

## Purpose Statement

### Name of regulated qualification

**QAN: 601/7224/1**

**Title: Pearson BTEC Level 3 National Diploma in 3D Design and Crafts (720 GLH)**

### Overview

#### **3D design and crafts**

3D designers and craftspeople often use traditional making skills with contemporary techniques, technologies, ideas and materials to create innovative products. With increasing innovation of materials, techniques and processes, there has never been a better time to be a designer/maker. Digital communication and digital processes mean that it is now more affordable and practical to prototype new designs and to sell products and services online. Developments in 3D printing have been hailed as the beginning of a new industrial revolution. When combined with a renaissance in traditional skills you can see why craft skills reportedly contribute £3.4 billion to the UK economy.

#### **Who is this qualification for?**

The Pearson BTEC Level 3 National Diploma in 3D Design and Crafts is equivalent in size to 2 A Levels and is aimed at students looking to progress to employment in this sector. The qualification has been designed as part of a two-year programme, normally in conjunction with one or more Level 3 qualifications. It is intended as a Tech Level, and as such is designed to meet the Tech Bacc measure when studied alongside Level 3 mathematics and the Extended Project Qualification (EPQ).

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 this qualification cover?**

The content of the qualification relates directly to the skills and understanding needed for employment and further study in 3D design and crafts. The qualification has been developed in consultation with employers, and HE representatives have also been involved to ensure the content is appropriate for those planning to progress to employment after further study.

Students develop knowledge and understanding through eight mandatory units. The content of the qualification allows them to explore materials, techniques and processes in depth and to refine their technical skills, through units such as *3D Model Making* and *Working to Scale*.

The qualification is designed to enable students to develop their knowledge in the sector and increase their levels of independence and employability. Students learn how to plan, budget and deliver projects, and how to develop and communicate to an external client. This is achieved through the units *Professional Practice in Art and Design* and *Managing a Client Brief*.

Students choose an optional unit in another art and design discipline that complements the subject, such as photography, textiles, interactive design, fashion, fine art or graphics, and this gives breadth to their practice.

As part of their course, students engage with employers from the sector, for example through work experience or through employers contributing to teaching or assessment.

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

This qualification has been designed to give students the practical and technical skills to work in a variety of roles, such as:

- modelmaker
- patternmaker
- smallworker
- caster
- CAD technician
- CAD designer
- potter
- woodworker
- jewellery maker
- exhibition designer.

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

A significant proportion of recruitment in the creative sector is at graduate level and students may wish to progress to further learning, which will support entry to a further range of careers in the sector. The qualification is intended to carry UCAS points and is recognised by HE providers as meeting admission requirements to relevant Foundation Degree and BTEC Higher National courses, such as:

- FdA 3D Design
- HND 3D Design Crafts.

When studied with other qualifications in the study programme, such as an A Level or BTEC Extended Certificate in a different complementing sector, such as engineering, business or computing, students can progress to higher education on full degree courses, for example:

- BA (hons) in Product Design
- BSc (Hons) in Industrial Product Design
- BA (hons) in Ceramics
- BA (hons) in 3D Designer Maker
- BA (hons) in Furniture and Lifestyle Products
- BA (hons) in Interior Architecture.

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

***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?***

The **Pearson BTEC Level 3 National Diploma in 3D Design and Crafts** is a specialist technical qualification in 3D design and craft and is equivalent in size to 2 A Levels. It will typically make up two-thirds of a study programme and can be taken alongside additional qualifications.

There are three additional **Pearson BTEC Level 3 National Diplomas** in:

- Fashion Design and Production
- Graphics
- Photography.

These are specialist courses focused 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. They are intended as Tech Level qualifications, and as such are designed to meet the Tech Bacc measure when studied with the EPQ and Level 3 mathematics. 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 following qualifications are also available.

The **Pearson BTEC Level 3 National Extended Certificate in Art and Design** is equivalent in size to 1 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 HE courses, but not necessarily in art and design.

The **Pearson BTEC Level 3 National Foundation Diploma in Art and Design** is equivalent in size to 1.5 A Levels and is for students looking for a broad programme of art and design education, over one-year 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** is the largest qualification in the suite of BTEC Nationals in Art and Design and is equivalent in size to 3 A Levels. It is intended primarily for students wishing to progress to further study of the sector in higher education.

For more detail of 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**

##### **Professional and trade bodies**

Creative Industries Federation  
Superyacht UK

##### **Employers**

Carter-Wong Advertising Agency  
Burkes Werks  
Milo Creative  
Jonathan Lane-Smith  
No Divide Studio Ltd

no1son Limited  
William Warren  
Design Museum  
Donna Wilson  
Jack Agency

**Higher education**

University of Huddersfield  
University of Chichester  
Kingston University  
University of the West of England  
Southampton Solent University