

Purpose Statement

| Name of regulated qualification | |
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| QAN: 601/7226/5 | Title: Pearson BTEC Level 3 National Diploma in Graphics (720 GLH) |

| Overview |
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| <p>Graphics</p> <p>Graphic designers use images and text to convey messages and meaning for applications that range from magazines and publishing to websites and road signs. Graphic designers work in the creative industries, which are reportedly worth £8 million an hour to the UK economy. Figures from 2012 show that 5.6 per cent (1.68 million) of all jobs in the UK were in the creative industries, and that it was one of the fastest growing areas of the economy. Employment opportunities are projected to increase in graphic design.</p> <p>Who is this qualification for?</p> <p>The Pearson BTEC Level 3 National Diploma in Graphics is equivalent in size to 2 A Levels and is aimed at students looking to progress to employment in graphic design. It has been designed for post-16 students as part of a two-year programme, 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>What does this qualification cover?</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>Students design graphics for a range of purposes, learning technical skills in areas such as layout and typography. These skills are applied in vocational projects, which develop and test students' abilities.</p> <p>The qualification consists of four mandatory units, where students acquire professional and technical skills for this area. Their knowledge and experience of presenting and developing a project for an external client is assessed through the <i>Managing a Client Brief</i> unit. The qualification is designed to enable students to refine their knowledge in the sector and increase their levels of independence, this is achieved and demonstrated through the units <i>Professional Practice in Art and Design</i> and <i>Developing and Realising Creative Intentions</i>. Students then choose four from six optional, specialist units in areas of graphic design such as illustration, branding, 3D and web design; this choice reflects the diversity and increasing digitalisation of skills for this occupation.</p> <p>Students also choose an optional unit in another art and design discipline that complements the subject in an area such as textiles, interactive design, fashion, fine art or photography. 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?***

This qualification is designed primarily to support progression to employment or an apprenticeship in the area of graphics and support roles, such as:

- design assistant/trainee
- trainee technical illustrator
- trainee technical graphic design assistant
- junior artworker
- desktop publishing assistant
- technical illustrator
- junior graphic 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 Graphic Communication
- HND Graphic Design.

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 computing, students can progress to higher education on full degree courses, for example:

- BA (Hons) Graphic Design
- BA (Hons) Visual Communication
- BA (Hons) Illustration
- BA (Hons) Information and Interface Design
- BA (Hons) Advertising 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 Graphics** is a specialist technical qualification in graphic design 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
- Fashion Design and Production
- 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

Employers

Carter-Wong Advertising Agency

Burkes Werks

Milo Creative

No Divide Studio Ltd

Candelabra Wedding Stationery and Design

no1son Limited

Tech-Set

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