

## **British Academy of Floral Art Master Training Program**

### **Level 2 in Floristry**

#### **Who's it for?**

The Academy Level 2 course is the ultimate floristry course for complete beginners and a great starting point for a life in floristry. We get you hands-on with floristry right from Day One and we dispense with coursework and classroom assessments, so that you can focus on practicing techniques and learning from your tutors as you go. By the time you have fully qualified in our Level 2 course, you will be ready to work as a freelance or shop florist, start your own business, or enter floristry and flower arranging competitions. In short, you will be ready to take on the world of flowers!

#### **What will I learn?**

You will learn the essential floristry techniques and principles to create beautiful arrangements and bouquets. Equally importantly, you will also learn how to cost a job for profit, how to buy and order flowers, foliage's and sundries, and how to condition your cut materials properly for maximum vase life. You will also have access to the full range of Level 2 hand-outs to support your learning, as well as to the private student Facebook page of Academy alumni.

#### **How's it structured?**

The Academy Level 2 course is divided into four principal units/modules, each designed to give you an in-depth knowledge of all practical floristry designs:

- Arrangement
- Weddings
- Hand-tied and gift-wrapping
- Funerals

You can choose to study one day per week, one weekend per month, a week at a time or online. We also have a Fastrack course which is 6 weeks and covers the whole level 2 plus the business unit. You will be awarded a Certificate of Completion for each unit/module you study.

To fully qualify for the Academy of Floral Art Master Training Programme Level 2 in Floristry you will need to study at least 3 of the above 4 options plus both of the following units/modules:

- Heart of Design – design principles
- Mock & Exam

#### **Who are my Academy Level 2 tutors?**

You will be in very good hands with our friendly team of Academy tutors. We are all highly qualified florists and tutors with considerable real, commercial floristry experience – and we are absolutely passionate about what we do.

### **What does it cost?**

You can pay for each unit individually.

Practical Units/Modules

For the full Level 2 qualification, you must choose to study at least 3 of the 4 options below:

- Arrangement £897
- Wedding Unit £897
- Hand-tied and Gift Wrapping £897
- Funeral Unit £897

Courses include 9.30am to 4.00pm classroom teaching and 2 years access to our online course for your continued reference. Each online course has over 24 tutorial which you can use to refresh your knowledge as you move forward.

Plus

- Heart of design unit (12 GLH) £250
- Mock and Exam unit (6GLH) £150

Flowers and sundries are not included in the fees. You can source your own, or we can source them for you and cost per unit is below: -

Week & Weekends £480 (inc VAT @20%)

Online £580 (inc VAT @20%) includes two or 3 deliveries of flowers (sundries not included) Uk only

### **More about the Fast Track**

The Academy's comprehensive six-week programme covers bouquets, arrangements, wedding work, funeral floristry, principles of design and business essentials.

All lessons will be held at the Academy's floristry studio in the charming, rural location of Dunchideock, near Exeter, with 4 to 8 students per class. Teaching will take place 4 days a week – Monday, Tuesday, Wednesday, and Thursday from 9.30am - 4.00pm with regular breaks for lunch and tea or coffee.

An Academy Level 2 Floristry certificate will be awarded to students on passing their exams.

Included:

- All floristry materials – flowers, foliage's, sundries – tuition, VAT, Academy Level 2 certificate and 2 year's access to our online films. The cost of the 6-week course is £6642 per person.

### **When can I start?**

Thanks to the modular nature of our Level 2 course, you don't have to wait for the traditional academic year to get started. Instead, you can enrol on the next new course available. All we need is a deposit of £150 and full payment is 14 days before the course starts.

