

Floral Art School of Australia and International Floral Design School

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FLORISTRY AND FLORAL DESIGN CORRESPONDENCE HOME STUDY COURSE

Welcome. This can be the start of a very exciting career or fascinating hobby in floral design and floristry.



Our Floristry Correspondence Course offers you a proven method of home study for you to learn all aspects of floral design and floristry.

No previous knowledge of floristry is needed, as we start you right from the beginning.

Flower arranging is easy once you have learned the basic rules. Every florist was once a beginner.

By putting in two to three hours per week you will soon be creating beautiful floral designs.

You will be delighted at the professional results you will achieve right from the very first lesson.

Each lesson is set out in simple, every day language with easy to follow step-by-step illustrated instructions.

Our course is designed so that the beginner can follow it with ease, but anyone already involved in floristry will find the course extremely beneficial for furthering their knowledge. If you are considering a career in floristry, you will find our course very valuable.

You will be taught how to make up the same professional designs you see in florist shops. One of the benefits of our Floristry Correspondence Course is that you can learn in the comfort of your own home. You can also work at your own pace and at whatever time is most convenient for you.

ABOUT THE SCHOOL

Fay Chamoun A.A.I.H. A.I.M. is the principal of the Floral Art School of Australia, which was established in 1972. Fay and her staff have had years of experience and have been very successful in training thousands of people in professional floristry.

Fay has studied all aspects of flower arranging extensively in Australia and the USA as well as silk flower making in Japan. Her flower arrangements have been featured in leading magazines and newspapers. Fay has demonstrated on television, at garden shows, in leading department stores and to many different organizations including Teleflora. Fay has also produced a series of videos featuring different floral arrangements.

Fay is an associate member of Interflora, The Australian Institute of Horticulture, and The Australian Institute of Management. Floral Art School of Australia is a member of the Australian Council for Private Education and Training and the International Accreditation and Recognition Council.

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You will find flower arranging extremely interesting and relaxing.

There is a large variety of flowers and foliage available and many different designs to choose from.

You will impress family, neighbors and friends with your new found skills and you will be surprised at how much you will be in demand. Flowers will always be needed for weddings, birthdays, mothers day, anniversaries, funerals, get well wishes, new babies and many other occasions. You will be surprised how quickly you will be able to arrange flowers to compliment your own home and how you will be able to create a lovely centrepiece when you have guests for dinner.

No Previous Experience Needed.

We have had students from all walks of life and ranging from 14-80 years of age. They have been from Australia and many different countries around the world. You need absolutely no previous experience in flower arranging.

The Floristry Correspondence Diploma Course is divided into three terms. Each term has ten practical lessons. (30 PRACTICAL LESSONS IN ALL)

All Materials Supplied.

We provide all materials for each term such as bowls, baskets, gift boxes, corsage and presentation box, floral foam, wreath bases, ribbons, cellophane, posy holder, bouquet holder, pegs, condolence cards, various gauges of wire and floral tape.

Ample materials are provided to complete each lesson successfully.

Fresh flowers are not included with the materials as you would appreciate these would not last.

You do not have to use expensive flowers for your lessons. A simple bunch of carnations or chrysanthemums are ideal to use while you are practicing.

These flowers last well and are easy to handle. Many types of flowers and foliage that grow in the garden can be used.

Instruction Manual.

In each term you will receive an instruction manual that is most comprehensive. The first term manual has over 180 pages of information and hundreds of illustrations with easy to follow step-by-step instructions for each lesson. You will find this manual a valuable reference book.

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THE FIRST TERM IN THE FLORISTRY CORRESPONDENCE COURSE COVERS

- When to pick flowers.
- How to condition them for the longest possible life.
- The use of preservatives.
- How to treat woody stems.
- How to seal the ends of certain stems.
- Special treatments for camellias, orchids, roses, violets, water lilies and gardenias.
- How to handle flowers.
- How to treat wilted flowers.

