

## Statement of Purpose

### 601/0172/6 – Pearson BTEC Level 1/Level 2 First Diploma in Art and Design

#### Who is the qualification for?

This qualification is intended as a Substantial Vocational Qualification at level 2 (480 GLH) designed for post-16 students working at that level who want to undertake practical and technical study of the art and design industry in order to fulfil their progression aims, either to further study or to assistant and junior roles in the sector.

#### What does this qualification cover?

This qualification prepares students for employment with an engaging and stimulating coverage of a range of art and design disciplines which will enable students to develop and apply their knowledge of the sector whilst developing the relevant practical skills and techniques. It offers a choice of pathways for students, with a general (unendorsed) pathway and six endorsed pathways: Design Crafts, Fashion and Textiles, Photography, Product Design, Visual Arts and Visual Communication

The unendorsed art and design qualification consists of 7 compulsory units, making up 50% of the qualification, and a choice from a range of 30 and 60 GLH optional specialist units to make up the remaining 240 GLH required to complete the course. The endorsed titles consist of a compulsory core of 8 units, one of which is pathway specific, making up 62.5% of the qualification, and a choice of further optional specialist units to make up the remaining GLH for the course.

#### Compulsory units

- Unit 1 'Introduction to Specialist Pathways in Art and Design' requires students to investigate a selection of specialist disciplines in art and design to help them decide on the best specialist area for them. Students explore at least three specialist areas. This unit is internally assessed.
- Unit 2 'Creative Project in Art and Design' supports the development of students' core skills and knowledge; it is intended to be taken as the final unit in the qualification and is externally assessed. It is project-based, allowing students to take ownership of their learning through personalised study, bringing together the skills and knowledge acquired during the course and culminating in the production of a final outcome under controlled conditions. This unit is externally assessed.
- Unit 23 'Practical Research Project in Art and Design' develops the students' practical research skills using recording from primary and secondary sources and creating development work through samples, investigations and experiments. They will explore materials techniques and processes using an action plan which shows a planned sequence of research and present work in response to a practical research project. This unit is internally assessed.
- Unit 5 'Developing an Art and Design Portfolio' – enables students to organise and present their best work to prospective employers or clients. This unit is internally assessed.
- Unit 6 'Investigating Contextual References in Art and Design' requires students to investigate historical and contemporary art, craft and design practice, exploring how artists, craftspeople and designers work as individuals or as part of a key movement or culture. This unit is internally assessed.
- Unit 7 'Recording for Creative Intentions in Art and Design' supports the development of students' skills in recording, through drawing and other means, from first-hand observation as a starting point for all art and design practice. This unit is externally assessed.

- Unit 16 'Applying Contextual References in Art and Design' – this unit will develop students' skills in understanding how artists, designers and craftspeople have been influenced by the work of others' both historically and to the present day.

There are further mandatory units for each of the endorsed titles:

Design Crafts – Unit 9 'Design Crafts Briefs'

Fashion and Textiles – Unit 10 'Fashion Briefs' and Unit 12 'Textiles Briefs'

Photography – Unit 14 'Photography Briefs'

Product Design – Unit 15 'Designing for the Future'

Visual Arts – Unit 13 'Visual Arts Briefs'

Visual Communication – Unit 11 'Graphic Design Briefs'

These additional mandatory units ensure that sufficient specialist knowledge is delivered in each of the endorsed titles

### **Optional Specialist units**

Optional units build on and extend students' skills and knowledge, enabling students to respond to focused assignment briefs, develop ideas in the context of a particular discipline, and produce art and design outcomes.

The internally assessed optional units may be chosen from the following key areas: 2D and 3D contemporary art and design practice, the role of the designer/maker, fine art, contextual studies, fashion design, textiles design, graphic design, photography, materials technologies, product design, digital art and interactive media.

### **What could this qualification lead to?**

Achievement of this qualification at level 2 means that students will have developed specific knowledge and practical skills related to the creative art and design sector, enhancing their knowledge of art and design techniques and processes, applying that knowledge in the context of a range of art and design industries such as fashion, textiles, photography, product design, web design, advertising, illustration and fine art. This will provide a sound basis for those students who wish to progress to associate and junior levels in these areas or progress on to further study in a specialist qualification at level 3, such as BTEC National Diploma or Extended Diploma in Art and Design, and/or an apprenticeship.

A focus on general art and design, combined with contextual studies knowledge, will prepare students for roles that require the breadth of learning associated with educational roles, such as those found in the education departments of galleries and arts centres. Fine Art skills such as painting, ceramics, photography or sculpture might also secure roles within galleries, arts cooperatives and forges or in design situations such as interior and product design studios

Strong practical skills in crafts such as jewellery, glass, ceramics and metals might lead to working as a self-employed designer/maker or working within an arts cooperative.

Graphic Design and Digital Interactive Design knowledge and skills can prepare students for jobs as junior designers; of printed advertising materials, branding or corporate identity, online magazines and product sales websites in graphic design studios, in website design studios as digital designers, in packaging and information graphics, games design and animation studios, or within larger organisations such as music video companies and television.

Textiles pathways can prepare students for working within an industrial setting or working as a self-employed textiles designer/maker. Fashion specialisms prepare students for work in a

range of industries such as; fashion journalism, art direction, fashion websites and blogs, fashion styling, fashion shows and promotional branding for fashion events.

Those following a 3D or Product Design pathway might progress to design situations within the automotive design industry, in household product design studios, film/theatrical stage set design production companies, games design studios, jewellery shops, plastics industries, ceramics studios and graphic design/packaging studios.

### **This qualification is part of a larger suite of BTEC Art and Design qualifications**

The BTEC Level 1/Level 2 First Diploma is 480 GLH, and broadly equivalent to 4 GCSEs. The BTEC Level 1/Level 2 First Extended Certificate at 360 GLH is also available.

This BTEC First Diploma is designed for post-16 students working at level 2 who want to undertake practical and technical study of the art and design industry in order to fulfil their progression aims, either to further study on a Technical Level 3 course such as the BTEC National in Art and Design or to assistant and junior roles in the sector.

Students might choose the Level 1/Level 2 Diploma rather than the Level 1/Level 2 Extended Certificate because it provides additional opportunities for specialisation in the professional skills required for employment, including the multi-disciplinary skills and inter-personal skills required for particular job roles and activities.

### **Who supports this qualification?**

This qualification is supported by the following employers and professional bodies:

- Doner Ltd
- National Society for Education in Art and Design
- Studio 8

Support letters will be available at the following link by 3<sup>rd</sup> October:  
<http://www.edexcel.com/quals/firsts2012/art-and-design/Pages/default.aspx>.

### **Further information**

Further information on the qualification can also be accessed at  
<http://www.edexcel.com/quals/firsts2012/art-and-design/Pages/default.aspx>.