

## Purpose Statement

<b>Name of regulated qualification</b>	
<b>QAN: 603/0448/0</b>	<b>Title: Pearson BTEC Level 3 National Certificate in Art and Design (180 GLH)</b>

<b>Overview</b>
<p><b>The creative sector</b></p> <p>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.</p> <p><b>Who is this qualification for?</b></p> <p>The <b>Pearson BTEC Level 3 National Certificate in Art and Design</b> 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 0.5 A level. It is an ideal qualification for students interested in art and design who want to study a broad programme of qualifications, sectors and subjects to support progression to higher education. It will be of particular interest to students wanting to study sectors such as engineering or computing, where visual communication skills are important.</p> <p>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.</p> <p><b>What does the qualification cover?</b></p> <p>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</p>

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.

This qualification is comprised of two units, of which one is mandatory, covering the following content areas:

- visual recording and communication skills
- sector knowledge and skills in materials, techniques and processes.

Students explore a specific sector in art and design by choosing one option unit from a range of content areas. The option units have been designed to support progression to more specialist creative courses in higher education, and to link with relevant occupational areas. The option units cover the following areas:

- photography
- graphics
- interactive design
- fine art
- 3D design
- textile
- fashion
- 3D design craft.

### **What could this qualification lead to?**

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

Students who have completed this qualification in one year may wish to progress to a larger size BTEC National in the Art and Design suite, such as the Extended Certificate.

In addition to the creative sector-specific content outlined above, the requirements of the qualification mean that students develop the transferable and higher-order skills that are highly regarded by higher education and employers. For example, visual recording and communication give students the confidence to create, express and communicate their visual ideas.

The qualification carries UCAS points and is recognised by higher education providers as contributing to admission requirements to many courses. When combined with other qualifications within a two-year study programme, such as AS/A levels and/or other BTEC National qualifications, students can progress to higher education. For example, students may progress to:

- FdA in Digital Marketing when taken alongside a Pearson BTEC Level 3 National Foundation Diploma in Business

- BTEC Higher National in Engineering when taken alongside a Pearson BTEC Diploma in Engineering
- BSc in Computer Games Technology when taken alongside an A levels in Mathematics and a Pearson BTEC Level 3 Foundation Diploma in Computing

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 the practical skills developed in materials, techniques and processes will be of value to students choosing to progress directly to employment.

### 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 Certificate in Art and Design** is equivalent in size to 0.5 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 suite also includes the following qualifications:

The **Pearson BTEC Level 3 National Extended Certificate in Art and Design**, which is equivalent in size to one A level. It is for students interested in learning about the sector alongside other fields of study, 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 Diploma in Art and Design**, which 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 **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 industries.

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