

303 Bouquets

Allie Card



Everyday Floral Design

2221-03

Forum Forum



@303Bouquets

Before



After



Autumnal

Crisp

Dramatic

Content Calendar

September 2024



DESIGN OF THE WEEK



POST BANK



@303Bouquets



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18 ABOUT ME POST	19	20 FLORAL DESIGN OF THE WEEK	21
22	23	24	25	26	27 FLORAL DESIGN OF THE WEEK	28
29	30	01	02	03	04	05

Content Calendar

October 2024



DESIGN OF THE WEEK

POST BANK



@303Bouquets



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	01	02 CURRENT ISSUES IN THE INDUSTRY	03	04 FLORAL DESIGN OF THE WEEK	05
06	07	08	09	10	11 FLORAL DESIGN OF THE WEEK	12
13	14	15	16 TECHNIQUE DEMONSTRATION	17	18 FLORAL DESIGN OF THE WEEK	19
20	21	22	23	24	25 FLORAL DESIGN OF THE WEEK	26
27	28	29	30 ARRANGEMENT MOOD BOARD	31	01	02

Content Calendar

November 2024

DESIGN OF THE WEEK

POST BANK



@303Bouquets



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	01 FLORAL DESIGN OF THE WEEK	02
03	04	05	06	07	08 FLORAL DESIGN OF THE WEEK	09
10	11	12	13 PROPER FLORAL CARE	14	15 FLORAL DESIGN OF THE WEEK	16
17	18	19	20	21	22 FLORAL DESIGN OF THE WEEK	23
24	25	26	27	28	29	30
Thanksgiving Break/ End of Content						

Brand Plan

Building my Brand

I plan on building my brand by using cohesive colors, fonts, and tone, throughout my captions and posts. My logo will be my profile picture so that my brand and name is easily recognizable. In addition, I will create a cohesive filter to use on each photo of the flowers so that my posts look consistent. Finally, I plan on being engaging with my audience by asking questions in my comments. I would hope that asking questions allows my audience to engage and follow my page.

Posts: #1



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Hi! my name is...

Allie Card

About me

I am a senior at The University of Missouri, Columbia studying Agricultural Education with an emphasis on Communications and Leadership.

Floral Design Journey

This is my second floral design class. I absolutely loved my first class and wanted to continue learning. I love working with my hands to create something beautiful and joyful.

My style

In this fall season, I will be focusing on the use of autumnal colors and more open, dynamic designs. Stay tuned for an example, coming Friday!

303 Bouquets

Thank you for following along on my journey! I am thrilled that you're here and that I will get the chance to know you, too!

Share your thoughts, feelings, and ideas, I am always open to advice!

3

Liked by delaneycard1 and others

303bouquets Hello everyone! Starting this Friday, I'll be posting weekly arrangements. Until then, I figured I'd tell you a bit about myself. Welcome all, have a great... more

