

Introduction

Jen Hess

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- Over 15 years of experience.
- Western Home Floral Design Certificate from Filoli.
- Sogetsu Ikebana Experience
- Participated in shows.
- Teaching Western Floral Design classes since 2021.

Classes Offered

- Multiple session classes - Every session except summer.
- One Day Experiences
 - Mother's Day, This class, Holiday

Websites:

sun-lit.com (flower classes) byjenhess.com (ceramic work)

Types of Materials

Types of Materials

- Main Flowers
- Subordinate Flowers
- Filler Materials
- Greens
- Line Materials

Not an exhaustive list.

Main Flowers

Large Showy Flowers



Anthurium



Lily



Gerbera Daisy



Sunflower



Chrysanthemum

Subordinate Flowers

Smaller flowers,
which support the
main flowers

Carnation



Spray Roses



Sea Holly



Button Chrsyanthemum



Safflower



Billy Balls



Alstroemeria

Filler Flowers



Feverfew



Goldenrod / Soledago



Wax Flower



Hypericum

Aster



Smaller flowers
Sometimes filler
materials can also
be used as a
subordinate
material.

Green Materials



Eucalyptus



Bear Grass



Ti Leaves



Sword Fern



Ruscus

Leaves, Grasses,
Seed Pods, Ferns,
Dead leaves,
succulents

Green Materials

I think leaves and branches are critical to most arrangements. They often add life to an arrangement and often in my opinion move one from static to dynamic.

I am specifically talking about greens that you have chosen not the leaves on your already existing flowers.

