



Step By Step, A Designer's Guide to Basic Floral Design

By John Henry Company

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From the inside front cover; "Step By Step, A Designer's Guide to Basic Floral Design was developed to provide a current instructional guide to the basic principles of floral design. Using the art of floral design as a way to sell flowers is the basic premise of most retail floral shops. General techniques allow for creativity and ingenuity, while creating functional and stable designs. Employees must have a thorough understanding of these elements for a floral shop to be successful. Step By Step, A Designer's Guide to Basic Floral Design, will be a valuable work tool for less experienced, new, or temporary employees, who need to develop a general understanding of the basic methods and principles of design. It will also be a good basic reference for experienced designers who want to improve their design mechanics. "

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