

## Statement of Purpose

### 600/3890/1 – Pearson BTEC Level 3 90-credit 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 90-credit Diploma in Art and Design (540 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 90-credit Diploma in Art and Design (540 GLH) is primarily a Technical Level qualification, equivalent in size to one and a half A levels.** It has been designed as a one-year course, enabling learners to develop a common core of knowledge, including visual recording, selection and control of art and design materials, and idea development, and allowing them the 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 Fine Art and Photography, such as Unit 33: Lens-based Image Making, Unit 75: Drawing from Observation, and Unit 81: Printmaking. This Pearson BTEC Level 3 90-credit Diploma in Art and Design could either be for learners starting their final year of education, for example after taking a level 2 qualification post-16 and wishing to follow a coherent one-year course at level 3, or for learners who wish to complete their course after one year and move into an apprenticeship or training with an employer. The qualification supports progression to a wide range of roles within the sector, usually when accompanied by other qualifications achieved at level 2 or level 3, such as an AS-level in English.

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 90-credit 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 90-credit 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 90-credit Diploma in Art and Design fulfils their entry requirements when achieved alongside other qualifications.