Freestyle Designs. We include instructions on how to make many modern free style floral designs. Once you have learnt the basic lessons you can then go on to create your own artistic freestyle designs.

Tools Needed. A minimum of tools are needed for floristry. These include wire snips and scissors.

Florist Accessories. You will be working with the same type of bowls, baskets, wreath bases, foam, cellophane, posy holders, wire, tape and ribbons that professional florists use.

The Various Styles of Flower Arranging. Vertical, circular, triangular, horizontal, crescent, mass, and modern designs.

Latest Contemporary Design Styles. These include parallel, vegetative, landscape, new convention, new wave, waterfall, botanical, framing, basing, grouping, layering, terracing, binding, biedermeier and pave.

The Rules of Balance and Proportion. These are basic rules used in flower arranging.

Texture. Using different textures together to give more interest to your designs.

Harmony. How to use materials that harmonise together.



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Correct Placement. Where to position flowers and foliage in a design. How long to cut each stem. The order in which the flowers are placed.

Different Flower Shapes. Where to position specific flower shapes in a design.

Dramatic Flowers. Using dramatic flowers to their best advantage.

The Focal Point. Where to place the focal point in an arrangement.

Colour. The meaning of colour. Choosing colours that compliment each other.

Wiring Flowers and Foliage. The various methods of wiring flowers and foliage are fully explained.

Special Wiring Techniques. You will learn special wiring techniques for camellias, gardenias, orchids, gladioli, roses and hyacinths.

Taping Stems. How to cover wire stems with floral tape.

Ribbons. The various types and widths of ribbon used in floristry and where to use each type. How to make bows, ribbon loops and streamers. How to cover a bouquet handle with ribbon.

Flowers and Foliage, A-Z. Flowers and foliage most commonly used in floristry. The seasons when they are available. Special treatment and wiring instructions for each variety.

Professional Flower Arranging Tips. We share all the hints and tips of the floristry trade with you.

The Principles of Good Design. Basic principles used in flower arranging to ensure each design has that professional finish.





LISTED BELOW ARE THE TEN PRACTICAL LESSONS IN THE FIRST TERM

Lesson No. 1 - Corsages.

You will learn to make corsages. Correct wiring and taping methods. Where to position flowers and leaves. How to glamorise your designs with ribbon. How to present your corsages attractively in an acetate box or a cellophane bag.

Lesson No. 2 - Flower Girl or Gift Basket.

We show you how easy it is to make up a lovely basket of flowers finished off with a ribbon bow and streamers.

Lesson No. 3 - Victorian Posy.

You will be able to create a delightful posy of flowers surrounded with leaves, which is then placed in a French lace posy holder.

Lesson No. 4 - European Design.

The latest trend in flower arranging. This design is quick to make and very effective

Lesson No. 5 - Triangular Bowl Arrangement.

How to arrange flowers in an attractive upright triangular shape. What length to cut each stem. Where to place each flower. How to wrap your arrangement in cellophane.

Lesson No. 6 - Wreath.

You will learn how to make a wreath. Foliage is placed around the edges to give the correct shape. Where to place feature, secondary and filler flowers.

Lesson No. 7 - Presentation Sheaf.

How to arrange a sheaf of flowers and foliage wrapped in cellophane. How to position flowers and foliage. Method of securing stems together with ribbon.

Lesson No. 8 - Modern Upright Design.

This is a striking arrangement using feature flowers, fern and foliage loops.

Lesson No. 9 - Horizontal Centrepiece.

Learn how to arrange a centrepiece of flowers suitable for your dining room table.

Lesson No. 10 - Bridal Bouquet.

We show you how to create a beautiful traditional bridal bouquet finished off with a ribbon bound handle, loops and streamers.



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TERM TWO

(Whether you are interested in the course as a career or hobby, I'm sure you will find the second term most interesting and enjoyable).

