

Purpose Statement

Name of regulated qualification	
QAN: 601/7227/7	Title: Pearson BTEC Level 3 National Diploma in Photography (720 GLH)

Overview

Photography

The creative industries are internationally respected and form an important part of the UK economy. In 2014, the government reported that the creative industries were worth £8 billion an hour to the economy, which is approximately £71.4 billion per year. 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 the fastest growing area of the economy. Employment opportunities are set to increase in this area.

Who is this qualification for?

The Pearson BTEC National Diploma in Photography is equivalent in size to 2 A Levels and is aimed at students looking to progress to employment in this industry. 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).

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 photography, and the qualification has been developed in consultation with employers and HE representatives to ensure this. Students develop knowledge and technical skills through eight mandatory units, which cover traditional and digital photography, and students learn to take, edit and manipulate images. They develop specialist understanding in areas such as lighting and flash photography, and learn how to work in a photographic studio and on location.

Students refine their knowledge in the sector, and increase their levels of independence and employability; this is achieved through the units *Professional Practice in Art and Design* and *Managing a Client Brief*. They learn how to plan, budget and deliver projects, and how to develop a relationship with and communicate with an external client.

Students choose an optional unit in another art and design discipline that complements the subject, such as 3D design, 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 is designed primarily to support progression to employment and Higher Apprenticeships in the creative sector and to job roles, such as:

- trainee/assistant photographer
- trainee/assistant staff photographer
- trainee investigative/crime scene photographer
- junior minilab printer
- junior digital imaging technician
- picture library keyworder.

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 Photography
- HND Photography.

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

- BA (Hons) in Press and Editorial Photography
- BA (Hons) Marine and Wildlife Photography
- BA (Hons) Photography.

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 Photography** is a specialist technical photography 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 further **Pearson BTEC Level 3 National Diplomas** in:

- 3D Design and Crafts
- Fashion Design and Production

- Graphics.

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

Elizabeth McAlpine Artist
Carter-Wong Advertising Agency
Burkes Werks
Milo Creative
No Divide Studio Ltd
no1son Limited
Tom Brannigan
Design Museum
Jack Agency

Higher education

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