



## 2025 Design Contest Packet

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and



### **Ignite Your Creativity at the** **105th Annual Great Lakes Floral Association Design Contest!**

Calling all floral artists! Prepare to be inspired and rekindle your passion for design at "Ignite & Inspire... Rekindle Your Floral Flame" the 2025 Great Lakes Floral & Event Expo (GLFEE) in Grand Rapids, Michigan!

This prestigious competition, kicking off on Friday, February 28th, 2025, offers a unique opportunity to:

- **Showcase your talent:** Push your design boundaries and compete for top honors amongst your peers.
- **Learn and grow:** Gain valuable insights and inspiration from fellow floral designers.
- **Network and connect:** Forge new connections and celebrate the artistry of floral design with a passionate community.

Sharpen your shears and prepare for an electrifying experience that will ignite your creative spirit!

Winners will receive ribbons, certificates, cash awards and recognition in *The Professional Florist* magazine. The contestant who makes it through and is awarded the coveted title of "GLFA Designer of the Year" will have six designs featured on the "Design Spotlight" page in *The Professional Florist* magazine.

**If you have questions, please contact the 2025 GLFA Design Contest Chairperson:**

**Libbie Conley, CF**

**email: [libbie72@aol.com](mailto:libbie72@aol.com)**

**phone (810) 599-2977**

**\*NEW Design Contest Check-In Hours\***

**Friday 2/28/2025, 3:00pm - 5:00pm in the Design Contest area in the Secchia Foyer DeVos**

## **GLFA Design Contest Divisions**

### **Student Division:**

**High School:** Open to any student currently enrolled in high school, who has NOT worked “professionally” as a floral designer. Student must prove current student status. One entry per student.

**College/Professional Novice:** College student currently enrolled in horticulture / floriculture program or enrichment, design school or university floriculture program, or an individual with less than three years’ experience employed at a floral entity.

### **Professional Division:**

Open to any floral professional with three years or more experience in the industry. Contestants may enter one, two, three or four categories. **To be eligible for the prestigious GLFA Designer of the Year run-off, contestants MUST be entered in all four professional categories.**

### **GLFA Designer of the Year:**

To attain “GLFA Designer of the Year” status, you must enter all four Professional Division categories. Five individuals with the highest cumulative points from the four Professional Division categories will be selected as finalists earning the chance to compete in a Spontaneous Surprise Package competition. Names of the five finalists with highest cumulative points from will be posted at the GLFA registration desk in alphabetical order upon completion of the design contest judging. The five finalists will have one half hour starting promptly at 10:15a.m. Saturday, March 1, 2025, on the Main Stage to create a Spontaneous Surprise Package design. The 5 contestants will meet at 10:00a.m. at the GLFA Registration Desk. The design contest committee will select all the materials in advance. Finalists are responsible for their own tools, knives, wire cutters, tape, wire, etc. Contestants will be asked to leave the contest area during judging. The finalist with the highest total points earned during the Spontaneous Surprise Package competition will be the single winner. The winner will be announced at the Recognition Banquet on Saturday night in the DeVos Place Steelcase Ballroom A. The winner receives \$300.00 cash prize, recognition plaque and the coveted title of “GLFA Designer of the Year.” They will also be the featured designer for the “*Design Spotlight*” section in *The Professional Florist Magazine*.

### **Chuck Bannow Award:**

This is NOT a design contest category for entry, but an award given to the entry judged as “Best Overall” from the four first place winners in the professional division categories in the contest. Because Charles “Chuck” Bannow devoted his life to teaching and enrichment of the floral industry, this award carries his name. All designs will be evaluated based on the elements of design, professional execution of design mechanics as well as creativity, with **particular emphasis on originality and innovation.**

### **The Academy Division:**

This division is only open to those who are recognized as Academy Designers.

The academy division honors and recognizes those individuals who have consistently achieved high ratings and placements during the GLFA design contest. Those who achieve this distinction are encouraged to continue to showcase their talents through the Academy Division competition. The criteria for the Academy require that a designer has earned a minimum of 50 points through competition in GLFA sponsored design contests.

Points are awarded on the following basis:

10 points for Chuck Bannow Award

10 points for a first-place award in a professional category

7 points for a second-place award in a professional category

5 points for a third-place award in a professional category

Further, 20 of the 50 points must be from First Place Awards. (Chuck Bannow Award counts as First Place award)

When the required points are achieved, designers are recognized during the GLFA, Great Lakes Floral & Event Expo, as well as in the Professional Florist magazine.

Academy Designers will have their names inscribed on a traveling award plaque that will be proudly displayed during all Academy competitions and exhibitions.

Congratulations to all who have achieved this distinctive recognition! Continued encouragement to all that strive for it!