THE SECOND TERM FLORISTRY DIPLOMA COURSE COVERS

- The history of flower arranging.
- Choosing a career in floristry.
- Selling cut flowers.
- Make up work.
- How to work efficiently.
- How to apply successfully for a full or part-time position in a florist shop (many of our students have).
- What an employer looks for.
- How to start up your own successful florist shop.
- The advantages and disadvantages of starting up or buying a business.
- How to assess if you are the right type of person to go into business for yourself.
- Different types of florist shops.
- How to choose the right location for your business
- Overheads, turnover and profits.
- How to buy the right stock.
- Flowers around the world.
- Tropical and glasshouse flowers.
- The flower market.
- Buying flowers from the market, growers and wholesalers.
- How to cost cut flowers, make up work and elaborate designs.
- Selling plants, giftware, flower and gift baskets, greeting cards, soft toys and balloons.
- Choosing a suitable name for your business.
- How to register a business name.



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- The costs of going into business.
- Fitting out a florist shop.
- The work area. Lighting and refrigeration.
- Buying into an established business.
- Goodwill - How much should you pay?
- How to assess what a floristry business is worth.
- Different types of customers.
- Why customers buy?
- Catering to the customers' needs.
- How a good sales manner can make a difference.
- Telephone orders.
- Wire service organizations.
- Deliveries.
- Printing and sign writing.
- Bookkeeping made simple.
- How to advertise successfully.
- Hiring staff - How to find and keep good staff.
- How to get the most out of your working day.
- Handling orders.
- Avoiding wastage.
- Advance planning.
- Professional hints of the trade.
- Pitfalls to avoid.
- Why some businesses fail - How to ensure yours doesn't.
- Packaging and presentation.
- Inexpensive designs that sell.
- Window display - An attractive window display will help you have a bigger turnover and more profitable business.



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Promotions, Lots of Ideas to Publicise Your Business. How to turn your love of flowers into a profitable part-time business from home. Imagine earning extra income per month doing what you love. We show you how you can do this.

Floristry Presentation Album. How to photograph your designs and make an attractive presentation photograph display album. This will be helpful if you wish to pursue a career in floristry or for your own personal satisfaction and enjoyment.

Tips and Techniques. We share dozens of helpful tips, techniques and short cuts that the professional florists use.

Flowers for Special Occasions. We show you how to make beautiful floral designs for Mothers day, St. Valentines day, Easter and Personal Assistant's day.

Christmas Designs. How to make a Christmas tree, centrepiece, wreath, garland, and other Christmas designs. How to use glass and silk baubles, gold and silver glitter and decorative ribbons to give your designs a festive look.



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LISTED BELOW ARE THE TEN PRACTICAL LESSONS IN THE SECOND TERM

Lesson No. 11 – Gift box of Flowers.

A posy arrangement of flowers, surrounded with gathered tissue, in a gift box.

Lesson No. 12 - Flower and Fruit Basket.

A basket of flowers and fruit is always a much appreciated gift.

Lesson No. 13 - Bridal Trailer.

You will now be able to create a beautiful bridal trailer the professional way.

Lesson No. 14 - Topiary Tree.

How to make a delightful topiary tree .

Lesson No. 15 - Funeral Cross.

We teach you how to edge a cross with ribbon, place leaves around the edges, cover with base flowers and position focal spray of flowers.

Lesson No. 16 - Flowers Arranged in a Vase.

You will learn how simple it is to create a contemporary flower arrangement in a vase.

Lesson No. 17 - Rose Arrangement Incorporating a Soft Toy.

This gift box of roses with a teddy bear is a suitable gift for a new baby.

Lesson No. 18 - Presentation Box of Flowers.

You will be delighted with this upright floral design in a box.

Lesson No. 19 - Modern Line Arrangement.

How to create an elegant line arrangement which is suitable for many different occasions.

Lesson No. 20 - Casket Sheaf.

This is a large funeral sheaf, suitable for the casket.





