



Pearson

Purpose Statement

Name of regulated qualification	
QAN: 603/0873/4	Title: Pearson BTEC Level 2 Technical Diploma in Design Production (360 GLH)

What are the creative industries?

The UK creative industries are respected internationally and they form an important part of the UK economy. They are worth £9.6 million an hour to the economy, which is approximately £84.1 billion per year. Figures show that 5.6 per cent (1.68 million) of all jobs in the UK are in the creative industries and that it was one of the fastest growing areas of employment. The design industry is the UK's fastest growing creative sector and is estimated to be worth £3.2 billion a year to the economy.

Who is this qualification for?

This qualification is designed for post-16 students and can be taken as part of a wider study programme. It is an ideal qualification if you are intending to progress directly to employment in design or a design-related industry, or via a creative apprenticeship or further technical education.

What does the qualification cover?

This qualification has been developed in consultation with employers in the design sector of the creative industries to ensure you learn the skills and behaviours that will give you the best opportunity to be successful when applying for work.

The qualification allows you to learn about design through practical vocational projects where you apply design thinking and production techniques to develop designs both collaboratively and individually. This enables you to gain skills in teamwork and communication as well as learn about technical production skills.

At the end of the qualification you will understand the design process and be able to take a concept through to realisation. You will understand through practical engagement the work that goes into design and realising design. The qualification develops understanding and technical skills through mandatory units which cover:

- Design Thinking – designers develop innovative solutions in collaboration with others to discover and define design problems, issues and solutions. This unit explores design thinking methods through practical workshops and projects.
- Design Production Techniques – develops your practical skills in design production techniques and processes used in the design industries. This will allow you to gain the making skills to produce your design ideas and prototypes. This unit should be integrated with Design Thinking to give you an experience of the skills you will need in the design industry.
- Working with Client Briefs – you will learn to develop designs to the requirements of client briefs used in the design industries. You will learn how to integrate feedback in to your designs and develop designs with reference to a target market. This will allow you to plan, propose and present design ideas that address the needs of the market to a client. This unit should be taught in conjunction with Design Realisation.
- Design Realisation – you will work within design constraints to develop design prototypes and realise designs that are functional, efficient and look good. You will further develop your knowledge and experience with design production techniques to refine and realise design proposals. This unit should be taught alongside Working with Client Briefs.
- Developing a Design Portfolio – you will produce a design portfolio to support your further progression in this field. This is a synoptic unit and is designed to build on the skills you have gained through the qualification.
- Creative Design Project – this unit is externally assessed; you will develop and produce a design in response to an externally-set creative brief.

The qualification enables you to build knowledge about the sector and increases your levels of independence and employability; this is achieved through units which build the behaviours and attitudes needed to succeed in the creative industries, while developing your technical skills. You will also enhance your broader skills in literacy and numeracy, which will be invaluable in supporting progression in other areas.

What could this qualification lead to?

When studied as part of a full study programme, typically alongside maths or English, this qualification is primarily designed to support progression to employment, apprenticeships and job roles in the creative sector and related industries. The focus on making and production techniques will prepare you for job roles which include:

- dressmaker
- furniture maker
- pre-press technician
- typesetter
- printer.

A significant proportion of recruitment in the creative sector is at higher levels and you may wish to progress to apprenticeships or further learning, which will support entry to a further range of careers in the sector. When studied as part of a full study programme, the understanding of design concepts and the experience of working collaboratively on design projects will prepare you for apprenticeships, such as:

- fashion studio assistant
- junior graphic designer
- junior product designer.

The qualification will allow entry to BTEC Level 3 National Diplomas in:

- Fashion Design and Production
- Graphics
- 3D Design and Crafts.

Who supports this qualification?

This qualification is supported by the following professional body:

- Creative Industries Federation.

This qualification is supported by the following employers:

- Design Museum
- Fashion Enter
- Jonathan Lane-Smith
- Milo Creative
- Portobello Business Centre
- Rocca Creative Thinking
- Tech-Set
- Together Design
- Voca Voca.

Further information

Further information about the qualification can also be accessed at:

<http://qualifications.pearson.com/en/qualifications/btec-technicals/design.html>