## 2025 GLFA Design Contest Themes

### **High School:**

#### **Theme: Song of Inspiration**

What song sparks your inner fire? Choose a song that has the word “flame/fire” in the title and create a design that best represents the song in a vase of your choosing. You may use your choice of fresh flowers, foliage and design enhancing decor (wire, ribbons, beads, etc.) only to create your design. No silk/artificial flowers allowed. You must provide a 5x7 frame that has the title and artist of the song chosen (frame does not need to be included in cost card). \*\* No props unless it is included in your design and must be included in cost card. Maximum wholesale value is \$35. Display place is limited to 18” wide x 30” deep. Entry must be secure enough to withstand touching and handling by judges.

**\*\*Props are defined as any or all items that are not a physical part of or attached to the composition being judged.**

### **College / Professional Novice:**

#### **Theme: Some Like it Hot!**

Create a floral finger ring *and then* a coordinating hand-tied bouquet featuring the technique \***armature** to be worn/carried for a formal event entitled “Some Like it Hot!” using fresh flowers, foliage and your choice of design enhancing product such as wire, beads, feathers etc. No silk/artificial flowers allowed. \*\* No props unless it is part of the design and must be included on the cost card. A 6” cylinder vase will be supplied. Entry must be secure enough to withstand touching and handling by judges. Maximum wholesale value is \$50. Design space is limited to 24” wide x 30” deep, with no height restrictions.

\* **ARMATURE:** *The process of making a supportive frame or grid with an arrangement. The frame can be built from organic or non-organic materials. And armature can be functional, decorative or both.*

**\*\*Props are defined as any or all items that are not a physical part of or attached to the composition being judged.**

### **Prizes for Student Divisions:**

<b>First Place:</b>	<b>\$125.00, Certificate &amp; Ribbon</b>
<b>Second Place:</b>	<b>\$75.00, Certificate &amp; Ribbon</b>
<b>Third Place:</b>	<b>\$50.00, Certificate &amp; Ribbon</b>

Note: All contest pieces will be on display in an area open to the public. The building has security, but design contest entries are not in a space that is locked up overnight. The GLFA cannot be responsible for any materials, props etc. used for the contest.

## Professional Division

### **Theme 1: Fire and Ice**

Create a floral necklace with fresh flowers, foliage manipulation and bling to be worn for a "Fire and Ice" themed event. No silks/artificial flowers allowed. Design enhancing product jewels, beads, ribbon, jute, wire etc... will be allowed. You must include an 8x10 frame with a photo of the outfit for your inspiration **and** identify the **\*color harmony** used (using \*terms from the color wheel). Frame does not need to be included in your cost card. \*\*No props unless it is a physical part of the design and must be included on cost card. Display space is limited to 24" wide x 30" deep with no height restrictions. Maximum wholesale value is \$50. Entry must be secure enough to withstand touching and handling by judges. A necklace holder will be supplied see picture at end of contest packet (Page 20).

**\*Example: of color harmony terms:** *monochromatic, analogous, complementary, triadic, etc. See back of contest packet for more. (Page 14)*

**\*\*Props are defined as any or all items that are not a physical part of or attached to the composition being judged.**

### **Theme 2: Eternal Flame**

Create a sympathy design suitable for a memorial using LED candle(s) within the design and featuring the design technique of **\*sheltering**. You may use any combo of fresh flowers, foliage and dried product of your choice. Design enhancing elements are allowed. \*\*No props allowed unless it is a physical part of the design and must be included on the cost card. No silks/artificial flowers allowed. Design space is limited to 30" wide x 30" deep with no height restrictions. Maximum wholesale value is \$65. Entry must be secure enough to withstand touching and handling by judges.

**\* SHELTERING:** *The process of placing one or more materials over or around the other in a COMPOSITION, lightly enclosing the materials within. Sheltering creates an impression of protection and give greater DEPTH to a design.*

**\*\*Props are defined as any or all items that are not a physical part of or attached to the composition being judged.**

### **Theme 3: The Heat Is On - Inspired by the Flame**

Create a floral design that **\*harmonizes** with the attached photo of a flame **\*\***(see next page) that would be suitable for an entryway table in the middle of the room where they will both be on display in perfect harmony. Fresh flowers, foliage and dried product is allowed. No silks/artificial flowers allowed. Design enhancing products may be used. **Design will be viewed from all sides.** \*\*\*No props allowed unless it is a physical part of the design and included in the cost sheet. Display space is limited to 30" wide x 30" deep with no height restrictions. Maximum wholesale value is \$65. Entry must be secure enough to withstand touching and handling by judges. A photo of the flame for inspiration will be supplied at each table during the evaluation.

**\* HARMONY:** *Compatibility; a pleasing or congruent arrangement of parts.*

**\*\*Flame on next page** (see next page)

**\*\*\*Props are defined as any or all items that are not a physical part of or attached to the composition being judged.**

### **Theme 4: Surprise Package!**

Design on the spot. You must enter all other professional themes to enter the Surprise Package on spot design competition, Friday evening February 28, 2025, at 5:30pm for ½ hour. All materials will be provided for contestants.

