### **Lesson Plan for 4th Six Weeks: Advanced Floral Design**

**Course Focus:**Students will explore concepts related to floral business planning, marketing, branding, and operational strategies. The six-week unit integrates creative floral design projects with real-world business applications, preparing students for potential careers in the floral industry.

**TEKS Alignment:**

* **(1)(A):** Develop and refine technical skills in floral design.
* **(2)(B):** Explore career opportunities and business management in the floral industry.
* **(3)(C):** Apply industry standards to create and present floral arrangements and business plans.
* **(4)(D):** Develop marketing and communication strategies for floral businesses.
* **(5)(E):** Demonstrate understanding of inventory, layout, and business operations.

### **Week 1: Setting Goals and Introduction to Floral Business**

* **Day 1: Teacher Work Day (No Class)**
* **Day 2:**
  + **Lesson:** Design Your Dream Arrangement with New Year Goals
  + **Activity:** Students design a floral arrangement drawing where each element represents a personal or professional goal for the new year.
  + **Objective:** Foster creativity while setting personal and academic goals for the semester.
  + **TEKS:** (1)(A), (3)(C)
* **Day 3:**
  + **Lesson:** Vision Board Project
  + **Activity:** Students create a vision board for their dream floral business, incorporating themes like branding, style, and goals.
  + **Objective:** Encourage long-term goal setting and visualization of future career paths.
  + **TEKS:** (2)(B), (4)(D)
* **Day 4:**
  + **Lesson:** Floral Business Industry Unit
  + **Activity:** Students begin researching industry leaders and businesses to understand successful business practices.
  + **Objective:** Develop research skills and connect classroom knowledge to real-world examples.
  + **TEKS:** (2)(B), (3)(C)
* **Day 5:**
  + **Lesson:** Research Worksheet Completion
  + **Activity:** Students complete and submit their worksheets summarizing key findings about floral industry leaders.
  + **Objective:** Synthesize research findings into actionable insights.
  + **TEKS:** (3)(C)

### **Week 2: Branding and Design**

* **Day 1:**
  + **Lesson:** Project Introduction: Business Name and Information (Slides 1 & 2)
  + **Activity:** Students brainstorm and finalize a name and mission for their hypothetical floral business.
  + **Objective:** Understand the importance of branding and mission statements.
  + **TEKS:** (2)(B), (4)(D)
* **Day 2:**
  + **Lesson:** Monthly Design Demo Day
  + **Activity:** Teacher demonstrates creating a design related to seasonal or popular floral trends.
  + **Objective:** Enhance technical design skills and inspire creativity.
  + **TEKS:** (1)(A)
* **Day 3:**
  + **Lesson:** Branding Yourself and Logos (Slides 3 & 4)
  + **Activity:** Students design a logo for their business using a worksheet to brainstorm ideas and refine their concepts.
  + **Objective:** Create a brand identity through visual design.
  + **TEKS:** (4)(D)
* **Day 4:**
  + **Activity:** Business Logo Creation
  + **Objective:** Finalize and present a logo that aligns with the business mission and target audience.
  + **TEKS:** (2)(B), (4)(D)
* **Day 5:**
  + **Lesson:** Design Journal Day
  + **Activity:** Students reflect on their design process and document inspirations and challenges in a journal.
  + **Objective:** Build critical thinking and self-reflection skills.
  + **TEKS:** (3)(C)

### **Week 3: Business Vision and Cards**

* **Day 1:**
  + **Lesson:** Business Vision (Slides 3 & 4)
  + **Activity:** Students outline their business's vision, goals, and services offered.
  + **Objective:** Establish a clear direction for their hypothetical floral business.
  + **TEKS:** (2)(B), (4)(D)
* **Day 2:**
  + **Lesson:** Business Cards
  + **Activity:** Students design a business card that incorporates their logo, business name, and contact information.
  + **Objective:** Develop professional communication tools.
  + **TEKS:** (4)(D), (5)(E)

### **Week 4: Marketing and Instagram**

* **Day 1:**
  + **Lesson:** Marketing Yourself (Part 1)
  + **Activity:** Students create a company statement and outline potential marketing strategies.
  + **Objective:** Understand the role of branding and advertising in the floral industry.
  + **TEKS:** (4)(D)
* **Day 2:**
  + **Lesson:** Marketing Yourself (Part 2)
  + **Activity:** Students expand on their company statement and start designing mock advertisements.
  + **Objective:** Develop creative marketing materials for their business.
  + **TEKS:** (4)(D)
* **Day 3:**
  + **Activity:** Business Instagram Project
  + **Objective:** Students design a mock Instagram profile with posts showcasing their floral designs and marketing campaigns.
  + **TEKS:** (4)(D), (5)(E)

### **Week 5: Employee Information and Inventory**

* **Day 1-2:**
  + **Lesson:** Employee Information (Slides 7-9)
  + **Activity:** Students outline roles and responsibilities for employees in their floral business.
  + **Objective:** Learn about team management and operations.
  + **TEKS:** (5)(E)
* **Day 3-4:**
  + **Lesson:** Inventory Management (Slides 10)
  + **Activity:** Students plan how to manage floral inventory, including tracking supplies and ordering flowers.
  + **Objective:** Understand the importance of inventory in running a successful business.
  + **TEKS:** (5)(E)

### **Week 6: Business Layout and Valentine's Day Design**

* **Day 1-3:**
  + **Lesson:** Business Layout (Slides 11-12)
  + **Activity:** Students create a floor plan for their hypothetical business, considering efficiency and customer experience.
  + **Objective:** Apply design principles to a physical business space.
  + **TEKS:** (5)(E)
* **Day 4-5:**
  + **Activity:** Valentine's Day Design
  + **Objective:** Create floral arrangements for Valentine's Day, applying creativity and seasonal design trends.
  + **TEKS:** (1)(A)

### **Assessment:**

* Completion of worksheets and business-related activities.
* Quality of designs and creativity in projects.
* Participation in group discussions and reflections.

This lesson plan integrates practical floral skills with business and marketing concepts, aligning with TEKS to prepare students for real-world applications.