



Pearson

Purpose Statement

Name of regulated qualification

QAN: 603/0447/9

Title: Pearson BTEC Level 3 National Diploma in Art and Design (720 GLH)

Overview

The creative sector

The creative industries form an important part of the UK economy and are respected internationally. The industries are worth £9.6 million an hour to the economy, which is approximately £84.1 billion per year. Art and design education provides training and support for occupations in the creative industries such as designers, artists, photographers and museum and gallery staff.

Who is this qualification for?

The **Pearson BTEC Level 3 National Diploma in Art and Design** is intended to be an Applied General qualification for post-16 students wanting to continue their education through applied learning, and who aim to progress to higher education and ultimately to employment, possibly in the creative sector. The qualification is equivalent in size to 2 A levels; it has been designed as a two-year full-time study programme, when studied alongside a further level 3 qualification.

No prior study of the sector is needed, but students should normally have a range of achievement at level 2, in GCSEs or equivalent qualifications.

What does the qualification cover?

The content of this qualification has been developed in consultation with academics to ensure that it supports progression to higher education. In addition, employers and professional

bodies have been involved and consulted, in order to confirm that the content is also appropriate and consistent with current practice.

The qualification provides the knowledge, understanding and skills that will prepare students for further study or training.

Everyone taking this qualification will study six mandatory units, covering the following content areas:

- technical and conceptual skills – developed through practical projects
- visual communication of ideas
- solving creative problems through experimenting with materials, techniques and processes
- using various tools and materials to realise ideas
- developing an art and design project portfolio – to showcase interests.

Students choose two option units. The option units have been designed to support progression to more specialist creative courses in higher education and to link with relevant occupational areas. They cover content areas such as:

- graphics
- fashion
- 3D design
- crafts
- fine art.

Alongside the unit 'Developing an Art and Design Portfolio', these units assist with progression to higher education in a more specialised degree course.

What could this qualification lead to?

Will the qualification support progression to further learning, if so, what to?

In addition to the creative sector-specific content outlined above, the requirements of the qualification will mean that students develop the transferable and higher-order skills that are highly regarded by higher education and employers. For example, critical and contextual studies develop students' ability to research and analyse art and design works by other practitioners, and to apply their findings to their practical projects.

The qualification carries UCAS points and is recognised by higher education providers as meeting admission requirements to many relevant courses in the creative sector, such as:

- FdA Creative Arts and Design Practice
- FdA Art Practice
- BTEC Higher Nationals in the Creative Industries.

When combined with other qualifications within a two-year study programme, such as AS/A levels or another BTEC National Extended Certificate, students can progress into higher education. For example:

- BA (Hons) in Games Design and Development, if taken alongside a Pearson BTEC Level 3 National Extended Certificate in Computing
- BSc Conservation of Objects in Museums and Archaeology, if taken with qualifications such as a Pearson BTEC Level 3 National Extended Certificate in Applied Science or A level History.
- BA (Hons) Theatre and Screen: Set Design for Screen, if taken alongside a Pearson BTEC Level 3 National Extended Certificate in Media or a Pearson BTEC Level 3 National Extended Certificate in Performing Arts.

Students progressing into degree courses such as BA (Hons) Fine Art or BA (Hons) Fashion may also benefit from supporting their study programme with qualifications in business, such as an A level or a Pearson BTEC Level 3 National Extended Certificate in Business, as there are many opportunities in the creative sector within small and medium enterprises (SMEs), as well as freelance opportunities.

Students should always check the entry requirements for degree programmes at specific higher education providers.

Will the qualification lead to employment, if so, in which job role and at which level?

This qualification is designed primarily to support progression to employment following further study at university. However, it will also give students the knowledge and understanding required to apply for a range of direct entry level roles, primarily alongside an apprenticeship in areas such as fashion, photography or crafts.

Why choose this size of qualification?

If there are larger and/or smaller versions of this qualification, or it is available at different skills levels, why should the student choose this one?

This **Pearson BTEC Level 3 National Diploma in Art and Design** is equivalent in size to 2 A levels. It typically makes up two-thirds of a 16–19 study programme, and is normally taken alongside other qualifications. The additional qualification(s) studied allow students either to give breadth to their study by choosing a contrasting subject, or to give their studies more focus by choosing a complementary subject.

The suite also includes the following qualifications:

The **Pearson BTEC Level 3 National Certificate in Art and Design**, which is equivalent in size to 0.5 A level. It is for students interested in learning about the sector alongside other fields of study as part of a full-time study programme, with a view to progressing to a wide range of higher education courses, but not necessarily in art and design.

This **Pearson BTEC Level 3 National Extended Certificate in Art and Design** is equivalent in size to one A level. It is for students who would like an element of Art and Design in a study programme that has a range of qualifications in other areas, with a view to progressing to a wide range of higher education courses, but not necessarily in art and design.

The **Pearson BTEC Level 3 National Foundation Diploma in Art and Design**, which is equivalent in size to 1.5 A levels and is for students looking for a one-year course of full-time study, or alongside another area of study that contrasts or complements the qualification, over a two-year full-time study programme.

The **Pearson BTEC Level 3 National Extended Diploma in Art and Design**, which is equivalent in size to 3 A levels and is typically the major qualification in a full two-year 16–19 study programme. It allows students to focus their study on this sector with a view to progression to an art and design degree, or directly into the creative industry.

There are four further BTEC Level 3 National Diplomas in the Art and Design suite:

- **Pearson BTEC Level 3 National Diploma in 3D Design and Crafts**
- **Pearson BTEC Level 3 National Diploma in Fashion Design and Production**
- **Pearson BTEC Level 3 National Diploma in Graphics**
- **Pearson BTEC Level 3 National Diploma in Photography.**

These four diplomas are specialist courses that focus on particular areas of study in art and design and are equivalent in size to 2 A levels. They will typically make up two-thirds of a 16–19 study programme, and can be taken alongside other qualifications. The additional qualification(s) studied allow students either to give breadth to their study by choosing a contrasting subject, or to give their studies more focus by choosing a complementary subject. These specialist diplomas are Tech Level qualifications, and as such are designed to meet the requirements of the Tech Bacc, when studied alongside level 3 mathematics and the Extended Project Qualification (EPQ).

For more detail about the other qualifications listed here, and the different progression opportunities they particularly support, please refer to their statements of purpose.

This qualification is supported by the following organisations

Higher Education

Leeds Beckett University

Southampton Solent University

University of Huddersfield