

The Bloom Room: Floral Design Basics

Jennifer Friend, WVU Extension Agent – Harrison County

Floral design is the art of creating arrangements that convey meaning and emotion with flowers, leaves, ornaments and other objects using design principles.

There is no mystery or secret to creating your own beautiful arrangement. You do not need to be an expert to enjoy creating with your hands. Learning the art of floral design is simple with only a few basic concepts to follow.

What is Floral Design?

Floral design is the art of creating arrangements that convey meaning and emotion with flowers, leaves, ornaments and other objects using design principles.

Design is the aesthetic combination of

elements and visual principals to suit a specific purpose. The elements of design include color, size, line, pattern, form and texture. In floral design, plant materials are used as the elements.



The Rule of Three in Floral Design

A good rule of thumb is that the arrangement is twice as high as the container; or of the overall composition, the container is one-third of the height or mass and the flowers are two-thirds. Three is the magic number - no less than three of each flower or element. Odd numbers create a balanced look.

Selecting Containers

Select your container with the same care used when selecting your flowers. Be sure it can hold water or wet floral foam if using real flowers. Silk flowers can be used in a container that will hold the stems or floral foam. Select containers large enough to hold flowers without crowding the stems and deep enough to hold adequate water. Choose containers

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that are easy to clean and have simple outlines with a good proportion. For tall arrangements, choose a taller container, for short arrangements select a shallow container.

Choosing the Flowers

Focal flowers: Focal flowers are typically larger blooms and the anchor of the design. These are typically lilies, roses and carnations.

Button or Accent flowers: Button and accent flowers are round flowers that add an accent to the arrangement that attracts the viewer's eye. These flowers can be petunias, marigolds, zinnias and mums.

Line flowers: Line flowers are taller flowers with blooms along the stems that help carry color to the ends of the arrangement. These are typically snap dragons and delphinium. They are used with the greenery to create the overall shape of arrangement. They can also be referred to as "spike" flowers.

Filler flowers: Filler flowers are smaller blooms that add texture, color and depth and will support the focal flowers. These flowers can be spray roses, baby's breath and berries.

Detail flowers: Detail flowers are delicate blooms that typically go in last to add airiness, elegance and movement. These can be sweet peas and cosmos.

Greenery: Greenery is used at the base of the arrangement to hold in flowers and starts to create the shape of the arrangement. Multiple types of greenery can be used.

Conditioning Flowers

Good arrangements start with good materials. In order to keep your arrangement looking fresh they need to be properly handled and conditioned. Flowers will last longer when they

are cut with a sharp knife or pruners and put in water immediately after being cut. Cuts should be clean and made at an angle. The stage of maturity will affect how long the flowers keep. For instance, roses, peonies and gladiolus are better to harvest before they bloom. Asters, marigolds and zinnias should be harvested after they have bloomed. If harvesting your own flowers for your arrangements, choose specimens at different maturity stages to create a rounded design.

When creating your arrangement:

- Think of how you want your overall end product to look.
- Choose a container that is proportionate to your flower sizes.
- Choose your color palette such as ombre or multiple colors. Consider using the color wheel if you have a hard time choosing colors.
- Select your flowers and group them.
- Start with greenery. Work from large to small flower blooms when creating your arrangement.
- An odd number of flowers and flower types create balance.
- Less can be more to the eye and flow of design.

Activities:

1. Create Your Own – Fresh Flower Vase Arrangement

Before you start, imagine what your end arrangement will look like. What is your arrangement design? Symmetrical, asymmetrical, triangular or s-curve. Will it be sitting in the middle of the table or against a wall?

2. Fresh Flower Wrapped Arrangement

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