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Studying Option	Days of the week	Module	Start Date- see website for full dates
<b>Classroom</b>			
<b>3 weekends-</b>	Sat & Sun	Funeral	23 <sup>rd</sup> /24 <sup>th</sup> Apr, 21 <sup>st</sup> /22 <sup>nd</sup> May 18 <sup>th</sup> /19 <sup>th</sup> Jun 2022
<b>5 days</b>	Split week	Hand-tied Arrangement Wedding Hand-tied Arrangement Wedding	3/4/5/9/10 May 2022 11/12/16/17/18 May 2022 23/24/25 May, 6/7 Jun 2022 12/13/19/20/21 Sep 2022 27/28/29 Sep, 3/4 Oct 2022 11/12/17/18/19 Oct 2022
	Mon-Fri	Hand-tied Wedding Arrangement Funeral	7/8/9/10/11 Mar 2022 21/22/23/24/25 Mar 2022 25/26/27/28/29 Apr 2022 21/22/23/24/25 Nov 2022
<b>2 days</b>	Thursdays Wed/Thu	Heart of Design	19 <sup>th</sup> /26 <sup>th</sup> May 2022 14 <sup>th</sup> /15 <sup>th</sup> Sept 2022
<b>2 days</b>	Tues/Wed Wed/Thur	Business Unit	14 <sup>th</sup> /15 <sup>th</sup> Jun 2022 5 <sup>th</sup> /6 <sup>th</sup> Oct 2022
<b>Fast track- 6 weeks</b>	Mon- Thur ( Except May) see website.	All units	3 <sup>rd</sup> May 2022 12 <sup>th</sup> Sept 2022
<b>Online</b>			
<b>Online 5 Days</b>	Mon-Fri	Hand-tied	28 <sup>th</sup> Mar – 1 <sup>st</sup> Apr 2022
<b>2 days online</b>	Mon/Tues	Heart of Design	20 <sup>th</sup> /21 <sup>st</sup> Oct 2022
<b>Online 3 weekends</b>	Sat & Sun	Wedding Funeral	26 <sup>th</sup> /27 <sup>th</sup> Feb 2022 10 <sup>th</sup> / 11 <sup>th</sup> Sept 2022

The Academy Level 2 courses includes all the following practical designs:

**Floristry Hand-tied and gift-wrapping**

- Spiral stems
- Hostess design and aqua packs
- Simple posy
- Vases designs
- Cone wraps
- Modern and traditional gift bouquets and branding
- Tied designs with frames
- Gift-wrapping Plants
- Limited designs
- Tied sheaf
- Tied pew ends
- Tied wedding posies
- Informal bouquets
- Tied showers bridal bouquet

**Floral wedding and bridal design**

- Buying, conditioning and preparing flowers for the wedding
- Exploring wiring- wire gauges and tapes
- Corsages
- Buttonholes
- Hand-tied designs
- Posy Bouquets
- Limited bouquet
- Shower Bouquets
- Semi crescent
- Headdress



### **Floral arrangement**

- Symmetrical
- Asymmetrical
- Posy design
- Parallel
- Limited Designs
- Hogarth
- Planted
- Textured
- Impulse designs
- Top table designs-
- Pedestals
- Topiary trees
- Baskets
- Technique builder- Swags/garland, Wreath ring

### **Floristry funeral arrangements and design**

- Loose Posy Pad
- 3ft double-ended
- Single-ended Spray
- Based tributes
- Open wreath and baskets

### **Heart of Design**

- Elements of design
- Principles of design
- Sketching and planning
- European and American design
- Make form linear and planned design

### **Floristry Business Unit**

- Business planning
- Targeting prospective customers
- Costing floral designs
- Social media for florists
- Cash flow
- Branding yourself and your business
- Marketing yourself and your business
- Objective setting
- Other responsibilities - UK legal, accounting, insurance

### **Mock and Exam**

- 2 hours practical - 3 designs

If you have any questions then please let us know, and we look forward to welcoming you to the Academy and helping you start an incredible career in floristry.

### **Website Links**

- [Level 1 Online](#)
- [Funeral Unit](#)
- [Hand-tied Unit Class or onlin](#)
- [Arrangement Unit](#)
- [Wedding Unit](#)
- [Heart of Design](#)
- [Business Unit](#)
- [Fast Track](#)
- [Cutting Garden Course](#)