



design358
center4
professional
floral
education

spring2010catalog

The 'Business of Flowers' has seen great changes in the last 20 years. The florist has virtually evolved from being the primary source for floral gifting to a specialized professional service business. Mass marketing has popularized flowers by making them more affordable and available to everyday consumers for everyday occasions. The consumers today have easy access to online product information and are more educated through shelter magazines and home and garden shows. Consumers today are savvier about design and about flower varieties than ever before.

At DESIGN358, we embrace the dawn of the 'New Generation of Floristry'. We recognize that the focus of floral studies must be based on intimate knowledge of Design & Style; current, up-to-date flower and plant nomenclature; current, up-to-date knowledge of trend design and trend products; and most of all, extreme technical skills. Gone are the days of learning professional floristry by 'copying'; here are the days of learning to design by understanding the reasons behind well-constructed , beautiful composition.

The DESIGN358 Center for Professional Floral Education believes in producing capable professionals, Artists/Marketers, who think quickly on their feet and have the ability to provide solutions to design challenges. The Creative Process is not complete until the idea is sold.

Introducing the Instructors for Spring 2010 Semester:

Hitomi Gilliam AIFD

Susanne Law AIFD

Donald Yim AIFD

Yukari Mitsui AIFD

Colin Gilliam

Kevin Ylvisaker AIFD

Lois Hiranaga AIFD

Passionate for Flowers!

Always,

Hitomi Gilliam AIFD

DESIGN358 Director of Education

The most up-to-date, accelerated Career Program
In Floristry consists of 4 stages.

Stage 1:

The Pre-CORE '358PREFLO' is a 3 day Basic Starter, Introductory program for prospective students with no or very little previous experience.

Stage 2:

The CORE '358PROFLO' is a 3 week, 12 Units – 100 hour program. Passing a proficiency test or resume approval is necessary to be placed in this program. This program prepares students to become a professional designer, a valuable, confident employee in a floral workplace. It will also provide a professional perspective to a new shop owner/manager and a level of proficiency to perform with confidence. All design systems and techniques for all occasions are thoroughly covered. Business acumen geared to the most current convention as well as general trade practices are studied. 3 weeks of very hands-on curriculum provide study in all critical aspects of floral design, and will award all successful students a Level 1 '358PROFLO' certificate of competency. This is a mandatory required prerequisite to complete the full Diploma program.

Stage 3:

The Elective Program '358FLOART' offers more in-depth hands-on study in specialized floristry. 16 total units – 112 hours of recommended study are necessary to complete Level 2 '358FLOART' Certificate for a chosen Career Path.

1. Floral Boutique (Retail Floristry)
2. Floral Specialty (Freelance/Event Business)
3. Floral Stylist (Buyer/Visual Merchandising)
4. Floral Educator

Diploma is awarded after completion of '358FLOART' and successful final examination.

Minimum of 4 electives are offered every semester.

Career counselling to determine course selection is highly recommended.

Stage 4:

Creative Design Study Group is a semi-private, highly intensive study program for those who are seeking personal instruction in specific areas of study. It is recommended for those pursuing success in competitions, exhibiting, or certification. Evaluation and assessment of personal strengths and weaknesses defines the direction of study.

PREFLO 100 INTRODUCTION TO PROFESSIONAL FLORISTRY

Yukari Mitsui AIFD

March 1&2

8:30am-4:00pm

A condensed study of basic floristry to prepare you for the accelerated CORE Program.

Topics to be covered are: Career Paths and Options, Professionalism, General Etiquette and Expectations of a Workplace, Market Chain (Grower/Wholesaler/Retailer), Floral Nomenclature, Care & Handling of Flowers, Tools of the Trade, Basic Supplies, Pricing and Mark-up, Floral Holidays and Wire Service. Design Lessons will include Creative Budvase, Vase Arranging, Hand-tied Bouquets & Floral Jewelry.

\$600.00/Class Limit 20/Prerequisite-None

All floral materials and supplies included.

