FLORAL DESIGN (FDN)

About the Program

The art of floral design requires expertise with colour, materials, shape and space. Floral designers must understand how flowers and foliage become tools to achieve the right arrangement for the occasion. The eight-month Floral Design certificate program frames this understanding in a creative and business context to allow for artistic arrangements that satisfy the aesthetics of the designer and the customer.

Through active, hands-on learning experiences in the floral lab, you will understand how to integrate theory and practice to produce the perfect design.

Credential Awarded

Ontario College Certificate

Duration

2 Semesters (8 Months)

Starts

September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements.

Skills

Throughout this program you will develop the following skills:

- Floral design
- Artistry
- Design development
- Create floral arrangements

Work Experience

Field Placement

Throughout your studies, and in addition to the daily floral design practicum, you will gain on-the-job experience by working in related industry for approximately 200 hours.

Your Career

Graduates of the program can explore the following career options:

- Retail florist
- Floral designer
- Sales consultant or adviser in retail flower shops, department stores, garden centres, interior landscape businesses, wire service and distribution outlets

Affiliations/Associations

- American Institute of Floral Designers (AIFD)
- Canadian Academy of Floral Art (CAFA)
- World Flower Council (WFC)

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
COM101	Communicating Across Contexts	3
or COM111	Communicating Across Contexts (Enriched)	
FSH330	Style and Trends	3
RTF167	Client Services	3
RTF169	Floral Design Lab	6
RTF170	Field Work Experience	5
RTF172	Floral Design Explorations	4
Semester 2		
FDP100	Floral Design Portfolio	3
RTF262	Botanicals	3
RTF269	Design for Special Events	6
RTF270	Field Work Experience II	5
RTF275	Floral Artistry	3
RTF277	Floral Design Concepts	4

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Communicate effectively with customers, supervisors, peers, and suppliers.
- Demonstrate the ability to make suitable bouquets and floral arrangements for any occasion, in keeping with the customer's request and established tradition, using available materials within cost constraints.
- Offer appropriate information on the care and handling of various flowers and foliages, indoor plants and other items available for sale at an employer's establishment.
- Acquire knowledge of most front office duties associated with an employer's establishment such as correct handling of wire service order, correct selling techniques, handling of charge card orders and operation of a cash register.
- Apply and understand needs relating to public relations, advertising and merchandising techniques.
- Apply concepts of basic bookkeeping procedures, budget preparation, inventory control, cash flow, analysis of simplified profit and loss statements.

Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html)
- English: Grade 12 C or U, or equivalent course

Canadian citizens and permanent residents may satisfy the English requirements for this program through successful Seneca pre-admission testing. (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html)

Recommended upgrading for applicants who do not meet academic subject requirements. (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html)

International Student Information

International admissions requirements vary by program and in addition to English requirements (https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada (senecapolytechnic.ca) (https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (https://www.senecapolytechnic.ca/pathways.html) web page.