**Bring your tools for this competition!**

## **Prizes for Professional Division:**

**First Place:                 \$125.00, Certificate & Ribbon**  
**Second Place:             \$75.00, Certificate & Ribbon**  
**Third Place:                \$50.00, Certificate & Ribbon**

Note: All contest pieces will be on display in an area open to the public. The building has security, but design contest entries are not in a space that is locked up overnight. The GLFA cannot be responsible for any materials, props etc. used for the contest

Professional division Theme 3 picture:



## **The Academy Division**

### **Theme: Let Your Light Shine!**

Create a memorial centerpiece, ignite your flame in making this table design. You must use technique of grouping in this design. You will have an 8' x 30" skirted in black and black linen on top table to display your centerpiece. You must provide and use an assortment of LED candles on your table display. On each table provided will be a frame with a flame on it with the saying "May your light burn brightly for Eternity". You have \$100.00 wholesale value for the fresh flowers and foliage's. All other supplies and props are not included in this cost and not on cost card. There will be no electric available. Friday, February 28, 2025, you can set up your design at 10:00am to 5:00pm. Entry must be secure enough to withstand touching and handling by judges.

Note: All contest pieces will be on display in an area open to the public. The building has security, but design contest entries are not in a space that is locked up overnight. The GLFA cannot be responsible for any materials, props etc. used for the contest.

**Prizes for Academy Exhibition: \$300 plus a \$1000 stipend to help offset the cost to attend and represent the GLFA at the Society of American Florist (SAF) Sylvia Cup design contest. A winner's plaque with their name inscribed on a traveling honorary award. The winner is a featured "Academy Spotlight" in six issues of *The Professional Florist* magazine.**

## Rules/Regulations for all Entries

1. You may not post your designs to social media before 3/1/25. If you do so you will be automatically disqualified from the contest. No exception!
2. **ALL GLFA DESIGN CONTEST ENTRIES (STUDENT, PROFESSIONAL AND ACADEMY) MUST BE PRE-REGISTERED.** Each entrant, **regardless of age**, MUST be pre-registered with a PAID GLFA Conference "Weekend Pass" and complete the enclosed registration form and return it (email or faxed) to the GLFA office by February 25, 2025. You cannot register your entries at the show. **No** registration will be accepted after February 25, 2025.
3. Designs must be checked in between: 3:00pm and 5:00pm on Friday, February 28, 2025. The check-in desk for the GLFA Design Contest will be in the Secchia Foyer of the DeVos Place. Exception: Academy designs can be started after 10am on Friday and must be done before 5:00pm deadline on Friday, February 28, 2025.
4. You may enter only one design per category within your division.
5. To be eligible for "GLFA Designer of the Year" you MUST enter all four design categories in the Professional Division.
6. All props/accessories, when permitted within the rules of the category, may or may not need to be accounted for depending on the category theme and specifications. Include on your price list all materials and accessories that are part of the design. For items not listed on the wholesale price list, refer to the actual price of the product sold in your area.
7. Power is not available for electrically powered items, although you may use batteries if you wish.
8. Each entry MUST be accompanied by a business card with a shop or business name printed on it. (Students may use a 3" x 5" index card including name, school, home address and phone.) A cost card with a complete listing of materials used also must accompany your entries; these must be prepared in advance. Do NOT write your name on the Cost Card. Entrants not providing this information with their entries ARE NOT eligible for prizes or placement. Please print out & use the included cost card form.
9. All entries MUST be complete before being brought to the contest area. Minimal time will be allowed for setup of the designs and props if props are allowed in the category.
10. Judging will begin at 5:30pm sharp on Friday, February 28, 2025. Contestants must leave the area prior to, or PROMPTLY at 5:30pm until judging is completed.
11. The names of all GLFA Design Contest winners and the finalists for "GLFA Designer of the Year" will be posted at the GLFA registration desk in alphabetical order upon completion of judging.
12. Student, Professional and Academy Winners will receive cash awards and recognition at the Saturday Night Banquet.
13. GLFA Design Contest Judges' scores will determine the winners.
14. The contest committee has the right to disqualify any entry or entrant that does not, in its judgment, comply with contest rules. ***Decision of the committee is final.***
15. Only that person who is pre-registered may bring their entry to registration. You MAY NOT have someone else register and / or set -up or display your entry.
16. All entries must remain in the design contest area for open viewing until 3:30p.m. Sunday, March 2, 2025. Entries must be removed between 3:30p.m. and 6:00 p.m. any entry left after 6:00 p.m. will become the property of GLFA. Neither GLFA nor The DeVos place is responsible for any loss or damage. Items of great personal value should not be used.

## WHOLESALE PRICE LIST GUIDELINES

All entries must be accompanied by a detailed price list or they will be disqualified. All entries must use the following price list in order to judge all entries equally. Include on your price list all materials and accessories that are a part of the design. For items not listed on the wholesale price list, use the actual price of the product in your area.