TERM THREE

THE THIRD TERM FLORISTRY DIPLOMA COURSE COVERS

- The history of weddings throughout the ages.
- Wedding customs.
- Flowers used in royal weddings.
- Various styles of bouquets. Round, crescent, trailer, sheaf, line and cascade.
- Lightness in wired wedding work.
- Flowers for the hair.
- Corsages.
- Flower sprays for the wrist.
- Buttonholes for the bridegroom and groomsmen.
- How to decorate the wedding cake with flowers.
- Using ribbons for special effects.
- French weave ribbon.
- How to decorate the bridal table with flowers.
- Attaching ribbon to the bridal car.
- Pew decorations and a bridal horseshoe.
- Using silk flowers in bridal designs.
- Throw away bouquet.
- Fantasy flowers - These are made by using individual petals to make spectacular fantasy flowers.
- The language of flowers.
- The floral calendar - which flowers are available throughout the year.
- How to become an expert in bridal designing.



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- Presentation of wedding work.
- How to price wedding work.
- Special wedding packages.
- Tips and techniques for wedding designs.
- Flowers for the wedding reception.
- How to preserve the wedding bouquet to enable the bride to have a lasting memento of her special day.
- Flowers for special occasions.
- Table centrepieces and party designs.
- How to make a flower garland.
- Novelty designs.
- Funeral Tributes. Many different styles are included.
- Handling funeral orders.
- Church flowers - How to arrange flowers for the church.
- Drying flowers - How to dry your own flowers. Various methods given.
- Demonstrating flower arranging.
- Show work - How to enter your work in shows. What judges look for.





LISTED BELOW ARE THE TEN PRACTIAL LESSONS IN THE THIRD TERM

Lesson No. 21 - Posy Bowl.

This attractive design is suitable for a table centrepiece.

Lesson No. 22 - Picture Card Arrangement.

This is a card specially designed to display flowers in a most attractive way.

Lesson No. 23 - Gift Posy.

How to quickly make up a posy of flowers surrounded with ruffled cellophane which is then finished off with a ribbon bow and streamers.

Lesson No. 24 - Cylinder of Flowers.

You will learn how easy it is to make a cylinder of flowers.

Lesson No. 25 - Bridal Trailer of Flowers Retaining their Stems.

Long stemmed flowers are used for this natural look bouquet.

Lesson No. 26 - Parallel Garden Arrangement.

Flowers are arranged to look as if they were growing naturally in a garden setting.

Lesson No. 27 - Presentation Basket.

This basket design makes the perfect gift for that special occasion.

Lesson No. 28 - Spray Posy.

How to arrange an elegant spray posy of flowers suitable as a gift for any occasion.

Lesson No. 29 - Modern Line Bouquet.

Exotic flowers can be used to make this stunning bouquet.

Lesson No. 30 - Cascade Bouquet.

The ultimate in bridal designs. A full-flowing bouquet arranged in a bouquet holder.





FLORISTRY DIPLOMA

At the end of the Third Term you are eligible to submit your work for the Floristry Examination. Upon successful completion you will receive your Floristry Diploma.

Most people are nervous about the thought of an exam, but you do not need to be. By the time you are at this stage you will have completed the full course of thirty practical lessons and will have an excellent knowledge of floristry and floral designing.

In the first and second terms we will send you a question sheet with multiple-choice answers. These questions are taken from your floristry manuals. You answer the questions and e-mail or post them back to us and we will mark them and return them to you. You may also e-mail or post photos of your lessons throughout the course and we will comment on your progress and offer helpful advice and suggestions if needed.

For the final exam at the end of the third term you will be asked to e-mail or post five required photographs of your practical work and answer the theory paper that will be sent to you - a pass mark is 70 or more out of 100.

On successful completion you will receive your Diploma of Floristry and a letter of confirmation on our official letterhead. This will be posted to you.

You can be very proud of this achievement.

We all like to be recognised for our efforts. You can have your Floristry Diploma framed and proudly display it.

Our Floristry Correspondence Diploma Course makes it possible for you to get specialized training in your spare time. Everything you need to get started is included in your first term. Why delay, the best investment you can make is in yourself? Once you have learned the art of floristry, you will have this knowledge for a lifetime.

