

floriology[®]

Advanced Social Media Skills Builder Improve Photos and Videos (Product Listings)

Recommend Vlog Cameras & Peripheral Gear

Smartphone released in the past two years

- Ulanzi tripod mount \$14.95
<https://amzn.to/2VoLOaE>
- Ulanzi video rig \$17.95
<https://amzn.to/2X0pMv5>
- Joby Gorilla Pod 3k \$47
<https://amzn.to/3jNID5K>

Canon M6 Mark II

- Camera only \$849 <https://amzn.to/3tltrrg>
- Camera kit (recommended) \$1099 <https://amzn.to/3hb2idZ>
- UURig/Smallrig protective cage \$59 <https://amzn.to/3l4zEMM>
- Recommended lenses
 - Canon 15-45mm kit lens \$300
<https://amzn.to/3BLo28c>
 - For vlogs: Canon 22mm/F2 \$250
<https://amzn.to/3yOVZ64>

GoPro Hero8 Black \$300 <https://amzn.to/2X0EBON>
Fugetek 51" Selfie Stick \$23 <https://amzn.to/3yVHUng>

Recommended Lighting Gear

At the shop

- (3) Lights – Godox SL60W \$140
<https://amzn.to/3yMmlW5>
- (3) Softboxes – Godox \$58
<https://amzn.to/3hbaYB5>
- (4) Stands \$66 <https://amzn.to/391NPgh>
- (1) Backdrop 10-foot wide stand \$44 <https://amzn.to/3A5Er7f>
- (1) White Backdrop (polyester) \$30 <https://amzn.to/2X6gaiR>

On the road

- (2-3) Viltrox VL-162T \$39 <https://amzn.to/3DWlgxC>
- (2) Extra batteries and charger \$30 <https://amzn.to/3jS66Tu>

Recommended Video Gear

Teleprompter – Glide Gear TMP 50 \$99 <https://amzn.to/38QnZM1>

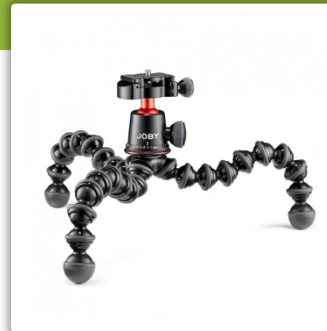
Zoom H6 Recorder \$327 <https://amzn.to/2WWIBj4>

Lavalier mic \$65 Rode LAV <https://amzn.to/2WTJ1Xk>

Boom / mini Boom mic Boya BY-MM1 \$30 <https://amzn.to/3tlRhL5>

Recommended Production Gear and Software

- External hard drive 3.1 USB dock \$30 <https://amzn.to/3h70sec>
- Hard Drive 4TB \$73 <https://amzn.to/3jOW2KD>
- Video editing software/software as a service
 - Free Mac-iMovie / PC-MovieMaker
 - Mac-Final Cut Pro \$299 / Adobe Premiere
 - Vimeo – Start Free then Pro \$20 a month





Start Your Floral Journey: Designer's Choice of Education

In-Person Floral Design Classes

Floriology Education Center: In-person Classes,
In-Person Feedback & In-Person Education

floriology[®]
INSTITUTE

FLORIOLOGY INSTITUTE

- Located in Jacksonville, Florida.
- Fresh floral, hard goods, shuttle (to and from airport/to and from hotel to class), lunch and snacks are all included in the registration.

AVAILABLE CLASS TOPICS:

- Principles & Elements
- Weddings & Special Events
- Certification & Competition
- Celebrating Life Every Day



All Floriology classes are taught by AIFD nationally-certified instructors, whether online or in-person.

“The classes have inspired me to be more creative, to bring more of myself out and into my work, and to then give it back to my shop and to my customers! Loved it!”

– Angela, Gardenia's Event Floral, in South Carolina

Your Floral Education Community for Your Floral Journey

Start or Advance Your Floral Journey Today!

www.floriologyinstitute.com



Interactive & Online Floral Design Classes

Learn live over Zoom with **Floriology Interactive**,
or on your own time with **Floriology NOW**

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interactive

FLORIOLOGY INTERACTIVE

- Join scheduled Zoom meetings online to learn alongside other designers live
- Receive real-time feedback on your work from our designers

AVAILABLE CLASS TOPICS:

- Peak Season Design & Business*
- Preparing & Planning for Major Holidays*
- Design for the Retail Designer
- Advanced Techniques
- Adding Creative Flair

**Available seasonally, when applicable.*



floriology
▶ now

FLORIOLOGY NOW

- Study floral design and business classes, at your own pace
- Learn from the comfort of your own home or workspace

AVAILABLE CLASS TOPICS:

- Foundational Floristry: I and II
- Marketing of Flowers
- Round Arrangements: Vases, Centerpieces & Bouquets
- Sympathy Flower Designs
- Wedding Flowers: Bouquets
- Wire Accessories



All Floriology classes are taught by AIFD nationally-certified instructors, whether online or in-person.

“The instructors do a great job of going through each basic foundational tool and technique... I love how they thoroughly explain each and its purpose... especially the tips that often beginners don't know about. I'm learning so much!”

– Jennifer Barnard, Tillie's Flower Shop, in Kansas

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Start or Advance Your Floral Journey Today!

www.floriologyinstitute.com

Learn Floral Design Online

Enroll in our video-based courses
to learn anytime, anywhere!

ON-DEMAND COURSES



NEW!

Foundational Floristry 2



Foundational Floristry 1



Sympathy Flower Designs



Wire Accessories



Marketing of Flowers 101



Marketing of Flowers 102



Marketing of Flowers 103



Round Arrangements



Wedding Trends 2021



Wedding Bouquets



COMING SOON!

Care & Handling



COMING SOON!

Certification Prep

All educational offerings from Floriology are taught by AIFD®-certified instructors giving you the tools you need to succeed as a florist.



Your Floral Education Community for Your Floral Journey

Start or Advance Your Floral Journey Today!

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