

## Statement of Purpose

### 500/7566/4 – Pearson BTEC Level 3 Extended 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 Extended Diploma in Art and Design (1080 GLH) 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 Extended Diploma in Art and Design (1080 GLH) is primarily a Technical Level qualification, equivalent in size to three A levels,** which has been designed as a full two-year programme of study, enabling learners to develop a substantial common core of knowledge, including visual recording, selection and control of art and design materials, idea development, idea communication, and knowledge of how historical and cultural influences inform art, craft and design. It allows them the maximum opportunity to study in more depth a full range of option areas of their choice, including a broad spectrum of units from eight specialist pathways, including 3D Design, Design Crafts, Fashion and Clothing, Fine Art, Graphic Design, Interactive Media, Photography and Textiles such as:

- Unit 97: Product Design
- Unit 99: Exploring Resistant Materials
- Unit 128: Garment Production
- Unit 82: Sculpture
- Unit 38: Mixed Media Image Making
- Unit 46: Digital Storytelling
- Unit 59: Stop Motion Animation Production
- Unit 116: Embroidered Textiles.

Additional units available in this size that support progression include Unit 9: Professional Practice in Art and Design, Unit 19: Educating Through Art and Design and Unit 22: Setting up an Art and Design Studio. It is mainly designed for those learners who know in which sector they would like to specialise. Learners can achieve breadth of study through the large core and extensive options, rather than by studying complementary qualifications alongside it. The qualification allows learners to develop the wide-ranging knowledge, understanding and skills required for direct progression into a broad range of roles within the industry they are going to be a part of. It also meets the needs of those who wish to progress first to further study.

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 Extended 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 Extended 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, fully meeting entry

requirements for most courses. 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 Extended Diploma in Art and Design fulfils their entry requirements, either on its own or when achieved alongside other qualifications.