WHAT PEOPLE SAY ABOUT OUR COURSE

We have received many letters from pupils who have successfully completed our course. Listed are excerpts taken from genuine letters which are currently on our files.

"Out of 107 entries I won a grand championship ribbon. I also won five 1st prizes and three 2nd prizes and three trophies. I am enclosing the judges comments which I am very proud of. I'm sure your school will be too. The top award winner was a wedding bouquet entered by Miss Leatrice Pfitzner, this was described as superb and without fault by the judge."

Leatrice Pfitzner, S.A.

"I am really loving the course. Finding a pattern with my work now makes things easier. Thank you for having such a wonderful program available for those wanting to learn commercial floristry."

B. Hart Wisconsin, USA

"I am really enjoying the course. I am doing a future career option, wanting to run my own business."

N. Oxborough, London

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"Since doing your course a few years ago, I have discovered a most rewarding hobby and source of income. I work from home and have built up my business with weddings, bowls, funerals, etc. Without any advertising, my business has increased steadily by recommendation. The cost of lessons has been returned many times over. As I have made several thousand dollars since I started, I consider that the original cost was a very worthwhile investment and I have no hesitation in recommending your courses to anyone who may be considering them. I congratulate you on your expert tuition and can assure that the work is of a very high standard".

Angela James, Vic.

"I wish to give my thanks for passing Louise's work. It has been a tremendous achievement for her. She has been unemployed and the floristry lessons have given her some incentive to keep her mind active during this time. Thanks for the pleasure that your course has given us".

M. Deakin, N.Z.
(mother of a student)

"I have completed the full course with Floral Art School of Australia. I purchased a florist business and after completing my first year have built it up to a steady business. I have learnt a lot in the year and look forward to doing even better next year. Thanks to Fay Chamoun I have made my dreams come true".

Maurice Krake, Vic.

"I liked your course very much. Its easy to follow and understand. Thanks for everything."

D Curran Arizona, USA

I have thoroughly enjoyed the course, and thank you for the wealth of material contained in your three books.....I did the bouquets, headpieces and corsages for a colleague's wedding two weeks ago. She thought they were the most beautiful bouquets she had ever seen!! Thank you again for a very helpful and stimulating floral art course.

Carole Box, N.S.W.

Thank you so very much for such a wonderful floristry course, I did get such a thrill when I received my diploma. I am sure the many awards I received in academic study did not give me any greater pleasure.

B. Mulligan, W.A.

"Just to compliment you on the fabulous customer service I always receive when dealing with your company."

Beth Cornett WA, USA

"I completed the course and I think it is fantastic. I have opened up a florist shop and I am enjoying it thoroughly. I have had a lot of compliments about my work."

A. Monaghan, Vic.

My daughter and I have received diplomas. We started the course with the hope of developing enough skill to later go into a florist shop. We found the course very enjoyable and rewarding. Since then we have opened a florist shop which is doing very well. While we were opening up our shop we received good advice and guidance. We highly recommend any of the courses through the Floral Art School of Australia".

M. & K. Ford, Vic.

"I have enjoyed every minute of your lessons. I am planning on opening a flower shop. We are remodelling the building right now."

C. Youngers, USA

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Free Advisory Service.

You may send in photographs of your lessons for us to advise you on your progress. The Principal will personally write any comments or suggestions on the back of the photographs and return them to you. Should you have any other questions about the course, we will be very happy to answer them for you.

Floristry and Floral Design Videos.

We have available a series of floristry and floral design videos that are only available to enrolled students in our course. A video order form with prices is included with your first term material.

Mail Order Service.

We also operate Florist Warehouse and have a mail order service supplying a large range of imported silk flowers, foliage, bowls, bases, baskets, florist foam, tape, ribbons, wire, posy holders, cellophane, etc.

