



Ravensbourne
University London

FAO Daniel Freaker
Pearson Education Ltd
80 Strand
London
WC2R 0RL

Dear Mr Freaker,

RE: Support for the following qualifications in Art and Design and Media Practice

As a provider of art, design and media higher education, we recognise the following qualifications as fulfilling entry requirements to a range of higher education courses in related subject areas:

Pearson BTEC Level 3 Foundation Diploma in Art, Design and Media Practice
Pearson BTEC Level 4 Foundation Diploma in Art, Design and Media Practice

Foundation studies programmes are highly relevant and widely recognised as ideal for progression to undergraduate study in creative subjects across art, design and media. They are primarily for those who have already completed a level 3 programme but require a period of further study before progressing to higher education. They benefit learners by enabling them to identify progression opportunities through broad exploration of disciplines not always available on the other level 3 programmes they have taken. They also further develop key self-direction behaviours after general level 3 study that are highly valuable for higher education programmes, supporting retention and achievement. In addition, the Foundation qualifications may be used by adult learners, who have some prior creative sector experience and are looking to retrain, to support their transition to HE.

We would like to show our support by confirming that these qualifications will enable learners to progress to undergraduate study in all areas of Art, Design and Media. Changes in the industry require learners to develop up-to-date methodologies for working and the ability to adapt to new developments in technology and practices for fluid collaboration, movement and flexibility across and within disciplines, which both of these qualifications facilitate. In addition, the need for students to acquire a multiplicity of skills requires a more protracted period of study. The additional time spent acquiring, perhaps even more crucially, a more informed and mature approach to idea development is easily identifiable in students who have completed Foundation courses.

The up-to-date content and programme design reflect industry changes in working methods, advances in technology and growing occupational areas in the creative industries, such as games development and fashion communications. Integrating media practices alongside art and design provides an educational experience that future-proofs the learner and better supports their progression to a broader range of HE programmes. The qualifications now also relate to media learners that were not previously served by Foundation Art and Design qualifications.

Yours Sincerely,

Senior Lecturer BA(Hons) Fashion Design