

Statement of Purpose

500/7298/5 – Pearson BTEC Level 3 Diploma in Art and Design (OCF)

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 Diploma (720 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 sector 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.

Within this suite, the Pearson BTEC Level 3 Diploma in Art and Design (720 GLH) is primarily a Technical Level qualification, equivalent in size to two A levels, which has been designed to occupy two-thirds of a full-time curriculum, enabling learners to develop a significant common core of knowledge, including visual recording, selection and control of art and design materials, idea development, and idea communication, providing extensive opportunity to study in more depth a range of option areas of their choice, including a broad spectrum of units from eight specialist pathways, including Graphic Design, Interactive Media and Textiles, such as:

- Unit 34: Image Manipulation Using Computer Applications
- Unit 52: 3D Animation
- Unit 109: 3D Sculptural Textiles
- and additional units such as Unit 17: Management of Art and Design Projects and Unit 14: Community Art.

The Diploma allows time in the curriculum to study other qualifications alongside it, for example an AS or A-level in Psychology for learners who may wish to pursue a career in Arts Therapy. Its size makes it appropriate as the core component of a Technical Baccalaureate programme, allowing time in the curriculum for the study and completion of the other mandatory components.

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 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 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 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 Diploma in Art and Design fulfils their entry requirements when achieved alongside other qualifications.