5th Six-Week Lesson Plan for Floral Design Course

Unit Overview: This unit focuses on the business side of floral design, guiding students through the process of creating a floral business from the ground up. Students will explore branding, shop layout, inventory, arrangement design, advertising, and customer communication. Creative tie-ins to holidays and color theory will support both real-world application and design refinement.

Week 1: Floral Business Introduction and Branding

Objectives:

* Understand basic floral business vocabulary.
* Develop a business name, identity, and logo.

Activities: Day 1: Floral Business Vocabulary Introduction Day 2: Vocabulary Activity and Discussion Day 3: Create Floral Business Name & Info Day 4: Branding and Logo Design Lecture Day 5: Floral Business Logo Game

TEKS Alignment: (2)(A) – Demonstrate knowledge of the floral design industry. (3)(A) – Apply elements and principles of floral design. (6)(A) – Demonstrate business management skills.

Week 2: Floral Business Plan – Part 1

Objectives:

* Plan the foundation of a floral business, including mission, audience, and goals.

Activities: Day 1-4: Complete Part 1 of Floral Business Project Day 5: Peer Review and Submit Part 1

TEKS Alignment: (2)(A) – Understand career development in floral design. (6)(A) – Demonstrate business planning skills.

Week 3: Inventory and Shop Layout

Objectives:

* Explore inventory systems and efficient shop layout design.

Activities: Day 1-4: Complete Part 2 of Floral Business Project (Inventory + Layout) Day 5: Present and Review Part 2

TEKS Alignment: (4)(B) – Plan and design floral arrangements and displays. (6)(A) – Inventory management and business layout design.

Week 4: Cultural Enrichment and Creative Plant Application

Objectives:

* Connect plant knowledge with creative expression.
* Apply color theory to plant-based competitions.

Activities: Day 1: St. Patrick’s Day History + Reflection Day 2: March Madness Plant Bracket & Trading Cards Day 3: March Madness Dream Team Worksheet Day 4: Color Theory Application in Plant Selection Day 5: Catch-Up Friday

TEKS Alignment: (2)(C) – Apply elements and principles of floral design. (3)(D) – Analyze cultural and seasonal influences.

Week 5: Floral Arrangement Design

Objectives:

* Design floral arrangements tied to business identity.
* Create portfolio-level floral projects.

Activities: Day 1-4: Complete Part 3 of Floral Business Project (Arrangement Design) Day 5: Present and Submit Part 3

TEKS Alignment: (3)(A) – Apply floral design concepts. (4)(B) – Plan and execute arrangement displays.

Week 6: Marketing and Portfolio Completion

Objectives:

* Develop advertisements and promotional materials for floral businesses.
* Finalize comprehensive floral business portfolio.

Activities: Day 1-2: Create Advertisements for Floral Business Day 3-4: Record/Design Business Commercials Day 5: Final Review and Catch-Up Day

TEKS Alignment: (5)(C) – Apply marketing strategies. (6)(A) – Present and communicate floral design business plans.

Assessment and Evaluation:

* Floral Business Vocabulary Quiz (Week 1)
* Part 1-3 Floral Business Project (Weeks 2–5)
* Peer Review and Presentations
* Advertising Materials and Final Portfolio (Week 6)