

Purpose Statement

Name of regulated qualification	
QAN: 601/7228/9	Title: Pearson BTEC Level 3 National Extended Certificate in Art and Design (360 GLH)

Overview
<p><i>The art and design sector</i></p> <p>The creative industries are respected internationally and form an important part of the UK economy. In 2014, the government reported that the creative industries were worth £8 million an hour to the economy; 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 one of the fastest growing areas of employment. 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><i>Who is this qualification for?</i></p> <p>The Pearson BTEC Level 3 National Extended Certificate in Art and Design is intended as an Applied General qualification, equivalent in size to 1 A Level, and has been designed to occupy one-third of the curriculum within a broader programme of study, normally alongside other vocational or academic qualifications. It has been developed for post-16 students wishing to develop knowledge and skills in art and design through a vocational focus and can be used as a stepping stone to further progression, possibly in art and design education.</p> <p><i>What does this qualification cover?</i></p> <p>The content of the qualification relates directly to the skills and understanding needed for further study in art and design and has been developed in consultation with higher education. Employers have also been consulted, in order to confirm that the content is appropriate and consistent with current practice for students choosing to enter employment directly.</p> <p>The Pearson BTEC Level 3 National Extended Certificate in Art and Design is delivered through practical projects in art and design. There are three mandatory units, which:</p> <ul style="list-style-type: none"> • explore processes and methods of visually recording and communicating creative ideas • develop students understanding and analysis of the work of artists and designers, • bring their learning together through the creative process. <p>Students develop skills and knowledge through an option unit in a specific area such as fashion, textiles, graphic, photography, 3D studies or fine art. The qualification is designed to enable students to develop their knowledge and skills in the sector and increase their levels of independence.</p>

What could this qualification lead to?***Will the qualification support progression to further learning, if so, what to?***

The qualification is intended to carry UCAS points and is recognised by HE providers as contributing to meeting admission requirements for many courses, if taken alongside other Level 3 qualifications as part of a two-year programme of learning. It combines well with a large number of subjects and so will support entry to HE courses in a very wide range of disciplines, depending on the subjects taken alongside. However, for students wishing to study an aspect of art and design in HE, opportunities include:

- BA (Hons) in Fashion Management, if taken alongside a Pearson BTEC Level 3 National Diploma in Business
- BEng (Hons) in Aeronautical Engineering, if taken alongside A Levels in Mathematics and Physics
- BSc (Hons) in Creative Technologies, if taken alongside a Pearson BTEC Level 3 National Diploma in Computing for the Creative Industries or A Levels in Media and Computing.

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

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

A significant proportion of recruitment in this sector is at graduate level and the qualification is designed primarily to support progression to employment after further study at university. However, the vocational focus of the qualification will support students progressing directly to employment as the transferable knowledge, understanding and skills will give successful students an advantage when applying for a range of entry-level roles, industry training programmes and Higher Apprenticeships in the creative sector.

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 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 following qualifications are also available.

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.

There are four **BTEC Level 3 National Diplomas**:

- 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 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.

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

Higher education

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

Professional bodies

Creative Industries Federation

Employers

Elizabeth McAlpine Artist
Carter-Wong Advertising Agency
Burkes Werks
Milo Creative
Jonathan Lane-Smith
No Divide Studio Ltd
Candelabra Wedding Stationery and Design
no1son Limited
William Warren
Maria Pulley
Tech-Set
Tom Brannigan
Design Museum
Donna Wilson
Jack Agency