<b>FLOWERS FRESH</b>					
Agapanthus	1.75	Stem	Lily, Oriental	3.45	Stem
Alstroemeria	.85	Stem	Lisianthus	25.00	Bunch
Anemone	2.00	Stem	Orchids, Cymbidium	3.75	Bloom
Amaranthus, Hanging	14.00	Bunch	Orchids, Cymbidium	29.75	Spray
Aster, Matsumoto	10.50	Bunch	Orchids, Dendrobium	2.50	Stem
Astilbe	17.00	Bunch	Orchids, Mokara	2.85	Stem
Anthurium, Large	8.00	Stem	Orchids, Phalaenopsis	29.50	Stem
Anthurium, Medium	6.00t	Stem	Orchids, Oncidium	2.80	Stem
Anthurium, Small	4.00	Stem	Protea, Pin Cushion	3.95	Stem
Bells of Ireland	1.20	Stem	Protea, Pink Ice	4.95	Stem
Birds of Paradise	3.00	Stem	Protea, Safari Sunset	11.75	Bunch
Berzilia Berry	12.50	Bunch	Ranunculus	1.80`	Stem
Blooming Jasmine	12.50	Bunch	Ranunculus, Butterfly	24.95	Bunch
Calla Lily, Large	4.00	Stem	Rice Flower	13.65	Bunch
Calla Lily, Mini	2.25	Stem	Roses, Garden	4.00	Stem
Carnation, Large	.55	Stem	Roses, Spray	1.60	Stem
Carnation, Mini	.55	Stem	Roses, Standard	1.45	Stem
Chrysanthemum, Cremona	1.00	Stem	Scabiosa, Scoop/Pod	1.40	Stem
Chrysanthemum, Fugi/Rover	1.00	Stem	Silver Brunia	22.50	Bunch
Chrysanthemum, PomPoms	.85	Stem	Snapdragons	1.25	Stem
Chrysanthemum, Standard	1.35t	Stem	Star of Bethlehem	1.20	Stem
Crespedia, Billy Balls	12.50	Bunch	Stock	1.30	Stem
Delphinium, Bella/Volken	1.65	Stem	Sunflowers	1.20	Stem
Freesia	1.50	Stem	Thistle	13.95	Bunch
Gladioli-California	1.45	Stem	Trachelium	10.50	Bunch
Gardenia	12.00	Bloom	Trick Dianthus	1.35	Stem
Gerbera Daisy, Lg.	1.50	Stem	Tulips	.90	Stem
Gerbera Daisy, Mini.	.95	Stem	Veronica	11.95	Bunch
Ginger	3.50	Stem	Yarrow/ Tansy	11.50	Bunch
Gypsy Dianthus	.95	Stem	Fresh Pussy Willow	19.95	Bunch
Hydrangea, White/Blue	2.65	Stem			
Hydrangea, Mini Green	1.95	Stem			
Hypericum Berries	1.10	Stem			
Iris	1.00	Stem			
Kale	2.65	Stem			
Larkspur	1.15	Stem			
Liatris	1.00	Stem			
Lily, Asiatic	1.75	Stem			



**FILLER FLOWERS**

Acacia	11.50	Bunch	Kangaroo Paw	11.95	Bunch
Asters, Monte Casino	10.75	Bunch	Limonium	11.00	Bunch
Astrania	15.95	Bunch	Queen Ann's Lace	10.50	Bunch
Bupleurum	12.50	Bunch	Chocolate Queen Ann's Lace	12.50	Bunch
Fever Few	12.50	Bunch	Rice Flower	12.50	Bunch
Genestra	14.25	Bunch	Solidago	10.00	Bunch
Gypsophilia/ Baby's Breath	11.50	Bunch	Statice	7.00	Bunch
Heather	13.50	Bunch	Wax Flower	12.50	Bunch

**GREENS**

Aspidistra Leaves	5.50	Bunch	Monstera Leaves, Sm.	10.05	Bunch
Aralia	7.15	Bunch	Myrtle	9.85	Bunch
Agonis/ After Dark	14.50	Bunch	Pittisporum, Both	7.15	Bunch
Curly Willow, Medium	10.75	Bunch	Pittisporum, Mini/Italian	11.95	Bunch
Curly Willow, Tips	7.95	Bunch	Podocarpus	7.50	Bunch
Emerald/ Tee Pee	6.00	Bunch	Plumosa	6.95	Bunch
Eucalyptus, Baby Blue	10.95	Bunch	Phoenix Roberlini	7.95	Bunch
Eucalyptus, All Others	12.50	Bunch	Ruscus, Israeli	5.25	Bunch
Flat Fern	6.00	Bunch	Ruscus, Italian	11.50	Bunch
Galax Leaves	4.75	Bunch	Salal	10.00	Bunch
Grevillia	11.95	Bunch	Olive Branch	12.75	Bunch
Huckleberry	7.95	Bunch	Steel Grass	9.00	Bunch
Leatherleaf (Baker)	4.00	Bunch	Sword Fern	6.50	Bunch
Lily Grass	4.95	Bunch	Ming Fern	7.50	Bunch
Monstera Leaves Lg.	17.50	Bunch	Ti Leaves	9.25	Bunch
Monstera Leaves Med.	14.30	Bunch	Tree Fern	4.95	Bunch
			Fresh Pampas Grass	10.50	Bunch

