



Design Job Feature

## Job Profile: The Floral Designer

*A floral designer is a person who creates a variety of displays made from flowers. The flowers used by the floral designer may be fresh-cut or dried. In addition, the floral designer may use artificial flowers or other types of greenery in the arrangements he or she creates.*



### The Responsibilities of the Floral Designer

In order to create floral designs, the floral designer must have a creative eye and be able to use a variety of different materials to create a design to suit particular occasions. In order to create their

designs, floral designers utilize ribbons and other accessories in addition to flowers. Some of the accessories typically used by the floral designer include toys, candles, candy, and balloons, among others. The floral designer also selects the proper container, such as a gift basket, to hold the display and further develop the creative design.

The exact job duties of a floral designer can vary depending upon the place of appointment. Some floral designers own their own floral shops, in which case the designer may be responsible for creating flower arrangements as well as for performing other routine business functions. Other designers work for small floral shops that provide custom orders. In this case, the floral designer may need to create arrangements that meet a customer’s specifications and are to be used in weddings, catered events, or other special occasions.

In order to create the custom arrangements, the floral designer first needs to meet with the customer in order to determine what the customer wants. At this meeting, the floral designer needs to learn more about the occasion as well as the customer’s personal preferences. The floral designer must also take the customer’s budget into consideration as well as when and where the arrangements need to be delivered.

In addition to creating custom orders, the floral designer usually keeps some arrangements on hand. These arrangements are sold to people who place last-minute orders or who walk into the floral shop and select an arrangement from those that have already been created.

### Training to Become a Floral Designer

It is possible to become a floral designer without first pursuing a postsecondary education. In fact, most floral designers learn their skills while on the job. It is possible, however, to pursue certification in floral design. Such certification is available through private floral schools, community colleges, and vocational schools.



In order to be admitted to a floral design program, one must first have earned a high school diploma. Once admitted, these programs typically last anywhere from several weeks to one year.

Areas of study in these programs include learning about texture and color as well as how to tie ribbons and bows. Students also learn about the different types of flowers as well as how to properly handle and care for them.

It is also possible to earn an associate’s degree or a bachelor’s degree in floral design. In many cases, the degree is not specifically in floral design. Rather, it is in horticulture, floriculture, or ornamental horticulture.

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