September 18

Posts: #2



Landscape design

Vegetative Design

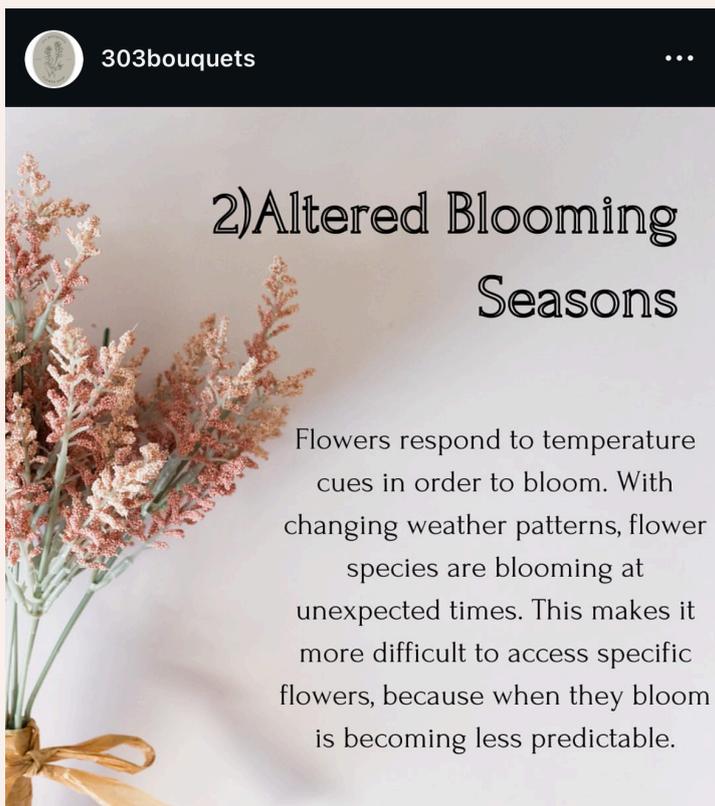
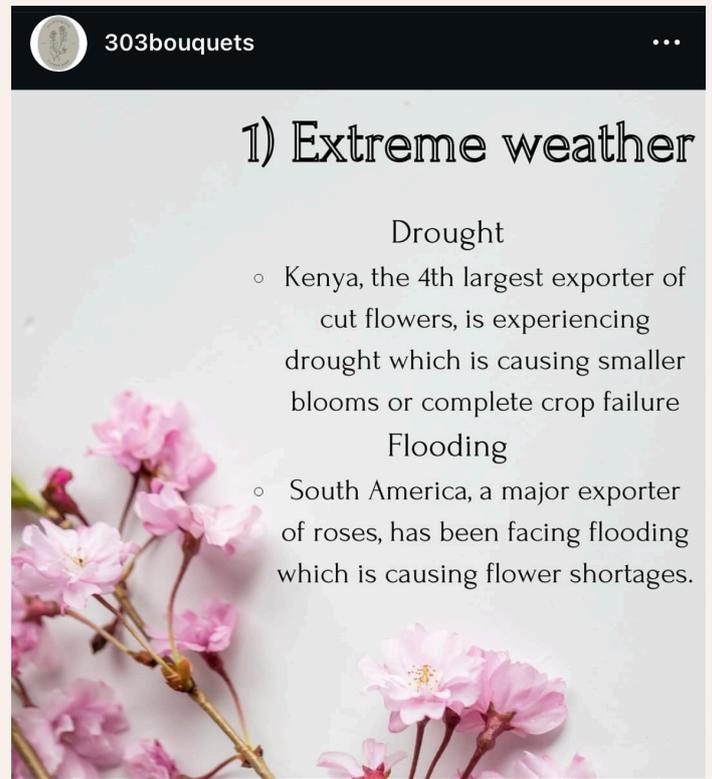
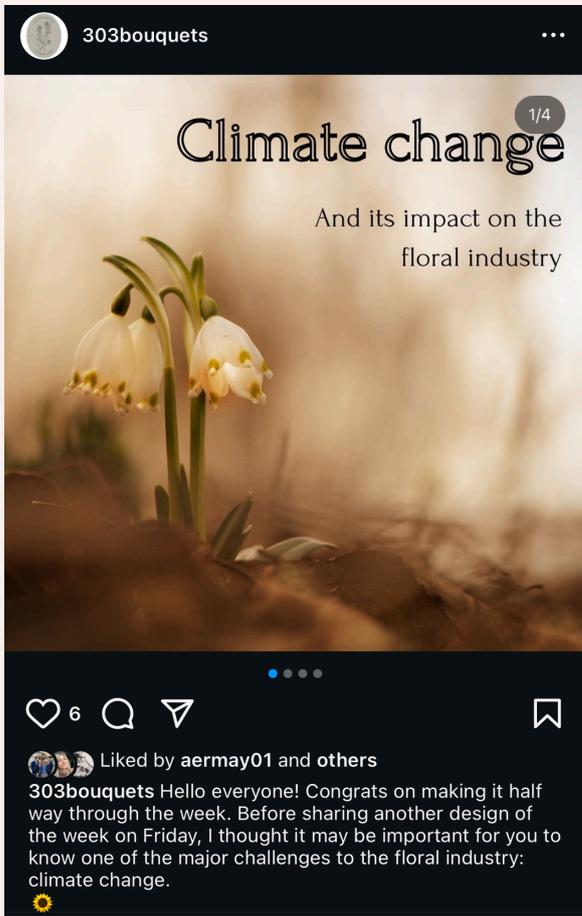