**HARDGOODS**

Rustic Wire	.20	Foot	Bind It Tape	.90	Foot
Bind Wire	.05	Foot	Floral Foam	.95	Block
Aluminum Wire	.25	Foot	Midnight Floral Foam	1.54	Block
3/16" Flat Wire	.32	Foot	4" Floral Foam Sphere	4.75	Each
Metallic Wire	.04	Foot	6" Floral Foam Sphere	10.12	Each
Bullion Wire	.03	Foot	Grande Bouquet Holder	3.82	Each
Chenille Stems	.05	Each	Large Bouquet Holder	3.65	Each
Corsage Pins.	.04	Each	Floral Cage Holder	6.09	Each
Bout. Pins	.03	Each	Grande Floral Cage Holder	7.31	Each
1/2" Corsage Tape	.20	Yard	54" Wire Easel	9.79	Each
Floral Adhesive Tube	8.00	Each	60" Wire Easel	11.05	Each
Uglu Dashes	.05	Each	Lady Fair Wrist Bands	.79	Each
Uglu Strips	.30	Each	4" Egg	2.41	Each
1/4" Green Waterproof Tape	.13	Yard	6" Egg	3.12	Each
1/2" Green Waterproof Tape	.25	Yard	4" Pillow	2.57	Each
1/4" Clear waterproof tape	.07	Yard	6" Pillow	3.43	Each
1/2" Clear Waterproof Tape	.10	Yard	8" Pillow	3.16	Each
			Design Master Paint	11.95	Can
			Spanish Moss	20.95	1Cubic ft.
			Green Sheet Moss	20.95	2 Cubic ft
			Reindeer Moss	6.75	4 oz

# GLFA Design Contest

## **COST CARD**

Division \_\_\_\_\_ Category \_\_\_\_\_

**Please DO NOT include name on this form**

List of materials at wholesale cost:

ITEM

COST

_____	_____
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TOTAL \$ \_\_\_\_\_

\_\_\_ Will pick up entry 3:30 - 6:00pm Sunday \_\_\_ Please dispose of my entry

Each entry must be accompanied by shop or company business card with contestant's name clearly printed on it and attached to back of this form. Students use a 3" x 5" index card and include your name and school. (Photocopy this form and attach if more room is needed).

**Register online at [www.glfee.com](http://www.glfee.com)**

**Deadline to register is 2/25/25**

# NOTICE

Please be sure to read **all** the rules for the Design Contest in your packet.

**Important information please read:**

**Design check-in will be Friday 2/28/2025 from 3:00pm to 5:00pm in the Design Contest area located in the Secchia Foyer.** Judging will begin promptly after check-in Friday evening!

To have your contest evaluation form(s) returned – Make sure your email is on your registration form clear for your evaluation forms will be emailed back to you after the expo.

Winners will receive cash awards & recognition at the Saturday Night Banquet 3/1/2025 (requires extra fee see conference registration form).

The Designer of the Year will **NOT** be announced immediately after the competition. The winner will be announced at the Recognition Banquet, Saturday evening 3/1/2025. Tickets will be available for the finalists & their friends to purchase Saturday morning at the Registration Desk, if they would like to attend the banquet and stay for dinner.

Everyone, regardless of age, who is entering the Design Contest, **MUST** have a **PAID** “Weekend Pass” to compete.

GLFA strives to present the professionalism of our trade and the benefits of using a retail florist. Since the design competition displays are open to the public throughout the weekend, please be sure that your designs have adequate water sources and are refreshed as needed. **Wilted or mechanically broken designs will be removed from public display.**

The committee will review the designs each morning at 10 am. Any design that contains wilting flowers will be removed and the designer can retrieve it Sunday from the designated area. Designers may choose to replace flowers. If so, then they need to be of the same type and in the same placement. **Any watering or replacing of flowers needs to be done before 10 am each morning.**

All designs must be picked up between 4-6 pm on Sunday afternoon or they will be disposed of.

### **A Friendly Reminder to All GLFA Design Contest Contestants:**

Plan to arrive 15 - 20 minutes early to allow yourself enough time to locate the contest registration area in the Secchia Foyer, DeVos Place. This year designs entries must be in by 5:00pm Friday February 28, 2025

To have your contest evaluation form(s) returned – Make sure GLFA has your proper email address so evaluation forms can be emailed after the Great Lakes Floral & Event Expo.

**Pages 12 - 19 contain the Evaluation Form, the Principles of Design, Elements of Design, and Design Techniques. These are provided for your reference to help you succeed.**

**EVALUATION FORM**

**CONTESTANT # \_\_\_\_\_**

	<u>POSSIBLE</u>	<u>AWARDED</u>
Creativity	10	
Scale (Proportion)	10	
Unity (Harmony & Texture)	10	
Balance (Physical and Visual)	10	
Focal Emphasis	10	
Line (Movement and Rhythm)	10	
Depth	10	
Color (Balance, Harmony, and Rhythm)	10	
Mechanics (Professional Application)	10	
Category Interpretation	10	
<b><u>SCORE</u></b>	<b>100</b>	<input type="text"/>

**ENCOURAGEMENT & SUGGESTIONS FROM JUDGE:**

(This is section is where judges make suggestion and offer encourage to help you learn and advance as a professional floral designer.)

