

Statement of Purpose

500/7936/0 – Pearson BTEC Level 4 Foundation Diploma in Art and Design (QCF)

Who is the qualification for?

The Pearson BTEC Level 4 Foundation Diploma in Art and Design (720 GLH) is a standalone Art and Design qualification, which has the purpose of helping people to progress to employment in the art and design industries via the stepping stone of Higher Education. The qualification is aimed at learners who have experience of art and design education at level 3 or have an appropriate portfolio of art and design work.

What does this qualification cover?

All the content of the qualification is mandatory and relates directly to the skills and understanding needed for further study in art and design.

Learners develop knowledge and understanding in:

- visual recording
- researching in art and design
- media experimentation in art and design disciplines.

The qualification is designed to enable learners to further refine their specialist intentions and increase their levels of independence. Learners achieve breadth of study through the exploratory nature of the qualification (via units such as Unit 2: Media Experimentation), rather than by needing to study complementary qualifications alongside it.

As learners progress through the qualification they have the opportunity to study in more depth. In Unit 8: Personal Experimental Studies in Art and Design, learners extend and deepen their experience in art and design disciplines and techniques.

The qualification ends with a Final Major Project that encompasses technical expertise, idea development, idea communication, knowledge of how historical and cultural influences inform art, craft and design, and the production of final outcomes.

What could this qualification lead to?

A significant proportion of recruitment in this sector is at graduate level. The Pearson BTEC Level 4 Foundation Diploma in Art and Design provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector, such as degree programmes in Fine Art, and beyond. The qualification gives learners the knowledge, skills and expertise to enable progression into roles as artists and designers in a range of disciplines such as fashion, textiles and graphics.

Who supports this qualification?

This qualification is supported by the following higher education institutions:

- University of Chichester

Further information

Further information about this qualification can be found on our website:
<http://qualifications.pearson.com/en/qualifications/btec-fad/art-and-design.html>