Line Materials



Dead fox tail fern



Eucalyptus Bark

Branches, Bark,
Wire, Tall Flowers,
dead materials

Curly Willow



Pussywillow

Main Flower

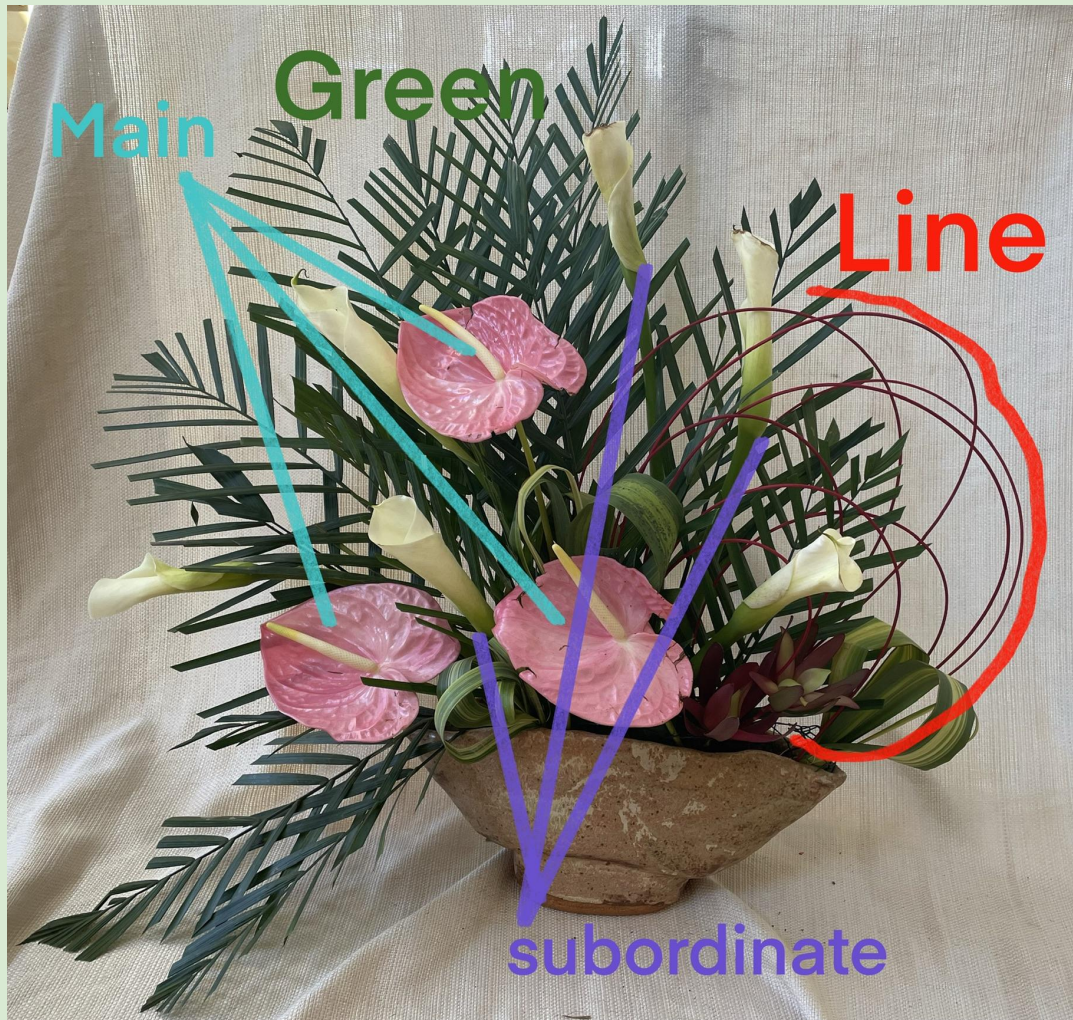
Green

Filler

Subordinate

Line material





Mechanics

Mechanics

Mechanics are anything that is used to hold flowers in the place you put them. In floral design the term for this is “frog”. These are some of the more common frogs.

- Oasis (Floral Foam)
 - Pro - Most stable, Strong enough to hold heavy stems, easiest to transport, and can sometimes be the only method to make a composition engineering work.
 - Con - 1 brick can only be used 2 times, every time you move a stem it creates a hole that does not disappear.
- Chicken Wire
 - Pro - Fairly stable, pretty easy to transport, reusable
 - Con - you have to buy a large roll of it and need only a small amount for each, the stem weight that it can hold depends on the thickness of the wire.

Mechanics

- Waterproof Tape
 - Pro - Cheap, does not create nearly as much waste as Floral Foam
 - Con - Does not hold heavy materials at all.
- Branch Bracing
 - Pro - reusable, strong enough to hold heavy materials (depends on the branch you use.
 - Con - Hard to cut to size and wedge in.

Getting the most out of your materials

Getting the most out of your materials

- Cut the stems at an angle. This increases the surface area by which the flowers can drink water.
- Remove all materials below the water line. Having leaves and flower bits in the water causes the materials to rot and will make your water dirty. Dirty water will reduce the lifespan of your materials.
- Completely fill your vase with water. This increases the water pressure forcing more water up the stems. This advice works with a majority of materials.
- The longer materials are in water the better. Some people will even cut the stems under water, using a bowl.

Getting the most out of your materials

Deconstructing materials by cutting them at the joints will give you more insertions. More insertions means a fuller arrangement.

Most flowers have leaves that are just not pretty, or that will add volume to your arrangement in a way that is not helpful. Removing these leaves can give you the ability to add more flowers, or better leaves.



First Design - Traditional

Traditional

Flowers are evenly distributed throughout the arrangement allowing viewers from all sides to see each of the different floral materials.

All materials should be different heights. This encourages the viewer to spend a bit more time looking at the arrangement.



Traditional Design

How much do you need?

The size of your vase and how full you want your end arrangement to look greatly impact how much material you need to buy. For this class you were instructed to bring a vase with a mouth of no larger than 5" in diameter.

In general, this vase will hold 1 large bunch of mixed flowers from your local grocery store.

Or

- 1 bunch main flowers
- 1 bunch subordinate flowers
- 1 - 2 bunches of greens

For a fuller arrangement add 1 bunch of filler and / or subordinate materials.

Getting Started

When you are first starting out, it can be difficult to get an even distribution of materials.

My suggestion is to imagine that your vase is divided into 3 sections.

Take each individual material and put them into each section. 1 rose in each section. 1 chrysanthemum in each section, etc.

This should give you a good start towards a well integrated design.



Traditional Design Composition

Things to Check

- Does your design appear to have different heights?
- Do you have a ring? A ring made up of the same material all making a circle shape in your vase. For beginners this typically is on at the edge of the vase. For example all the leaves are on the outside edge and none are inside the arrangement. If you have a ring it means your materials are not fully integrated.
- Are your materials evenly distributed?
- Do you have green materials? Green materials (especially those from your yard) really make an arrangement come to life.
- Are your stems hidden?