# The Principles of Floral Design

**BALANCE:** A state of equilibrium, actual or visual; a feeling of three-dimensional stability.

**PROPORTION:** The comparative relationship in size, quantity, and degree of emphasis among components within the composition; the relationship of one portion to another, or of one portion to the whole.

**SCALE:** The relative ratio of size, or the relationship of the size of a composition to the surrounding area or environment.

**DOMINANCE:** The visual organization within a design that emphasizes one or more aspects. When one element is emphasized, others are subordinate.

**EMPHASIS:** The special attention or importance given to one or more areas within a design.

**FOCAL AREA / FOCAL POINT:** The area(s) of greatest visual impact or weight; the center(s) of interest to which the eye is most naturally drawn.

**ACCENT:** Detail added to a design to provide additional interest, affecting the total character of the composition.

**CONTRAST:** Emphasis by means of difference' strength through opposition.

**OPPOSITION:** Contrast between elements, which are counterpoint in relation to each other, bringing about a sense of tension in a design.

**TENSION:** The dynamic, aesthetic quality achieved by the skillful use of opposition, implying, or suggesting a sense of energy.

**VARIATION:** Dissimilarity among attributes or characteristics.

**RHYTHM:** Visual movement through a design, usually achieved through repetition or gradation.

**DEPTH:** The placement of materials at different levels within and around an arrangement.

**REPETITION-** The recurrence of like elements within a composition.

**TRANSITION:** The ease of visual movement, which results from gradual degrees of change among one or more of the elements.

**HARMONY:** Compatibility; a pleasing or congruent arrangement of parts.

**UNITY:** Oneness of purpose, thought, style, and spirit.

## The Elements of Floral Design

**LINE:** The vital visual path that directs eye movement through a composition.

**FORM:** The shape or configuration of an individual component of the composition the overall, three-dimensional, geometric shape or configuration of a floral composition.

**SPACE:** The area in, around, and between the components of the design, defined by the three-dimensional area occupied by the composition.

**TEXTURE:** The surface quality of a material, as perceived by sight or touch.

**PATTERN:** 1. A repeated combination of line, form, color, texture, and/or space 2. The silhouette of a flower or an arrangement as observed against its background, including solids and spaces.

**FRAGRANCE:** A sweet or pleasing odor, perceived by the sense of smell.

**SIZE:** The physical dimensions of line, form, or space.

**COLOR:** The visual response of the eye to reflected rays of light.

### **\*Color Harmonies:**

**Monochromatic:** a grouping of different values of one hue a that may include achromatic colors.

**Diadic:** two colors that are two colors apart on the 12 -spoke color wheel.

**Analogous:** a grouping of three to five adjacent hues on the 12-spoke color wheel.

**Complementary:** a pair of hues directly opposite each other on the color wheel.

**Near Complementary:** a hue combined with another hue that is on one side or the other of it direct complement.

**Split-Complementary:** a trio of hues, consisting of a hue and the two hues on either side of it direct complement.

**Triadic:** a grouping of three hues that are equidistant on the color wheel.

**Polychromatic:** a multicolored grouping of many hues that may otherwise be unrelated.

## Design Techniques

**ABSTRACTING:** The process of removing parts or pieces of a PLANT MATERIAL to distort or change the appearance. 2. The positioning of plant material in unusual ways within a composition.

**AIRBRUSHING:** The process of applying paint from a pressurized source, such as an aerosol can.

**\*ARMATURE:** The process of making a supportive frame or grid with an arrangement. The frame can be built from organic or non-organic materials. And armature can be functional, decorative or both.

**BAILING:** The process of compressing and tying PLANT MATERIAL into a three-dimensional geometric shape, simulating a bale of tied grasses or hay.

**BANDING:** The process of using a decorative material, such as RIBBON or wire, to encircle a stem or stems in one or more precise rings. Banding is typically used as a decorative ACCENT but can sometimes serve a functional purpose. It can also be applied to a container.

**BASING:** The process of finishing the foundation of COMPOSITION with intricate, textural details, providing a decorative surface of materials from which the design emerges. Basing is accomplished by techniques such as CLUSTERING, LAYERING, TERRACING, AND PAV'É.

**BINDING:** The functional process of tying or securing materials together with a binding material such as wire, RIBBON, or string. Binding can also serve a decorative purpose. One example is making of a garland.

**BRAIDING:** A decorative process of interweaving three or more strand of fiber, RIBBON, or foliage, etc. by overlapping in a diagonal PATTERN.

**BUNCHING:** The process of gathering several similar materials together and inserting them into an arrangement as one unit; often used as a laborsaving technique.

