

Statement of Purpose

500/7333/3 – Pearson BTEC Level 3 Certificate 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 Certificate (180 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.

Within this suite, the Pearson BTEC Level 3 Certificate in Art and Design (180 GLH) is primarily an Applied General qualification, equivalent in size to an AS level, which is designed to be taken alongside one or more substantial qualifications within a 16–19 study programme. The qualification provides learners with an element of sector specialism as part of their wider programme by developing a primary common core of knowledge in the sector through mandatory content. This common core covers the content, such as the development of visual recording skills as an exploratory tool in communicating different ideas, that is regarded as most important by employers. It is therefore particularly appropriate for those with an interest in progressing to a career in an art and design-related field, who want to pursue this via a principally academic route and take it alongside other qualifications, such as Maths A-level, Physics A-level and an additional Pearson BTEC Level 3 Certificate in Business to work towards a career in Product Design for example. In this instance a learner might undertake the 3D Design pathway to further support this outcome. It is also appropriate for those aged 16 who are ready to start an element of level 3 vocational study while completing aspects of their level 2 programme.

The qualification was designed in collaboration with industry, so has the specific support of the Sector Skills Council (SSC) for the sector, Creative and Cultural Skills. The Pearson BTEC Level 3 Certificate in Art and Design supports entry to a variety of HE courses in this sector and beyond, when taken in conjunction with other qualifications. This is confirmed by the specific support of a range of universities. In addition, the qualification carries UCAS points – see details published on the Pearson website here:

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