



Dow Design Group Ltd
24 Cleveland Terrace, Darlington, DL3 7HA

admin@dowdesign.co.uk
www.dowdesign.co.uk

Tel 01325 282556
07850 823561

James Emmett
Head of Stakeholder Engagement (Employers)
Pearson
One90 High Holborn
London
WC1V 7BH

16 August 2013

Dear James

Letter of Support – Pearson BTEC Level 3 Diploma's

As an employer within the sector we recognise the following qualifications as being fit for purpose:

- 500/7144/0 - Pearson BTEC Level 3 Subsidiary Diploma in Art and Design (QCF)
- 600/3890/1 - Pearson BTEC Level 3 90-credit Diploma in Art and Design (QCF)
- 500/7298/5 - Pearson BTEC Level 3 Diploma in Art and Design (QCF)
- 500/7566/4 - Pearson BTEC Level 3 Extended Diploma in Art and Design (QCF)
- 500/7928/1 - Pearson BTEC Level 3 Foundation Diploma in Art and Design (QCF)

We recognise the qualifications as developing and confirming specialist knowledge and skills in the sector, to a standard that can be reasonably expected of an 18 year old in full time education.

Pearson has engaged with a range of stakeholders in the development and compilation of Pearson BTEC Nationals. The structure and content of the modules respond to industry and vocational education standards, giving students an advantage when applying for creative employment, apprenticeships or further training.

The company is happy for its name and website to be made available on the DfE and Pearson websites to confirm our support for the qualifications.

Yours sincerely

Victoria Dow
Creative Director
victoria@dowdesign.co.uk