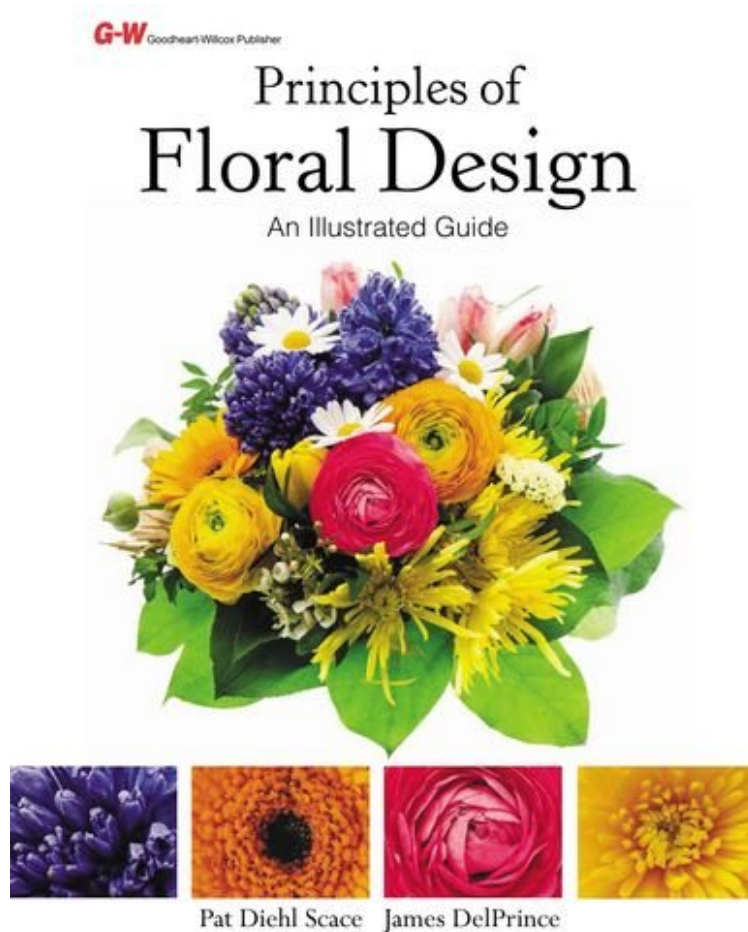


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Principles of Floral Design: An Illustrated Guide

Pat Diehl Scace, James M DelPrince
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Principles of Floral Design: An Illustrated Guide provides an introduction to the hands-on skills and theory required for career success in addition to the artistic aspect of floral arrangement. This heavily illustrated text acquaints future floral designers with design principles and elements along with the floriculture industry and its careers. It presents the various types of products used in floral design, before progressing into common floral applications and events. This

text is also appropriate for students enrolling in the course for fine arts elective credit. Step-by-step procedures provide clear instruction to develop students floral design skills using low-cost and commonly available materials. Extensive flower and foliage glossaries include cross-references to both the common and the botanical names in addition to other helpful information. End-of-chapter features, including Activities, Critical Thinking, STEM Activities and Communicating About Floral Design, provide students with the opportunity to connect floral design content to career and college readiness skills.

About the Author Goodheart-Willcox Publisher is the premier textbook publisher for Technical, Trades, and Technology; Family and Consumer Sciences; and Business, Marketing and Career Education.