Posts: #3



L-Shaped Design

Posts: #4



Posts: #5



Crescent-Shaped Design

Posts: #6



Hand Tied Bouquet

Posts: #7



Technique Example

Posts: #8



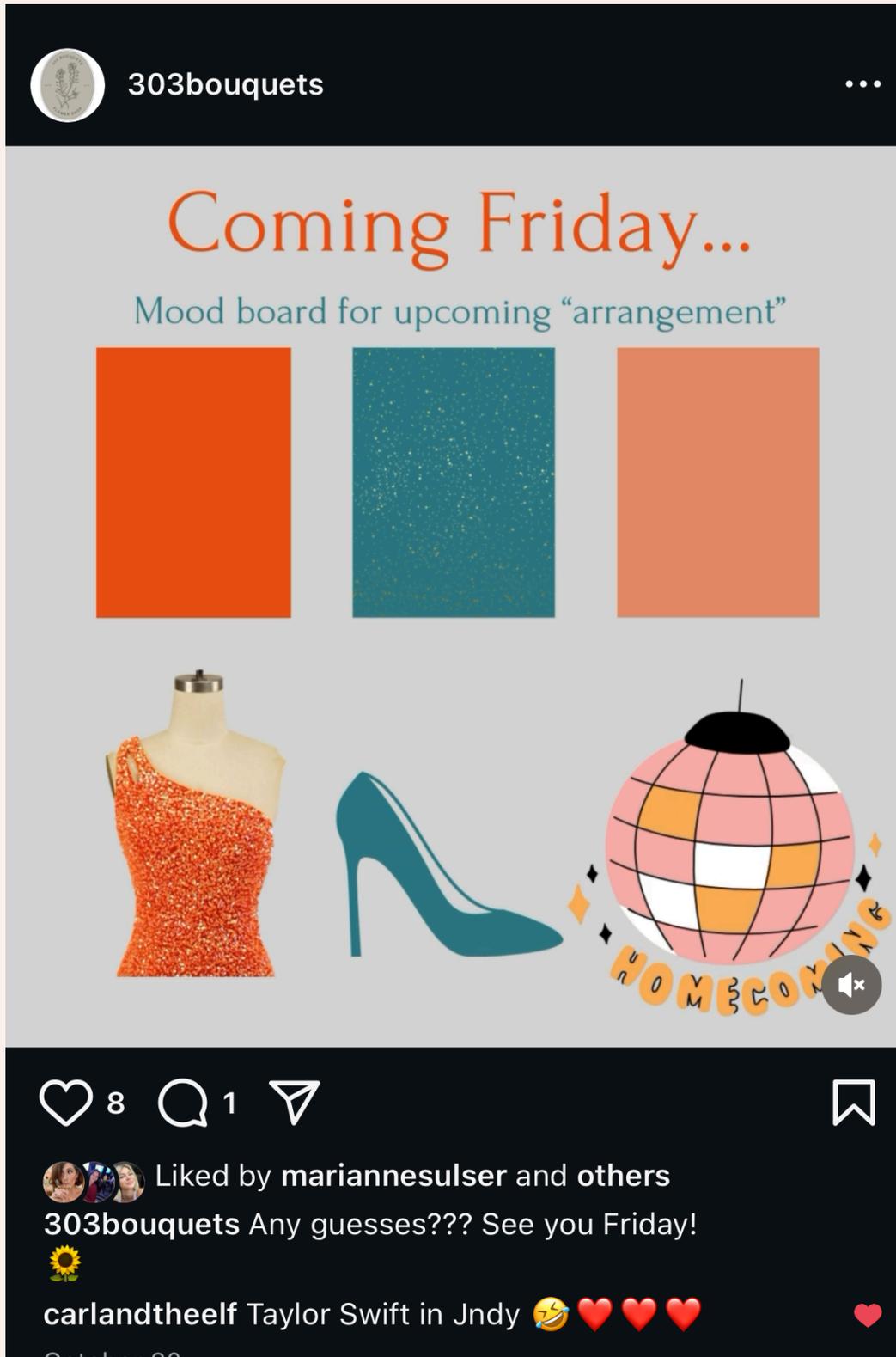
Homecoming Themed Centerpiece

Posts: #9



Wrapped Arrangement

Posts: #10



Mood Board for an Arrangement

Posts: #11



Wrist Corsage

Posts: #12



Ikebana Style Design

Posts: #13

 **303bouquets** ⋮

 **Tips for at home floral care**

- Use a clean pair of scissors to cut the stems at a 45° angle.
- Replenish with clean water frequently.
- Remove any foliage from the stem that will be in the water to reduce bacteria buildup.
- Make sure the flowers are not in excessive light, but also not exposed to cold temperatures.

 3  1  

 Liked by **mariannesulser** and **others**

303bouquets We're half way through the week! As you begin getting holiday bouquets, take these tips into account! I'll see you Friday for a fun, tropical... more

Floral Care Tips

Posts: #14



Tropical Nouveau Design

Posts: #15



Dried, Hanging Arrangement

Reflection

Throughout this semester, I think I did a decent job creating a brand. I used the same exact filters, used the same emoji, I posted consistently with my timeline, and carried a uniform tone across all of my posts. I think it was a partial success because one of my goals was to receive interaction and one of my posts had eleven comments. This may not seem like a lot, but I only had eighteen followers. I think I could have improved by having a more uniform arrangement style on some of the arrangements where we had more freedom to create a unique shape and design. Overall, I really enjoyed this aspect of the class and enjoyed attempting to create a brand!

Thank you.