358PROFLO CAREER PROGRAM

Hitomi Gilliam AIFD, Susanne Law AIFD, Donald Yim AIFD & Yukari Mitsui AIFD

March 3-5, March 8-12, March 15-19, March 22&23

total of 15 days of class

8:30am-4:00pm

The CORE career Program to Professional Floristry (12 total units)

An accelerated study of floral mastery.

\$2500.00/Class Limit 20/Prerequisite PREFLO 100 or resume approval.

A photo portfolio will be produced from the work created in this program.

The photo file will be mailed 6-10 weeks after the completion of the course.

** Required Textbooks:

'Fundamental Theories of Design' & 'Design Compendium – Styles & Methods' available from Design358

PROFLO 101 INTRODUCTION TO ELEMENTS & PRINCIPLES OF DESIGN

Hitomi Gilliam AIFD

March 3

(1 unit)

PROFLO 102* CREATIVE EVERYDAY DESIGN

Susanne Law AIFD & Yukari Mitsui AIFD

March 4

(1 unit)

Exploring clever ways of adding creativity to Everyday Design. Formulating signature look as a tie-in to marketing your business. Many trendy techniques and use of new products will be demonstrated which will give added creative value to everyday pre-mades, hand-tieds, vase designs and container arrangements.

\$250.00/Class Limit 20/Prerequisite-None

All floral materials and supplies included

PROFLO 201* MASTERING HAND-TIED BOUQUETS

Donald Yim AIFD March 5 (1 unit)

This course introduces you to many diverse styles of Hand-tied Bouquets, from the disciplined European to unorthodox styles using armatures. Speed and efficiency will be emphasized. The students will learn that this style of bouquet making is an ultimate performance art.

\$250.00/Class Limit 20/Prerequisite-none

All floral materials and supplies included

PROFLO 302* MASTERING BRIDAL BOUQUETS & FLORAL JEWELRY

Hitomi Gilliam AIFD & Susanne Law AIFD March 8&9 (2 units)

A comprehensive study in diverse mechanics of bridal bouquet making – trendy techniques and use of many new products will be demonstrated. Discussion on bouquet styles and appealing floral mixes will give knowledge based insight to selling fashion forward weddings. Explore the creative new world of Flowers to Wear – ‘Floral Jewelry’ concepts.

\$550.00/Class Limit 20/Prerequisite-none

All floral materials and supplies included

PROFLO 306* MASTERING ASIAN STYLES & TECHNIQUES

Hitomi Gilliam AIFD March 10 (1 unit)

A study of Ikebana influenced Asian Styles and mastering the various methods and techniques. Opportunity to work hands-on with some tropical flowers.

\$295.00/Class Limit 20/Prerequisite-none

All floral materials and supplies included

PROFLO 210* BUSINESS OF FLOWERS - PRODUCTION WORK & MARKETING

Donald Yim AIFD & Colin Gilliam March 11 (1 unit)

Learn to design quickly and efficiently – Speed Designing and Time Management. Steps to developing a marketing strategy for your customized Holiday Specials.

\$195.00/Class Limit 20/Prerequisite-none

PROFLO 303* VISUAL MERCHANDISING & STYLING

Susanne Law AIFD & Yukari Mitsui AIFD March 12

(1 unit)

Learn effective and creative ways to style and merchandise to attract attention, create interest and generate sales. Opportunity to work hands-on on various merchandising vignettes.

\$195.00/Class Limit 20/Prerequisite-none

PROFLO 305* MASTERING EUROPEAN STYLES & TECHNIQUES

Donald Yim AIFD March 15 (1 unit)

A study of 4 prominent styles of European Design – Vegetative, Decorative, Formalinear & Abstract, and mastering the methods and techniques.

\$295.00/Class Limit 20/Prerequisite-none

All floral materials and supplies included

PROFLO 207* CELEBRATION OF LIFE-SYMPATHY EXPRESSION

Donald Yim AIFD & Susanne Law AIFD March 16 (1 unit)

A complete overview of the meaning of Sympathy Flowers and what they should represent. Different updated styles of designs to express Celebration of Life. Review of all design mechanics used for Sympathy arrangements.

