

CREATIVE ARTS AND FASHION

Floristry



WorldSkills Occupational Standards

WorldSkills Occupational Standards (WSOS)

The name of the occupation is

Floristry

Description of the associated work role(s) or occupation(s)

The florist may work in one of several sectors of the floral Industry including being self-employed, working on commissioned projects or working in the retail sector. Florists must demonstrate business acumen and interpersonal skills when dealing with clients. Advanced levels of customer care and sales skills are crucial. Themed and bespoke floral projects are commissioned for various social and cultural events such as weddings, celebrations, funerals, and product launches. The florist must have planning and management skills in order to offer appropriate expert advice to the client whilst interpreting the vision and scope for the finished project.

Horticultural materials are delicate, easily damaged, or spoilt and perishable. Therefore, the florist must have knowledge of post-harvest care and conditioning of the materials that they work with, and apply extensive knowledge of effective sourcing, purchasing, and storage of all horticultural materials.

Floral designs, whether for a small bouquet or a large installation for a major event, require the florist to be innovative, creative and to demonstrate artistic and design knowledge that incorporates aesthetics and practicalities. The florist must apply principles and elements of design to composition and colour, additionally demonstrating ideas by the expert use of appropriate techniques.

The florist will use their expertise and knowledge of flowers, plants, botanical, non-botanical materials, and accessories to produce floral projects. There is a diverse range of practice within the floristry industry. Some florists will work in retail outlets, and preparing bouquets and arrangements for sale, and must therefore be keenly aware of their market and commercial restraints. At the other end of the professional spectrum, a florist may be commissioned to provide floral displays for major high-profile international events. Such events require interpretation of themes and effective working within large teams, collaborating with other professions in high-pressure situations with tight time constraints.

General notes on the WSOS

The WSOS specifies the knowledge, understanding, and specific skills that underpin international best practice in technical and vocational performance. It should reflect a shared global understanding of what the associated work role(s) or occupation(s) represent for industry and business (www.worldskills.org/WSOS).

The skill competition is intended to reflect international best practice as described by the WSOS, and to the extent that it is able to. The Standard is therefore a guide to the required training and preparation for the skill competition.

In the skill competition the assessment of knowledge and understanding will take place through the assessment of performance. There will only be separate tests of knowledge and understanding where there is an overwhelming reason for these.

The Standard is divided into distinct sections with headings and reference numbers added.

Each section is assigned a percentage of the total marks to indicate its relative importance within the Standards. This is often referred to as the “weighting”. The sum of all the percentage marks is 100. The weightings determine the distribution of marks within the Marking Scheme.

Through the Test Project, the Marking Scheme will assess only those skills that are set out in the Standards Specification. They will reflect the Standards as comprehensively as possible within the constraints of the skill competition.

The Marking Scheme will follow the allocation of marks within the Standards to the extent practically possible. A variation of up to five percent is allowed, provided that this does not distort the weightings assigned by the Standards.

WorldSkills Occupational Standards

Section	Relative importance (%)
1 Work organization and management	13

The individual needs to know and understand:

- The scope and characteristics of the floral industry and how it interacts with other professions
- Principles and elements of floral design
- Health and safety legislation, regulations, documentation, and practices.
- The importance of work organization and prioritization
- The importance of time management
- The ways in which working practices can maximise profit by control of wastage and costs
- Sustainable practices within the floral industry, including recycling and/or re-use of materials

The individual shall be able to:

- Be creative, artistic, innovative, and resourceful
- Show initiative
- Be responsive and flexible to changing circumstances
- Apply practical, technical, and theoretical expertise
- Maintain continuing professional development in order to be aware of current trends, new ideas, styles, and materials
- Show willingness to try new methods and embrace change
- Plan and organize work effectively to make best use of available resources
- Plan projects of varying sizes and complexity
- Work within Health, Safety, and Environment regulations and practice
- Work under time pressures, meeting deadlines and targets
- Work effectively, using initiative and a high degree of autonomy

2 Care of materials and tools	10
--------------------------------------	-----------

The individual needs to know and understand:

- The characteristics of flowers and botanical material:
- the correct nomenclature of all horticultural materials
- The storage requirements of the materials, including correct temperatures
- Correct handling procedures, and the most appropriate application of materials in relation to projects
- The care and handling of cut flowers and plants
- The seasonal availability of plants and botanical materials
- Post-harvest care of materials
- The tools and equipment used in floristry
- Appropriate techniques in the use tools

Section	Relative importance (%)
---------	-------------------------

The individual shall be able to:

- Treat all botanical materials with appropriate post-harvest care
- Condition and prepare the botanical materials for the design
- Maintain the condition of botanical materials
- Keep botanical materials at the correct temperature
- Take proper care of all materials in relation to the product, including containers, sundry materials, and other materials used in the design
- Select and use tools and equipment in relation to the product

3 Business and communications	8
--------------------------------------	----------

The individual needs to know and understand:

- The importance of establishing and maintaining customer confidence through interpretation of the brief
- The importance of building and maintaining productive working relationships with colleagues and other professions
- The importance of showing empathy to clients through the interpretation of commissions

The individual shall be able to:

- Create commercial floral shop designs using botanical materials, furniture, stands, vases, containers, and accessories where necessary
- Select and use materials considering cultural preferences and ethical implications
- Select and use appropriate materials in relation to floral design products
- Interpret and apply environmental requirements in relation to the product
- Reflect the personality and character of commissions in the product floral designs
- Give practical demonstrations
- Ensure that time schedules are adhered to
- Prepare floral work for safe and secure transportation