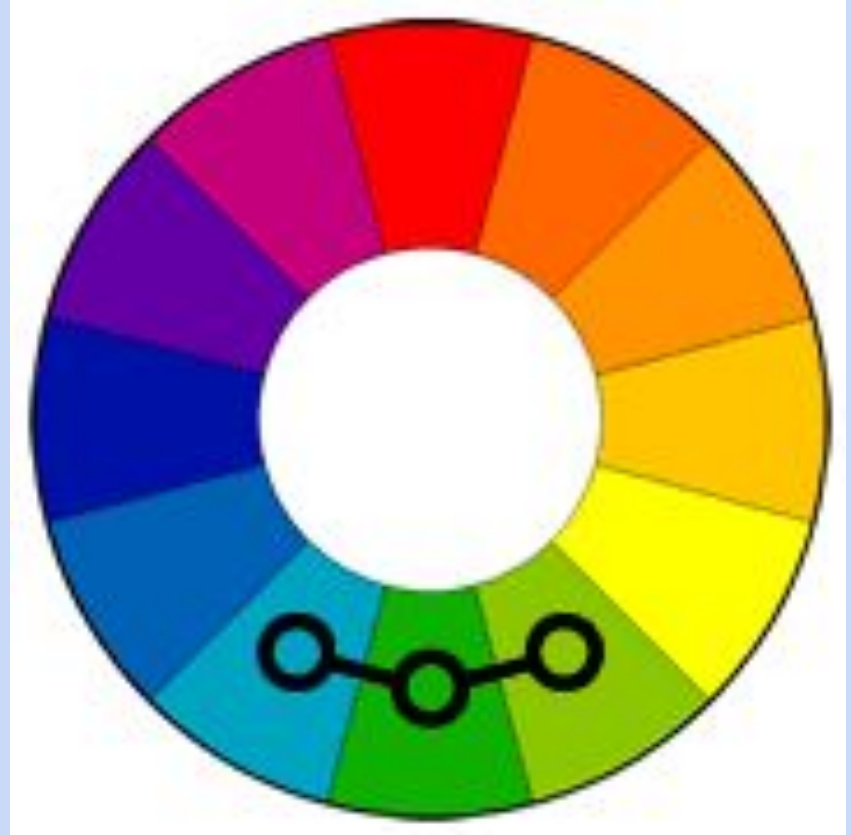
Traditional Design Composition

The Syllabus I use for my friday series covering Traditional Design.

- Week 1 - the assignment we did today
- Week 2 - Analogous Colors
- Week 3 - Contrasting Colors
- Week 4 - Monochrome
- Week 5 - Challenge (using more different kinds of materials) It's harder because you have more things to evenly distribute.

Analogous

An analogous color scheme is one that features colors next to each other on the color wheel.





