



Brentford Academy Sdn. Bhd.

53-2, Persiaran Bayan Indah,
Bayan Bay, Sungai Nibong,
11900, Penang, Malaysia.

Website: <http://www.brentford-ac.com>

Email: enquiries@brentford-ac.com;
brentford_ac@yahoo.com

UK - Professional Certification in Floral Art

Floral Art Public Workshop

Floral art, or floral design, is an art form that often viewed as enhancing the quality of life.

Throughout the ages flowers have been used to express happiness, sorrow, love, and other emotions that may not or can not be expressed merely through words.

Art decoration and flower arrangement is not just only for joys or hobby, however it can be turn into your career and your source of income .



Course Description:

Principles of Floral Art, explores flowers and floral designs in a historical, philosophical, functional, cultural, and aesthetic sense. Art is usually perceived as being a production of permanent media, however, flowers and other plant material can be used as a viable media to create meaningful, interpretive, and creative art forms. This course will explore basic theory involved in the design process including the elements and principles of design. A strong emphasis will be placed on the students' ability to think about, observe, and practice the design process, in lecture as well as during the laboratory component of the course. Student input, interpretation, and personal experience is an integral part of the course. In order to use plant material as an art media, plant fundamentals as they pertain to floral art will be covered. Floral Art is hardly a recent art form. Anthropologists have found evidence of the use of flowers at prehistoric Neanderthal burial sites. Historical records date the use of flowers as art as early as the fourteenth century BC during the Egyptian period. This course will examine the use of flowers throughout history as well as various cultural influences of Floral Art. An additional focus of the course will be the use of Floral Art for special occasions, holidays, and weddings. Finally, this course will explore the progression of Floral Art through advanced art influences and discuss the future role of Floral Art as an art form.



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Objective:

- Define and identify the philosophical, functional, cultural, and larger aesthetic sense of floral art in a historical and current context.
- Define and identify the principles and elements of design as used in floral composition and use appropriate terminology in describing and interpreting the design principles in a floral composition.
- Understand the design process and implement this process through the medium of floral materials.
- Define the importance of various holidays and occasions that are fundamental to the floral industry
- Learn the history of floral art, particularly as it relates to the social customs of selected historical periods
- Describe the steps required for properly caring for and handling floral materials.
- Become familiar with various mechanics used in producing a floral composition.
- Identify approximately 50 flowers/foiliages commonly used in floral arrangements.
- Create traditional as well as contemporary designs and understand their interrelationship with interior décor.
- Understand the processes necessary for pricing and marketing quality materials as well as relevant business issues

Workshop Methodology:

Course material will be presented in lectures. Lab sessions will allow the application of lecture materials, particularly with projects and hands-on designing that will promote and enhance the learning experience. The course will be comprised of 3 hours per day and two days per week.



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WHAT YOU WILL LEARN

Basic Floral Art Fundamental

- Flower & interior design
- Design / Flower Arrangement / Flower Modelling
- Choosing your Flower Materials & Components
- Categories of Design / Traditional Design
- Colouring Matching

Theory & Practical

- Contemporary Design
- Management Floriculture
- Floral Background

Western Style / Ikebana (Sogetsu) Style

- Horizontal Style
- Vertical Style
- L style
- Inverted T
- Round style / Table Top
- Symmetrical style
- Asymmetrical Style
- Hogarth Curve / Lazy S
- Corsages
- Hand Bouquet
- Hampers & Wrapping Design

Venue: Brentford Academy Training Room, Penang. Class started on October.

Duration: Totally 20 lessons / 10 weeks / 2 Days per Weeks/ 3 Hours per Days

Time: At Weekdays 7.30pm – 10.30pm / Weekend 2.30pm -5.30pm

FEES

Normal fees: \$1880 per participant. All Materials will be including.

Special fees: Start from as low as **\$1680 per level.** (Limited only to 5 participants)