

## Statement of Purpose

### 500/7144/0 – Pearson BTEC Level 3 Subsidiary 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 Subsidiary Diploma (360 GLH) in Art and Design is part of a larger suite of Art and Design qualifications, in a range of sizes, which share the common 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 a BTEC National, 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 Subsidiary Diploma in Art and Design (360 GLH) is primarily an Applied General qualification, equivalent in size to an A level**, which has been designed to occupy one third of the curriculum within a broader programme of study, which could include other vocational or academic qualifications. Its main purpose is to allow learners to develop the core specialist knowledge, understanding and skills, including visual recording, and selection and control of art and design materials, required by the sector. It provides a basis for progression into a broad range of roles within the sector when supported by relevant qualifications at level 2, such as GCSE English and mathematics, and/or at level 3, such as an A-level in French or another appropriate modern foreign language and a Pearson BTEC Level 3 Subsidiary Diploma in Business. Learners may choose to pursue a pathway e.g. Fashion and Clothing or Graphic Design to further enhance their programme of study. Learners have some opportunity to study in more depth a range of option areas of their choice, including:

- Unit 7: Design Methods in Art and Design
- Unit 11: Freelance Work in Art and Design and
- Unit 18: Collaborative Working in Art and Design.

The Pearson BTEC Subsidiary Diploma in Art and Design is also approved as a Technical Certificate by Creative and Cultural Skills in the advanced apprenticeship frameworks in Design.

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 range of professional organisations/employers in the sector has also confirmed their support for this Pearson BTEC Level 3 Subsidiary 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 Subsidiary Diploma in Art and Design also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector, when taken alongside other qualifications appropriate for the desired course of study. UCAS has reviewed the qualification to assess its value for access to higher education, and has allocated UCAS points. See details published on the Pearson website here:

<http://www.edexcel.com/i-am-a/student/results/Pages/BTEC-equivalence.aspx>

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