

## Statement of Purpose

### 500/7928/1 – Pearson BTEC Level 3 Foundation Diploma in Art and Design (QCF)

The creative and cultural industries contribute just over £28 billion to the UK economy per annum. The creative economy accounts for over 7 percent of UK employment. Design skills are seen as vital for economic growth in the 21st century. The national design capacity – the supply of skilled individuals into the design industry, and a sound understanding amongst others of how design can be deployed for good – is vital for this growth.

The Pearson BTEC Level 3 Foundation Diploma in Art and Design (720 GLH) is a standalone Art and Design qualification, with the purpose of helping people to become occupationally ready to take up employment in the art and design industries at the appropriate level. This can follow either directly after achieving the qualification, or via the stepping stone of Higher Education (HE) in university or college. By studying the Pearson BTEC Level 3 Foundation Diploma in Art and Design, learners develop knowledge, understanding and skills required by the sector, including essential employability skills, and apply them in real work contexts. Learners can operate at a standard that can reasonably be expected of an 18 year old in full-time education.

**The Pearson BTEC Level 3 Foundation Diploma in Art and Design (720 GLH) is primarily an Applied General qualification, equivalent in size to two A levels**, which has been designed to be delivered in one year occupying an entire full-time curriculum, enabling learners to develop a significant common core of knowledge, including visual recording, researching in art and design, media experimentation across a range of art and design disciplines, and the ability to undertake a major synoptic art and design project (encompassing a range of knowledge and understanding including technical expertise, idea development, idea communication, knowledge of how historical and cultural influences inform art, craft and design, and the production of final outcomes). The Pearson BTEC Level 3 Foundation Diploma in Art and Design provides extensive opportunity to study in more depth via the pathway element of its structure, for example in Unit 5: Personal Experimental Studies in Art and Design learners extend and deepen their experience in a variety of art and design disciplines and techniques.

The Pearson BTEC Level 3 Foundation Diploma in Art and Design is mainly designed for those learners who know in which sector they would like to specialise. Learners can achieve breadth of study through the exploratory nature of the qualification (via units such as Unit 2: Media Experimentation, Unit 5: Personal Experimental Studies in Art and Design and Unit 10: Final Major Project in Art and Design), rather than by studying complementary qualifications alongside it. The qualification allows learners to develop the wide-ranging knowledge, understanding and skills required for direct progression into a broad range of roles within the industry they are going to be a part of. It also meets the needs of those who wish to progress first to further study.

As the qualification was designed in close collaboration with industry, it is fully supported by the Sector Skills Council (SSC) for the sector, Creative and Cultural Skills. A key professional organisation and a representative employer in the sector have also confirmed their support for this Pearson BTEC Level 3 Foundation Diploma in Art and Design. This means it is a highly respected route for those who wish to move into employment in the sector, either directly or following further study.

A significant proportion of recruitment in this sector is at graduate level. The Pearson BTEC Level 3 Foundation Diploma in Art and Design also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector and beyond, fully meeting entry requirements for most courses. UCAS has reviewed the qualification to assess its value for access to higher education, and has allocated UCAS points. See details published on the UCAS website here:

<http://www.ucas.com/how-it-all-works/explore-your-options/entry-requirements/tariff-tables/foundation-studies>

In addition, a number of universities have individually confirmed that this Pearson BTEC Level 3 Foundation Diploma in Art and Design fulfils their entry requirements, either on its own or when achieved alongside other qualifications.