**BUNDLING:** The process of firmly tying a quantity of stemmed material together, forming a radiating PATTEERN above and below the BINDING POINT. (Bunch of Wheat bundled)

**CLUSTERING:** The process of inserting a collection of small, textural flowers and / or greens of a single kind closely together so that the individual components become indistinguishable for the total mass. Clustering differs from GROUPING, in which each component retains its individual identity.

**COLLARING:** The process of completely encircling a flower, a BOUQUET, or the edge of a container with foliage or other decorative materials, creating a finished appearance.

## **DESIGN TECHNIQUES CONTINUED:**

**DIP-DYEING:** The process of changing the COLOR of a flower or other material by sub-merging it head-down in a dye solution.

**DYEING:** The process of changing or intensifying the COLOR of an object or PLANT MATERIAL by applying dye from an aerosol can or spray bottle or placing it into a pigment solution. Examples include DIP-DYEING, SPRAY-PAINTING, STEM-DYEING.

**ENCLOSURE:** Designing an arrangement to be confined “within” a space /object. The technique of veiling and sheltering may be applied. (Making a design inside a box is an example)

**FACING:** The process of turning or directing a flower head in a particular way to increase interest and visual movement within a design.

**FISHTAILING:** The process of cutting the end of a strip of RIBBON or other flat material, such as a leaf, into an indented “V” shape.

**FRAMING:** The process of using LINEAR branches or flowers to showcase the materials with. Framing outlines and defines SPACE and typically call attention to the FOCAL AREA of a design.

**GROUPING:** The placing of identical materials within a specific limited area, with each material maintaining its individual identity. Some amount of SPACE typically exists between each separate group.

**HAND TYING:** The process of arranging stems of design materials, such as flowers, foliage, and accessories in the hand, using a disciplined method of placement, such as SPIRALING, and then securely fastening at the BINDING POINT.

**INTEGRATED STEM PLACEMENT:** The use of two or more stem placement techniques, such as RADIAL and PARALLEL, in the same composition.

**KUBARI:** An interlocking series of bare branches or stems placed into a CONTAINER as a natural MECHANIC for holding PLANT MATERIALS in place in a composition. Adapted from the techniques of traditional IKEBANA, Kubari are often left exposed to enhance the aesthetic quality of the design.

**LACING:** A method of crossing and interweaving STEMS to form a framework of holding PLANT MATERIAL in position with in a CONTAINER. Successive stem placements result in a mechanically solid VASE design, ensuring secure delivery. This technique can also be used for making HAND-TIED BOUQUETS.

**LAYERING:** The process of covering a surface with flowers, foliage, or other relatively flat materials by means of overlapping individual units, leaving no space between them; often a technique of BASING. Layering can create the impression of being a single thickness, producing a scale-like appearance, or it may appear more dimensional if bulkier materials are used.



## **DESIGN TECHNIQUES CONTINUED:**

**LEAF WORK:** The process of creating a decorative surface by applying foliage in an overlapping manner to give PATTERN and /or TEXTURE to a CONTAINER or other material by means of GLUING, SEWING, STAPLING, etc. (see Petalling)

**MASSAGING:** The process of bending or curving a BRANCH or flower stem by applying gentle pressure and warmth with the thumbs, fingers, and hands. Working with PLANT MATERIALS that are at room temperature facilitates this process. Pussy willow, calla, and scotch broom respond well to this technique.

**MIRRORING:** The placement of identical materials or groups of materials in a COMPOSITION such that one appears to reflect the other (See Facing, Shadowing)

**PARALLEL STEM PLACEMENT:** Having parts arranged in same direction or course with continuous equal space between them. (All stems going in same direction in the composition)

**PAV'E:** A BASING technique using PARALLEL or angled insertions of short-stemmed materials to create a uniform surface with little or no variation of depth. The technique may also be done with small fruits, berries, or pods. Pav'e is a term borrowed from jewelry making, which refers to gemstones set closely together so that no metal is visible underneath.

**PETALLING:** The process of covering a surface with PETALS by means of GLUING or PINNING. (See Leaf Work)

**PILLOWING:** The process of CLUSTERING rounded or dome-shaped flowers or other materials into a tightly organized PATTERN of placement in a COMPOSITION. Clusters may range from low, tight groupings used for BASING to taller, more prominent mounds. The result is a cushion base that resembles clouds, pillows, or rolling hills, with depression in-between. Pillowing emphasizes the COLORS, TEXTURES, and shape of the whole group rather than the individual flowers.

**RADIAL STEM PLACEMENT:** Having parts arranged like spokes or rays emerging from a common center.

**REFLEXING:** The process of rolling back the petals of a flower, such as a rose or tulip, to create a larger or more open appearance.

**SEQUENCING:** The process of placing flowers or other materials in a orderly succession, with a gradual shift of some aspect, such as COLOR (lightest to darkest), size (smallest to largest), or spacing between them. Sequencing can be utilized to achieve TRANSITION as well as RHYTHM.

