



Arkansas Certified Designer Course Class Information

Thank you so much for your interest in the Arkansas Certified Designer course (ACDC) course provided by the Arkansas Florists Association. We genuinely believe that a strong foundation of the highest floral education can help encourage more confident and creative designers and help strengthen our industry, both locally and beyond. Education is the future of our industry!

The ACDC course will establish a strong, well-rounded floral design education with the hopes that students can pursue a rich and diverse path toward a career within the floral industry. These classes are based on the American Institute of Floral Design (AIFD) standard of elements and principles. You will learn and become familiar with these elements and principles as they will give you a better understanding about placement and design.

We will show you the most current and effective techniques for today's modern floral design applications. You will learn about floral tools, industry products, and care and handling of fresh product. Most importantly, we will guide you through extensive hands-on workshops to help give you the skills and confidence to be a well-rounded designer.

This class is being offered as a complete course toward floral certification. Successful completion of this certification course is dependent upon taking the classes and passing the course (not including electives). In addition to completing and passing the ACDC course, the student MUST work for 6 months in a retail floral capacity after the ACDC course in order to qualify for ACDC certification. We want to know that you are applying the ACDC skills in day-to-day floral work in order to ensure you develop your skills and efficiency.

Class size is extremely limited. All classes and electives are offered to our students on a first come, first served basis. Students wishing to attend a class but NOT the entire course are welcome to apply, but priority seating for the classes and the electives are given to students wanting to take the entire course.

Instructor for the Arkansas Certified Designer Course is Alison Hobson AIFD, CFD, AMF. The 2019 ACDC classes will be held at the Benton County Extension office, 1204 SW 14th street, Bentonville. If you are interested in participating in the ACDC classes or if you have any questions or concerns, feel free to contact Alison at:

Alison Hobson AIFD, CFD, AMF
AlisonHobsonAIFD@gmail.com
ARflorists@gmail.com
479-521-1444 (text)

Arkansas Certified Designer Course “Floral Design for Retail”

Course schedule

June 2 – Class 1: Designing Roses
Everyday Vase Design

This class will teach you how to design roses and everyday vase arrangements using proper (and memorable!) placement techniques to help you learn to design quickly and easily.

June 9 – Class 2: Working with Foam
Baskets, Containers, Dishes

This class will introduce you to foam usage in baskets, containers, and dishes. You will learn multiple techniques for using foam in a variety of floral applications.

June 16 – Class 3: Body Flowers
Corsage, Boutonniere, etc

Always a popular class, the body flowers class will show you how to create traditional and modern body jewelry using current and on-trend floral products and techniques.

July 21 – Test Day: Hands-On and Written

You will be given both a written test and a hands-on design test over the information and techniques you have practiced in class. You must score at least a 70% on the written to pass. The hands-on portion of the test is a Pass/Fail.

- * All classes meet 9am-5pm with a break for lunch.
- * Students will get to keep all of the floral arrangements made during class time.

- It should be obvious that this class is for beginners and we will be handling sharp tools, wires, and fresh floral product that may have various chemical treatments. Registration in this class is an understanding that you are aware of this.
- Each student will be required to bring a pair of scissors, wire cutters, and a pair of floral clippers. Please make sure these tools are as clean and sharp as possible. Bring your tools in a zippered school or bank bag for storage.
- **The ACDC course is \$1,500 per student.** This includes floral product, materials, and containers. ACDC test weekend is included in the price of the course. Should a student need to retake the hands-on portion of the test, a fee will apply.



- Students successfully passing this course will be presented with a certificate of completion from the Arkansas Florists Association.
- Those successful students who then receive/maintain a job within the floral industry for the next 6 months will then be invited to the Arkansas Florists Association's annual Convention in Little Rock, Arkansas for a special recognition award to be given during the President's banquet on Saturday night.
- Inclement weather cancellations up to the discretion of the instructor. Make-up days for classes missed due to instructor cancellation(s) will be negotiated with students.
- Any questions or comments should be made to:

Alison Hobson AIFD, CFD, AMF
AlisonHobsonAIFD@gmail.com
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479-521-1444 (text)

Supporting and celebrating the floral industry in Arkansas and beyond.

Arkansas Certified Designer Course Registration "Floral Design for Retail"

Name of ACDC Student: _____

Name of Business/Shop (if applicable): _____

Physical Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

**Tuition for the Arkansas Certified Designer Course is \$1,500.
Register and pay online for fast, immediate registration!
ARflorists.org/ACDC**

Credit/Debit Card: _____ Exp Date: _____

Name on Card: _____

Address for CC bill: _____

City/State/Zip: _____

Signature: _____ Date: _____

*Make checks payable to: Arkansas Florists Association
Mail form and payment to: Alison Hobson AIFD, CFD, AMF 702 Earls Ct. Bentonville, AR 72712*