4 Floral design concept	30
--------------------------------	-----------

The individual needs to know and understand:

- Principles and elements of floral design, including composition, colour, design, and technique
- The rationales behind themes
- Current trends and fashions in floral design
- The importance of floral designs and how they relate to their physical environment
- Cultural differences in relation to floristry, for example weddings and other events

Section	Relative importance (%)
---------	-------------------------

The individual shall be able to:

- Interpret commissions
- Apply elements and principles of floral design to floral products
- Ensure that botanical materials predominate in designs
- Select botanical materials, containers, technical aids/materials, and decorative accessories for planned floral designs
- Create floral designs that interpret particular themes
- Create floral designs appropriate for particular occasions
- Create floral designs to suit the locations and environments where they will be situated
- Create floral designs that are conventional and/or innovative
- Communicate emotions through floral designs
- Use dominance, contrasts, and combinations of colour to create harmony in design
- Use colour theory effectively, for example by building colour, positioning colour, and using tints, tones, and shades

5 Essential floral work	5
--------------------------------	----------

The individual needs to know and understand:

- How to handle and use botanical materials in floral designs
- How to prepare botanical materials for floral designs
- The importance of cleanliness and keeping the work area tidy
- How to work methodically and efficiently

The individual shall be able to:

- Work cleanly and methodically
- Prioritize work effectively according to the situation
- Create and finish floristry design in relation to themes and products
- Create floral designs and display botanical materials for sale in a variety of environments
- Create individual floral projects
- Create floral designs by following and interpreting themes
- Select and implement suitable techniques for making floral decorations into or onto objects

6 Floral room decorations	7
----------------------------------	----------

The individual needs to know and understand:

- The meaning of room decorations including hanging, standing, room-dividers, screens, and wall designs
- How floral design makes an impact in relation to the desired effect
- The impact of heat, ventilation, and lighting on floral designs

Section	Relative importance (%)
---------	-------------------------

The individual shall be able to:

- Create room decorations using suitable techniques and/or combinations of techniques
- Create large and complex designs appropriate for events such as festivals or corporate occasions
- Apply techniques that are required for room installations such as hanging, screens, wall design, etc.
- Create floral designs following and interpreting themes

7 Floral works using plants	7
------------------------------------	----------

The individual needs to know and understand:

- The range of plants available for use in interior and exterior designs
- Plants:
 - Correct nomenclature
 - Storage requirements
 - Correct handling
 - Appropriate application in relation to design
 - sustaining and care for longevity
 - Maintenance
 - Seasonal availability
 - Reactions to various environments
- How plants can be used in floral designs
- The uses of various media used for potted plants
- Types of containers used in keeping and displaying plants
- Health and safety practices relating to the use of plants

The individual shall be able to:

- Create designs using appropriate plants for various themes, occasions and events
- Care for plants to maximize longevity prior to and during use
- Apply appropriate health and safety when working with plant designs
- Use appropriate containers to display and maintain plants
- Use the appropriate media for plants in containers in relation to the tasks in hand

Section	Relative importance (%)
8 Floral bridal work	Nn10
<p>The individual needs to know and understand:</p> <ul style="list-style-type: none"> • The range and variety of weddings • Cultural and religious influences on wedding celebrations • Potential locations for weddings • Themes associated with weddings • The influence of brief on floral design 	
<p>The individual shall be able to:</p> <ul style="list-style-type: none"> • Create and prepare floral designs appropriate to each wedding style, scale, and character • Create and prepare a full range of floral designs used at weddings, including appropriately large and complex designs • Create floral designs that complement the bride's, personality, dress, and appearance 	
9 Special floral commissions	10
<p>The individual needs to know and understand:</p> <ul style="list-style-type: none"> • The range and scope of special commissions • Principles and applications of costing and pricing 	
<p>The individual shall be able to:</p> <ul style="list-style-type: none"> • Interpret briefs to establish themes, designs, and requirements • Create floral designs according to the brief • Create and oversee the installation of floral commissions • Quality assure the process to ensure that finished commissions meet high standards relative to the commission • Manage expectations in relation to the tasks in hand • Work effectively and efficiently under the pressures associated with special and high-profile projects • Complete projects within costing and pricing parameters • Complete, provide and maintain necessary records. 	
Total	100

References for industry consultation

WorldSkills is committed to ensuring that the WorldSkills Occupational Standards fully reflect the dynamism of internationally recognized best practice in industry and business. To do this WorldSkills approaches a number of organizations across the world that can offer feedback on the draft Description of the Associated Role and WorldSkills Occupational Standards on a two-yearly cycle.

- ISCO-08: (<http://www.ilo.org/public/english/bureau/stat/isco/isco08/>) ILO 5223
- ESCO: (<https://ec.europa.eu/esco/portal/home>)
- O*NET OnLine (www.onetonline.org/)

This WSOS appears to relate most closely to *Floral Designers*: <https://www.onetonline.org/link/summary/27-1023.00>,

and *Garden and flower specialized seller*

<http://data.europa.eu/esco/occupation/c0768628-46ad-4077-ae0-66ab6d7711df>.

This link can also be used to review adjacent occupations.

The following table indicates which organizations were approached and provided valuable feedback for the Description of the Associated Role and WorldSkills Occupational Standards in place for WorldSkills Shanghai 2022.

Organization	Contact name
Asociación Española De Floristas (Spain)	Esther Domínguez Martín, President
Fusion Flowers Magazine (United Kingdom)	Alison Bradley, Editor