

Purpose Statement

Name of regulated qualification	
QAN: 601/7225/3	Title: Pearson BTEC Level 3 National Diploma in Fashion Design and Production (720 GLH)

Overview
<p><i>Fashion design and production</i></p> <p>From Stella McCartney and Savile Row to the innovative trends and styles represented by street fashion, the UK is renowned as one of the most vibrant and creative fashion centres in the world. In 2014, the UK fashion industry was reportedly worth £26 billion to the economy. This dynamic industry supports a variety of career opportunities, from retail and promotion to design and manufacture.</p> <p><i>Who is this qualification for?</i></p> <p>The Pearson BTEC Level 3 National Diploma in Fashion Design and Production is equivalent in size to 2 A Levels and it is aimed at students looking to progress to employment in this sector. The qualification has been designed as a two-year programme of study, normally in conjunction with one or more qualifications at Level 3. 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).</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><i>What does this qualification cover?</i></p> <p>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.</p> <p>It consists of eight mandatory units, which give students the skills and techniques to design, produce and promote fashion, clothing and accessories. Students learn to spot future trends and develop designs that reflect commercial and personal concerns. They learn pattern cutting and manufacturing skills to turn their designs into reality, learning how to safely use tools and machinery. Students explore fashion promotion, analysing fashion campaigns and producing their own.</p> <p>Through the qualification, students refine their knowledge in the sector and increase their levels of independence and employability; this is achieved through the units <i>Professional Practice in Art and Design</i> and <i>Managing a Client Brief</i>. They learn how to plan, budget and deliver projects, and how to develop a relationship with and communicate with an external client.</p> <p>Students choose an optional unit in another art and design discipline that complements the subject, such as 3D design, photography, textiles, interactive design, fine art or graphics, and this gives breadth to their practice.</p> <p>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.</p>

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

The qualification will support application to entry-level roles in the fashion industry, or to further training and apprenticeships, where appropriate. The focus on technical skills in the fashion industry allows students to apply for junior roles, such as:

- junior accessory designer
- trainee pattern cutter
- stylist
- visual merchandiser
- fashion studio assistant
- dressmaker.

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 Fashion Design, Pattern Cutting & Construction
- FdA in Fashion, Retail and Enterprise
- HND Fashion.

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 media, business or sport, students can progress to higher education on full degree courses, for example:

- BA (hons) in Fashion Design
- BA (Hons) in Fashion Business and Promotion
- BA (hons) in Performance Sportswear Design.

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 Fashion Design and Production** is a specialist technical fashion qualification 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:

- 3D Design and Crafts

- 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

UK Fashion and Textile Association
Creative Industries Federation
Superyacht UK

Employers

Milo Creative
no1son Limited
Maria Pulley
TLO
Design Museum
Donna Wilson
B-side by Wale
Jack Agency

Higher education

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