Analogous

Red and Violet



Analogous

Tints of Violet and Red



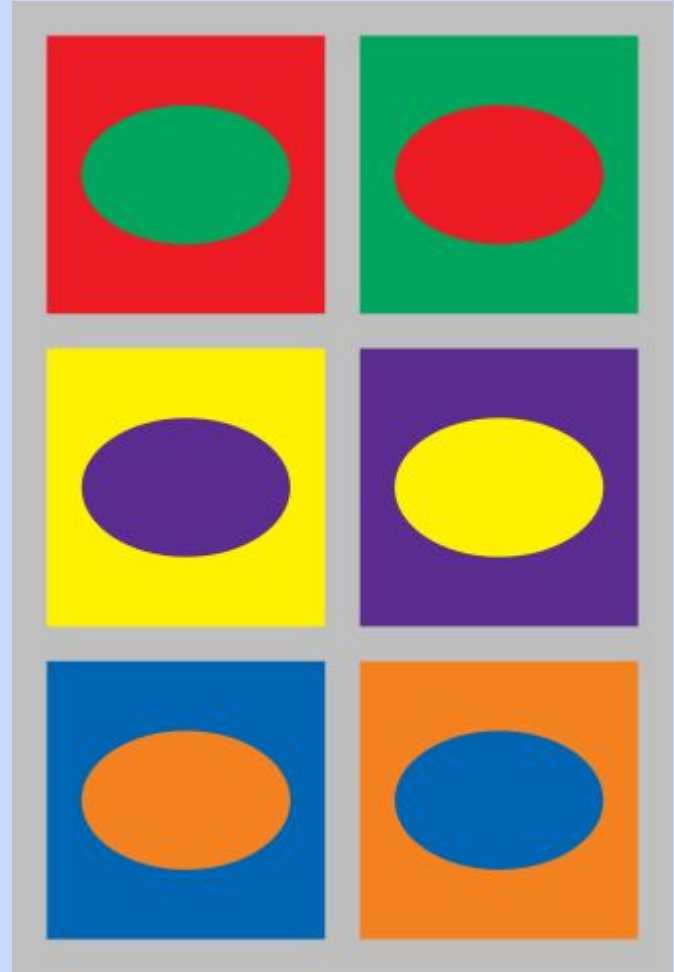
Analogous

Hues of Red,
Orange and Yellow

Complementary

R/YB Color Model

Colors that are opposite of each other on the color wheel.





Complementary

Hue of Purple and Yellow



Complementary

Hue of Red and Green



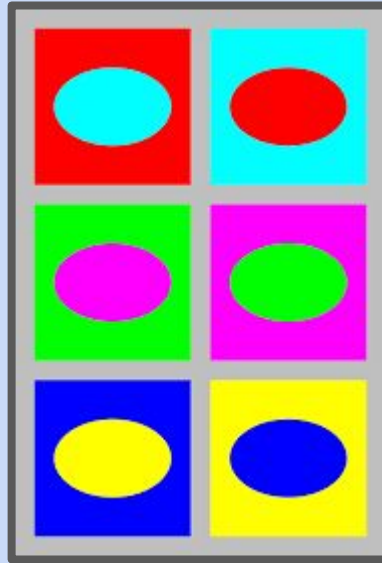
Complementary

Orange and Blue

Complementary RGB Color Model

The RGB color model has slightly different definition of complementary colors.

They are both valid color schemes.



Monochrome

Flowers that are all the same color. You can have shades of the same color (ie. Reds, pinks)

In monochrome arrangements it is best to have materials that have different shapes and textures. Most people automatically do this.



Monochrome



Achromatic

Monochrome using:
White, Green, Black or Brown



Achromatic



Second Design - Contemporary

Block Composition

Contemporary Design

Block Composition

A block is a group of flowers that are the same. A block can also be flowers of the same color, but usually it is the same material. Each block of materials should be large enough that you can tell it is a group.

You arrange the blocks to create an overall shape / form.



Contemporary Design

How much do you need?

The size of your vase and how full you want your end arrangement to look greatly impact how much material you need to buy. For this class you were instructed to bring a vase with a mouth of no larger than 5" in diameter.

In general, this design needs more materials than other designs. I recommend at least 4 bunches of materials, you may need 5 if you choose a material that has a smaller volume.

The reason you need more material for this design is because the materials need to be crammed together to be successful.

Note: You do can choose not to include green materials for this design. This is the on of the only designs for which I make this exception.







Contemporary Design

Things to Check

- Do you have groups of materials large enough to be considered a block?
- Is the layout of your blocks interesting?
- Do you have an interesting shape? Balls are boring.
- Do you have a continuous surface?
- Are your stems hidden?

Contemporary Design

The Syllabus I use for my Friday series covering Traditional Design.

- Week 1 - the assignment we did today
- Week 2 - Pave Design
- Week 3 - 3 or more blocks
- Week 4 - One texture (can be hard because it can be difficult to find materials in the same texture) example: smooth, fuzzy, ruffly, etc.
- Week 5 - Challenge - One material example: all roses, all carnations. They can be different colors of the same material. This one requires at least one additional bunch. It is difficult because you have to pre-plan your end shape. The end shape is how this design becomes more interesting.

Advice going forward

- Practice
 - Traditional: How much to buy, varying height, and thoroughly integrating materials.
 - Contemporary: How much to buy, creating an interesting layout and shape.
 - New Compositions
- Play
 - Try different things. Ask yourself what if? What if I removed the petals? How does removing them change the material. What if I bend it this way versus that way?