**SEWING:** The process of fastening or assembling materials together using wire, thread, staples, and 'or straight pins. Sewing is most used in the construction of CASKET COVERS, horse blankets, and LEIS.

## DESIGN TECHNIQUES CONTINUED:

**SHADOWING:** The close placement of one material directly behind or beneath the primary material, giving a three-dimensional appearance and enhancing the sense of DEPTH. Shadowing results in the suggestion that the first material is being echoed or reflected by the second.

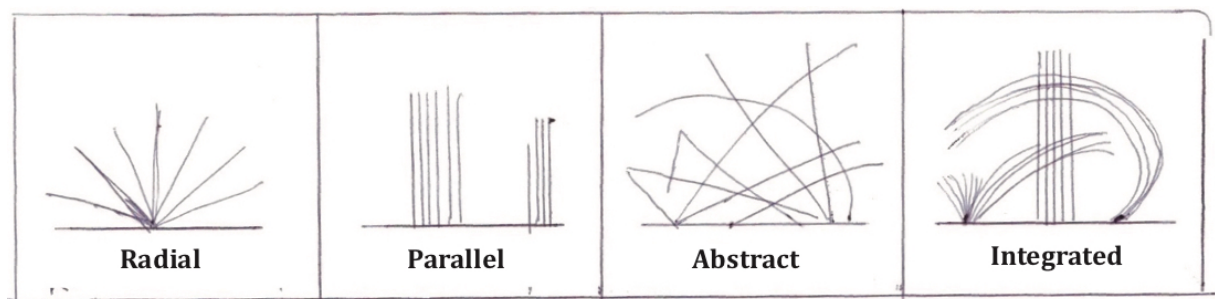
**\*SHELTERING:** The process of placing one or more materials over or around the other in a COMPOSITION, lightly enclosing the materials within. Sheltering creates an impression of protection and give greater DEPTH to a design.

**SPIRALING:** The process of continually placing stems adjacent to one another, angled around a central AXIS, as in the construction of a HAND-TIED BOUQUET. The materials in a BOUQUET thus constructed evenly support one another's weight, allowing the COMPOSITION to stand by itself when place on a table.

**STACKING:** The process of placing like materials of a similar size and shape on top of one another, in an orderly and VERTICAL fashion, with-out space between the components. The technique may also be done in a HORIZONTAL manner, positioning a series of relatively flat materials next to each other, surface -to-surface. Stacking is effective in a presentation of numerous stacks of varying heights.

**STEM PLACEMENT:** A process of positioning PLANT MATERIAL into a design. There are three basic stem placement techniques, each clearly expressing a different method of design construction. A fourth technique utilizes a combination of two or more of the others.

1. **RADIAL:** Having parts arranged like spokes or rays emerging from a common center.
2. **PARALLEL:** Having parts arranged in the same direction of course with continuous equal space between them.
3. **ABSTRACT:** Having parts arranged with no apparent plan or order.
4. **INTEGRATED:** The use of two or more different stem placement techniques in one composition.



## **DESIGN TECHNIQUES CONTINUED:**

**SUSPENDING:** The process of hanging or attaching an object from above to allow free movement.

**TAILORING:** The process of modifying, altering, or adding detail to a material's appearance by trimming, GLUING, STAPLING, or PINNING, such as rolling the blade of aspidistra leaf back on itself and securing it to change its shape. Another example would be cutting or trimming palm leaves to give them a new shape.

**TERRACING:** The process of positioning like materials in a stairstep fashion, creating spaced HORIZONTAL levels. Terracing is used to achieve DEPTH within a COMPOSITION and is frequently employed as a BASING Technique.

**TINTING:** The process of changing the appearance of a material by applying a TRANSLUCENT COLOR from a pressurized source or by immersion in a liquid solution of dye.

**TIPPING:** The process of dyeing or painting only the edges of flower PETALS or leaves.

**VEILING:** The process of layering light or delicate materials, such as bear grass, plumosa, metallic threads, angel hair, etc. over or in front of other, more solid components of a design. Veiling is typically used in creating WATERFALL DESIGNS.

**WEAVING:** The process of interlacing strips or strands of materials in a crisscross fashion to construct a new dimensional PATTERN or sculptural FORM.

**WRAPPING:** The process of covering a single stem or a bundle of stems from end to end with a decorative material such as RIBBON, RAFFIA, wire etc.

**ZONING:** The process of segregating like materials to specific levels or three-dimensional areas within the COMPOSITION. In a VEGETATIVE DESIGN, for example, flowers of identical variety are positioned to suggest a natural growing habit, each extending to a similar height within the composition.

Theme 1 Professional Division Necklace holder that will be provided.

## 24Pcs Necklace Easel Stand



7.38in/18.7cm

8.25in/21cm

3.15in/8cm

**2 IN 1**  
*Show earrings and necklaces*

**BLACK VELVET MATERIAL**  
*Beautiful and generous*

**STRONG SUPPORT**  
*Good stability*