\$295.00/Class Limit 20/Prerequisite-none

All floral materials and supplies included.

PROFLO 204* CREATIVE IDEAS FOR THE HOLIDAYS

Susanne Law AIFD & Yukari Mitsui AIFD March 17 (1 unit)

Diverse product use to capture the spirit of the Holidays and Special Occasions. Parade of new ideas to explore and to experiment for Christmas.

\$250.00/Class Limit 20/Prerequisite-none

All floral materials and supplies included.

REVIEW Donald Yim AIFD, Susanne Law AIFD, & Yukari Mitsui AIFD Mar. 18**EXAMINATION** (Oral/Written/Hands-on) Mar. 19**PROJECT PRESENTATION** (take home exam project) Mar. 22**PROFLO 308 PARTY! PARTY! PARTY!**

Hitomi Gilliam AIFD & Donald Yim AIFD March 22 pm & March 23 am

A complete overview of event business and how flowers play an important role. Design ideas for Wedding Receptions to Themed Corporate Events, and all the mechanics behind clever design concepts.

The students will be divided into design teams to create themed floral decorations for our final luncheon, certificate presentation and graduation.

**Sessions from the PROFLO Core Program are also offered as day workshops.*

358FLOART ADVANCED CAREER PROGRAM
Electives for Career Path Specialization

- FLORAL BOUTIQUE (RETAIL FLORISTRY)
- FLORAL SPECIALTY (FREELANCE/EVENTS)
- FLORAL STYLIST (BUYER/VISUAL MERCHANDIZING)
- FLORAL EDUCATOR

FLOART 402 TODAY'S BRIDES @ Callister Imports, Brigham City, UT (2 units)
Hitomi Gilliam AIFD & Kevin Ylvisaker AIFD March 27&28 8:30am-4:00pm
2 day Hands-on Workshop on all things Bridal including bouquets, flowers to wear, reception work, with 2 of the most dynamic instructors in the industry.
Sign up in advance for this exciting workshop!
\$650.00/Class Limit 25/Prerequisite PROFLO 302 or resume approval
(Request brochure from hitomi@hitomi-art.com or kylvisaker@wi.rr.com)

FLOART 403 TREND FLORAL ACCESSORIES FOR PROM & BRIDAL (2 units)
Hitomi/Susanne/Donald/Yukari April 13&14 8:30am-4:00pm
The most current trends in floral accessories for prom & bridal using the newest products, latest techniques based on today's eclectic blends of colors, textures, & tastes. Extensive technical & method class which will give you an edge over your competitors. Flowers to wear, upscale floral jewelry, table accessories, & design accents.
\$450.00/ No Class Limit/ No Prerequisite
Recommended for Floral Boutique, Floral Specialty & Floral Stylist Career Path
All floral materials and supplies included

FLOART 405 TRENDDESIGN 2010 (2 units)
Hitomi Gilliam AIFD & Donald Yim AIFD April 15&16 8:30am-4:00pm
Latest methods, latest techniques, latest trends in floral design. Color mixes and textures that dynamically suit today's lifestyle. Defining 5 strong trends in floral designs for 2010.
\$550.00/Class Limit 20/Prerequisite PROFLO 305 or 306 or resume approval
Recommended for Floral Boutique, Floral Specialty & Floral Stylist Career Path
All floral materials and supplies included

**FLOART 404 FLOWER MARKETING 2010-NEW GENERATION BRANDING
& ARTISTIC MARKETING**

(2 units)

Hitomi Gilliam AIFD & Colin Gilliam

June 3&4

8:30am-4:00pm

Learn savvy ways to market your business with exciting visual merchandising and trend-setting sophisticated styling. Photograph beautiful images for online marketing and for printed collaterals. Sell with confidence and establish your new generation branding. Lots of hands-on projects included in this workshop.

