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## Letter of support for the Pearson BTEC level 2 Technical Diploma in Design Production

Dear Matthew .

Together Design is a design and branding agency. We develop creative solutions for clients across branding, packaging, digital platforms, publishing and campaigns. As an employer in the sector, we trust the following qualification as being fit for purpose for students wishing to continue their studies:

Pearson BTEC level 2 Technical Diploma in Design Production

We believe that this qualification will provide learners with specialist knowledge, and give them the opportunities to develop the skills and behaviours, that employers in the design industry are looking for. The emphasis on the design process will help learners understand how designs are developed for clients.

The qualification ensures that the learner can demonstrate relevant skills, behaviours and knowledge of the industry through the production of a portfolio of design work and producing a creative design project. These skills are important to employment in a range of entry level job roles in the design industries

The qualification facilitates the learner in demonstrating relevant skills, behaviours and knowledge of design that supports progress to employment in a range of job roles and apprenticeships such as:

- Junior Graphic Designer
- Junior Product Designer
- Design studio assistant

The qualification also benefits the individual, should they chose to progress into further training via a level 3 qualification, and is a good preparation for either progression route.

I am happy for Pearson to use this letter as a guide for its work with government and its agencies, to ensure that this qualification can continue to be recognised as beneficial in the context of college performance tables and 19+ funding.

Yours sincerely,



Heidi Lightfoot, Co-founder and Creative Director, Together Design Ltd