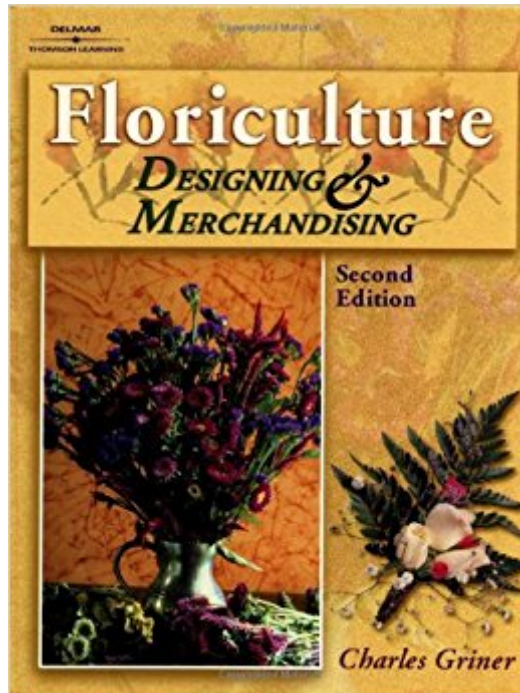




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Floriculture: Designing & Merchandising



Synopsis

This comprehensive text offers students an introduction to the floral design industry. This text is pedagogically superior and includes objectives, competencies, terms to know, a comprehensive glossary, student activities, a self-evaluation, and a rating scale to enable students to evaluate their own work. It is written in a concise, easy-to-follow manner. It includes step-by-step instructions complete with illustrations and material lists for dozens of projects. Projects are built around low-cost materials to help instructors maintain their budgets. It also includes suggestions for instructors on how to incorporate native materials to further reduce costs.

Book Information

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Customer Reviews

Charles P. Griner is an esteemed recipient of many awards and accolades, including Colquitt County High School's Teacher of the Year, Abraham Baldwin Agricultural College Alumni Association's Educator of the Year, the Lifetime Achievement Award from the National Vocational Agriculture Teachers Association, and election into the Georgia Agricultural Education Hall of Fame. Dr. Griner has also taught many winners of state floral design competitions and held numerous workshops in floral design for horticulture teachers. He holds a Bachelor of Science degree, a Master of Education degree, and Educational Specialist degrees in agricultural education from The University of Georgia, and he earned a doctorate in vocational education from Virginia Polytechnic Institute and State University. Dr. Griner retired from Colquitt County High School, in Moultrie, Georgia, after 40 years in education and remains actively involved in designing arrangements for

various events.

Exactly what I needed to learn flower arranging.

Really well written book with illustrated pictures and steps in artistic floral design, but the book is NOT floriculture rather floral design for florist. Floriculture is the science in growing and managing flowering plants, bedding plants, and green foliage in greenhouses operations in order to sell them to retail nurseries and floral shops. Simply "culture" in floriculture is growing, and there's no growing in floristry

This book is a typical course book. It is good in that it has a lots of information that one needs to learn about the flower industry. It has step by step instructions on how to design arrangements and gives you a view of the industry and how to find a job to running your own shop. What I do not like about it is the BLACK AND WHITE PHOTOS. 99% of the photos are black and white. And, though the copyright is 2002, many of the photos look like they are from the 1960s-80s. I think for the price, the photos should have been updated for better visual effect.

I love it. It was perfect. It just took a long time to arrive, from when the seller said that it was shipped.

This is a great book for beginner florists. It has great step by step explanations and it gives you everything you need to start your journey as a florist.

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