\$500.00/Class Limit 20/Prerequisite PROFLO 303 or resume approval

Recommended for Floral Boutique & Floral Stylist Career Path

FLOART 406 NEOTROPICA HAWAII

(2 units)

Lois Hiranaga AIFD

June 10&11

8:30am-4:00pm

Blend of new methods with Hawaiian Tradition – designing creatively with Hawaiian Tropicals. Introducing the most diverse range of tropicals and exotics available from the islands – and learn some of the clever ways to design with Island Style from a Hawaiian designer.

\$550.00/Class Limit 20/Prerequisite PROFLO 306 or resume approval

Recommended for Floral Boutique & Specialty Career Path

All floral materials and supplies included

358CDSG**CREATIVE DESIGNSTUDY GROUP 2010 (class limit of 8)**

With Hitomi Gilliam AIFD

358CDSG-1

February 1,2&3

8:30am-4:00pm

358CDSG-2

June 7,8&9

8:30am-4:00pm

358CDSG-3

November 1,2&3

8:30am-4:00pm

Personal coaching for maximum enrolment of 8 students per session – focusing on formulating a personalized study program to encompass all aspects of floral design, to allow you to become the best floral artist that you can be. Custom designed study program based on evaluating your strengths and weaknesses. Each study sessions are 3 days in length – highly intensive, accelerated design workout to challenge you to excel creatively and technically. All flowers and supplies are provided. Be prepared to work hard!!

\$750.00/Class Limit 8.Prerequisite-resume approval

Extended session can be arranged at \$300.00 per person/day extra.

e-mail hitomi@hitomi-art.com for Study Sequence Planner, which will be used to formulate your personalized curriculum.

DESIGN358SPRING2010

358REGISTER

There are two ways to register for courses listed in this brochure:

1. Register online at www.design358.com/school, complete the easy online registration and select the courses you wish to attend.
2. Register offline - fill out the offline registration form available and mail to:

DESIGN358

4323 W. 12th Ave. Vancouver, BC V6R 2P9 Canada
(proper postage recommended)
or e-mail to info@design358.com

For further inquiries:

Hitomi Gilliam AIFD

(604)855-2742

hitomi@hitomi-art.com

Colin Gilliam

(604)302-4992

colin@design358.com

358LOCATION

The DESIGN358 Center for Professional Floral Education is conveniently located just 20 minutes east of Vancouver International Airport at 3737 Marine Way, Burnaby, British Columbia, Canada. We are in partners with Signature Floral Supply and Kirby Floral for best access to some of the finest hardgoods line and fresh flower supply in the Pacific Northwest.

358PARTNERS

SIGNATURE FLORAL SUPPLY INC.

3737 Marine Way, Burnaby, BC V5J 5A7 Canada
Phone (604)430-6300

KIRBY FLORAL INC.

3737 Marine Way, Burnaby, BC V5J 5A7 Canada
Phone (604)438-3535

We are situated in Burnaby, British Columbia in close proximity to Vancouver International Airport and Metrotown Shopping Center. There are several hotels within less than 10 minutes of Design358 Center for Professional Floral Education (by car).

Best Western Kings Inn offers a special rate for Design358 students. They are located just 8 minutes away. To make your reservation, please call the hotel directly at (604)438-1383 or toll free at (800)211-1122.

Low Season Rate: \$89.00CAD/night plus tax

High Season Rate: \$109.00CAD/night plus tax

*When making reservation, please mention the school to receive the discounted rate.

If you would like to share a room with a fellow student, please contact us via e-mail and we will try finding you a room mate.

Hilton Metrotown Vancouver

6083 McKay Ave. Burnaby, BC V5H 2W7

A more upscale hotel within minutes of school.

Please google their website to check their fluctuating rates.

(604)438-1200

*If you are looking for other hotel options in the area, please free to e-mail us at info@design358.com

SPRING SEMESTER 2010 IS COMING!!

March 1 to June 11, 2010

WE ARE ENROLLING NOW FOR SPRING SEMESTER!!

if you have any further questions, please contact us at...

info@design358.com

(604)302-4992

or

hitomi@hitomi-art.com

(604)855-2742

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accelerated professional
career program
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