

PRINCIPLES OF FLORAL DESIGN CERTIFICATION



According to the U.S. Bureau of Labor Statistics, there are 55,000 jobs available in the floral design industry. Other related opportunities include positions ranging from event planners to wholesale traders. The Bureau says it takes months to learn the job on-site.⁶

MEETING THE INDUSTRY NEED

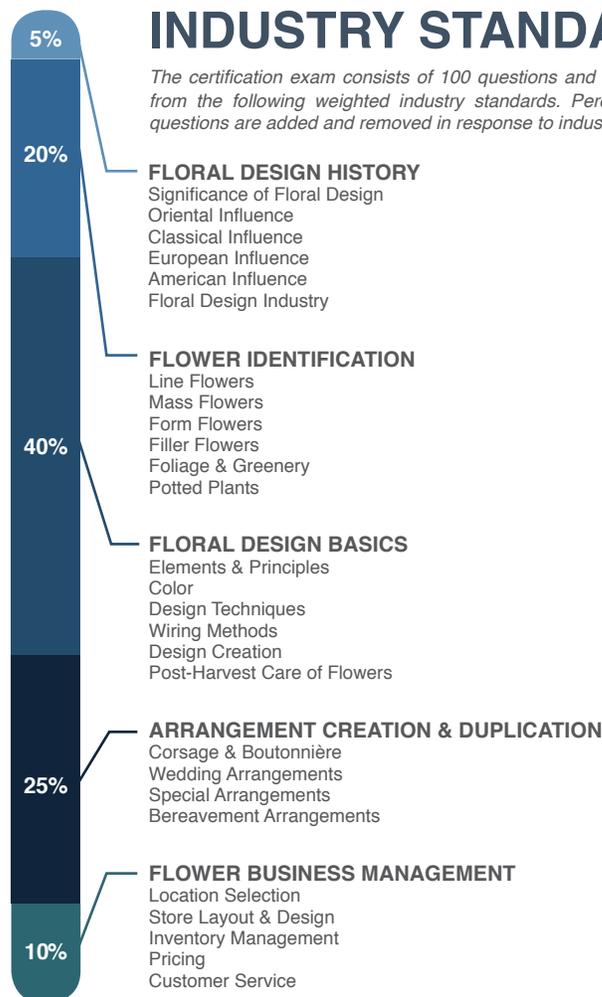
The Benz School of Floral Design Principles of Floral Design Certification verifies individuals have acquired the knowledge and **skills to begin a career in the floral industry**.

The certification **assesses industry-valued and industry-recognized standards produced by the Benz School of Floral Design**, known nationally for teaching excellence in floral design. The Benz School has produced countless floral designers and entrepreneurs and delivers continuing education opportunities for florists across the globe.

The certification **validates mastery of fundamental artistic elements and principles and their application**, specifically in floral design. Those who earn the certification are more qualified and prepared to enter a variety of roles within the floral industry. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.



ABOUT BENZ SCHOOL OF FLORAL DESIGN

Founded in 1946 and located on the campus of Texas A&M University, the school is recognized by the American Institute of Floral Designers as an Educational Partner, ensuring the school remains in compliance with industry standards for instructional personnel and facilities. The Benz School is the marquee name when it comes to the art of floral design.

"The Benz School of Floral Design stresses the importance of principles and elements of design in all of its course curriculums, so this connection with CEV Multimedia is a logical extension of what we teach."

Bill McKinley
Director
Benz School of Floral Design