**FLORIST WAREHOUSE
Student Discount Card
"Savings to You".**

As a valued student when you enroll in our course you automatically become a member of the Florist Warehouse. This entitles you to a discount card that can be used to purchase supplies from our price list during and after the completion of your course.

A price list will be included with the materials sent at the start of the first term.



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Fees

Fees are payable when you enroll. You can enroll for the First Term and upon completion you can enroll for Term Two. Alternatively you can enroll for the complete course of three terms and receive a discount of AU\$75.

(Course fees are tax deductible for those in a business related to floristry, floral art, catering or display work).

Australian Students

The cost of each term in the Floristry Correspondence Course is \$275 (GST Included)

International Students

The cost of each term in the Floristry Correspondence Course is \$255 plus postage charges as shown below. (For example, USA students add \$40 in Australian Dollars for each term.)

Postage Charges Per Term (in Australian Dollars.)

Zone 1 Includes New Zealand, Papua New Guinea \$25

Zone 2 Includes Singapore, Malaysia, Indonesia, Fiji \$30

Zone 3 Includes Japan, Hong Kong, Philippines, India, Pakistan \$35

Zone 4 Includes U.S.A., Canada, Middle East \$40

Zone 5 Includes U.K., Europe, Africa, South America \$45

For other countries, please contact us for postal charges.

Discount Offer

A discount of AU\$75 is offered to all students when you order and pay for the complete Floristry Diploma Course, consisting of three terms. Your First, Second and Third Terms will be posted to you together.

As well as a great saving for you another benefit is that when you complete one term, you can then start the next term without delay.

Paying for your Course.

You can pay by Cheque, Money order, Bankcard, Visa, MasterCard or American Express. All international Bank Cheques or Money Orders must be made out in Australian Dollars.

Special Free Offer.

By enrolling now you will receive a free booklet - "Professional Floristry Techniques". This booklet gives you lots of hints, tips and how-to's of the floristry trade. You will receive this booklet absolutely free with your course.

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Enrolling in our course



You can enroll on-line at <http://www.floral-art-school.com.au/page13.html> using our secure server.



If you prefer you can print out and fill in the enrollment form on the next page and send it to us by fax or post.



You can also enroll over the telephone with your credit card details.



If you have any other questions about the course, please contact us by [email](#), phone or fax.

We look forward to having the pleasure of welcoming you as a student in the very near future.

Kind regards,



Fay Chamoun
Principal

Today, more than ever before, people are looking for something more in life. Become involved in the exciting world of floristry.

Our Contact Details

**Floral Art School of Australia
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22 Riddell Parade, Elsternwick, Victoria 3185 Australia.

Phone Australia: 03 9523 5052 Fax Australia: 03 9523 6925

Phone International: +61 3 9523 5052 Fax International: +61 3 9523 6925

Please send E-mail to info@floral-art-school.com.au

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**Floral Art School of Australia
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22 Riddell Parade, Elsternwick, Victoria 3185 Australia.

Phone Australia: 03 9523 5052 Fax Australia: 03 9523 6925
Phone International: +61 3 9523 5052 Fax International: +61 3 9523 6925

**FLORISTRY CORRESPONDENCE COURSE
STUDY AT HOME
ENROLLMENT FORM**

To enroll on-line, click the link to our secure server at
<http://www.floral-art-school.com.au/page13.html>

To enroll by fax or post, please print this form and send to the address at the top of this page. You may also enroll by telephone.

Mrs/Miss/Ms/Mr

.....
(First Name) (Last/Family Name)

Address:

State/Prov: Country:

PostCode/ZipCode:

Phone:

E-Mail:

How did you hear about our school?

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I wish to enroll in the First Term of the Floristry Correspondence Course:

I wish to enroll in the Full Course of the Floristry Correspondence Course:

**Please debit my Bankcard / Visa / MasterCard / American Express (please circle one)
My card number is:**

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For details of fees and postage charges, refer to previous pages

Expiry date of card: Amount: \$

Signature of card holder:

Name as shown on card: