.
- Where prestige glassware (and other expensive containers), silverware, equipment and sundries are used, additional fees will apply.
- In some instances, containers may be used which cannot be purchased for specific reasons (e.g. they are hired).
- In most cases, the work you do may be taken home as is and in others some dismantling will be required.
- Participants must bring their own professional-grade floral scissors/secateurs, notepad, and pen/s. The floral scissors/secateurs can be purchased at our studio.
- Participants are given a certificate for each course successfully completed.
- Courses will only run if a minimum of five participants are booked by the Wednesday

prior to the start date for the course. Where the minimum bookings have not been met, those who have paid will either be given a refund, or they can attend the next set date for that course.

The remainder of this document will cover each of the four courses in detail as well as the booking process

## **COURSES OVERVIEW:**

### **1. BEGINNER COURSE**

In this course we cover all styles of floral design from country to cottage, modern, and modern contemporary to minimal contemporary. After completing this stimulating course, you will have learned all the relevant techniques, principles and elements of floral design. You will leave the Beginner Course knowing how to:

- ˘ Make tied bunches.
- ˘ Create glass vase designs.
- ˘ Create low arrangements.
- ˘ Work with floral foam.
- ˘ Design arrangements in unusually shaped containers.

Let's take a look now in detail at what you can expect to master in the Beginner Course.

#### **Foundation Principles, Elements & Tied Bunches**

- ˘ Introduction to the world of flowers & floral design.
- ˘ Brief overview of the names of flowers and genres, families and classes.
- ˘ Floral seasons & availability.
- ˘ Overview of the floral market & its processes.
- ˘ Tips & tricks for buying flowers for personal & business use.
- ˘ Care & control of cut stems, preparation of stems & protection of flowers.
- ˘ Flower grades & what to look for in longevity of flowers when buying.
- ˘ Floral elements of form, colour & texture.
- ˘ Principles of design: harmony & balance.
- ˘ Techniques for creating a hand tied bouquet.

#### **Arranging Flowers into a Vase + Expansion on Design Principles & Elements**

- ˘ Vase arrangements: what's the right amount of flowers to create a decent design and shape?
- ˘ Which flowers can be mixed & why
- ˘ What is a floral style? How do form, texture & colour play a part in creating flowers in each style category (from country to modern minimal)
- ˘ Creating & recognizing space (an invaluable tool in floral design).
- ˘ Preparation of stems & containers for the above design principle.
- ˘ Greenery foundation (rules for working with greenery in conjunction with flowers & fillers).
- ˘ Complex floral elements of texture & colour.
- ˘ Fundamental principles of design: scale & proportion.
- ˘ Techniques for creating a symmetrical arrangement in a vase.

#### **Modern Design Elements & Principles**

- ˘ Work with interesting & uniquely shaped containers using oasis (floral foam) to create modern floral designs.
- ˘ Art of using oasis & other accessories in contemporary designs.
- ˘ Asymmetrical design principles of grouping of flowers & forms for modern effects.
- ˘ How to waterproof containers & objects for fresh flower use.
- ˘ Complex floral elements of harmony & balance, scale & proportion and dominance & contrast.
- ˘ Fundamental principle of design: grouping.
- ˘ Techniques for creating a conceptual arrangement in oasis

## Contemporary + Minimal Design Elements & Principles

- ˘ Exploration of minimal, ethnic and modern contemporary ideas to produce elegant & sophisticated designs.
- ˘ Assessing virtual and non-virtual space (knowing when to work in each based on the contemporary principle of designing using minimal floral forms & containers).
- ˘ Identifying the flowers & greenery suited for the above.
- ˘ Tricks & tips for use of floral accessories to maximize minimal effects.
- ˘ Complex floral techniques: massing, blocking, bundling & layering.
- ˘ Parallel design.
- ˘ Introduction to the fundamental principles of contemporary minimal work.

## The beginner's course is perfect training for:

- ˘ Individuals wishing to enter the industry of floristry as a career
- ˘ Home flower arranging enthusiasts that wish to improve their skill set for more serious decorating and creation of floral designs at home
- ˘ Individuals currently working in the field of décor and events wanting to expand their basic floral skill set by learning new techniques, cutting-edge design ideas and ways to make flowers for all occasions.

## 2. INTERMEDIATE COURSE

Completion of the Beginner Course is required to register for this course. This course is designed to further your theoretical and practical knowledge. It will also expand your creativity as you discover tools and design criteria to further your understanding of how to:

- ˘ Create shape
- ˘ Expand the capacity of your design eye
- ˘ Utilize the three-dimensional space better when making your own flower arrangements.

Building on the foundation created for you by the Beginner Course, you will practice and implement all the principles and elements of design learned at that time. Then we will expand upon that knowledge by learning intermediate techniques and rules.

During this training, you will explore your own instincts, creativity and perspectives on floral design with my assistance and guidance. It is a fun-filled, challenging weekend. You will be given flowers and containers to plan and execute six of your own designs under my supervision. Such designs may include:

- ˘ Container work for occasion flowers such as get well soon, happy birthday, new baby, etc.
- ˘ Table centerpiece designs.
- ˘ Conceptual/out-of-the-box ideas

Through the development and creation of your six unique designs, you will acquire this practical and theoretical essential skills and knowledge:

- ˘ Symmetrical & Asymmetrical Designs. Re-visit ways in which these can be created using the varying techniques associated with both.
- ˘ Perspective & Viewing Aspect. Explore all-around design as well as flat backed designs.
- ˘ Geometric Design Styles. This includes:
  - Circle (round & oval designs).
  - Triangle (right angle, isosceles, scalene & cascade/waterfall).
  - Square (cubed & rectangular designs).

All versions of floral design styles will be seen and made in this course from traditional right through to more modern and contemporary styles.

## The intermediate course is perfect training for:

- ˘ Owners and managers of events companies (who can then skill-share with their staff).
- ˘ Staff of existing event and décor companies wishing to expand and advance their existing skills and techniques.
- ˘ Individuals wanting to expand their basic floral skill set by learning new techniques, cutting-edge design ideas and ways to make flowers for all occasions.

### 3. ADVANCED COURSE

Please remember that completion of both the Beginner and Intermediate Courses is required to register for this course. This course is designed to take your floral design skills to the expert level and will cover advanced floral styling techniques. You will practice the principles and elements of design learned in both the Beginner and Intermediate courses. Then you will be taught how to apply these to new and higher skill level design concepts. Apply these techniques on various applications including:

- ˘ Stage features & podiums.
- ˘ Floral architecture & art (conversational pieces for event décor).
- ˘ Art concepts & styles for designing high-end, upscale floral arrangements that meet international standards.
- ˘ Lobby features/ideas for hotels & other large venues.

You will create five of your own designs over the weekend. In doing so, gain theoretical and practical knowledge to advance your skills to a much higher level. At the end of this Advanced Course, you will know how to implement the following advanced rules, principles, and techniques:

- ˘ Positive & negative space including the impact of both in creating interest.
- ˘ Line design styles (vertical, horizontal, diagonal, radial, dynamic & spreading).
- ˘ Secondary principles of dominance & contrast (accent, emphasis, focal area & focal point).
- ˘ Design styles & terminology (basing, abstracting, terracing & framing).
- ˘ Glue gun work.

## This training is perfect for:

- ˘ Owners and managers of events companies (who can then skill-share with their staff).
- ˘ Staff of existing event and décor companies wishing to expand and advance their existing skills and techniques.
- ˘ Individuals wanting to expand their basic floral skill set by learning new techniques, cutting-edge design ideas and ways to make flowers for all occasions.



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# BOOKING PROCESS

## Booking Process

- ✓ Package deals are on offer when booking more than one course – please enquire about these directly with us.
- ✓ Payment plans can be arranged.
- ✓ A 50% deposit must be paid at the time of booking. The balance of the payment must be paid five business days prior to the start of the course. It is essential that you email the POP for both payments as instructed below.

### **To book on one or more Floral Design Course, please take the following steps:**

- Send an email with all your contact details to [info@jillmanson.co.za](mailto:info@jillmanson.co.za) and specify which course/es you are interested in.
- You will be sent an invoice and be manually registered on the class/es selected once payment has been received

Should you wish to chat to Jill or the team about the course please feel free to email or call

Cel: 0798735002

Email: [info@jillmanson.co.za](mailto:info@jillmanson.co.za)



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