

## Purpose Statement

Name of regulated qualification	
<b>QAN: 601/7230/7</b>	<b>Title: Pearson BTEC Level 3 National Foundation Diploma in Art and Design (510 GLH)</b>

Overview
<p><b><i>The art and design sector</i></b></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 billion an hour to UK economy; 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. 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><b><i>Who is this qualification for?</i></b></p> <p>The Pearson BTEC Level 3 National Foundation Diploma in Art and Design is equivalent in size to 1.5 A Levels. It is intended as an Applied General qualification for post-16 students wishing to develop the knowledge and skills for further progression in art and design education, or to an Apprenticeship, or to entry-level employment in the sector.</p> <p>The Pearson BTEC Level 3 National Foundation Diploma in Art and Design would normally be studied over one year, as the substantial qualification in a student's study programme, or as part of a full, two-year programme when studied alongside further Level 3 qualifications. Students wishing to take this BTEC will have successfully completed a Level 2 programme of learning with GCSEs or vocational qualifications.</p> <p><b><i>What does this qualification cover?</i></b></p> <p>The content of the qualification has been developed in consultation with higher education and relates directly to the skills and understanding needed for further study in art and design. 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>Four of the six units of content are mandatory, where students learn how to apply the creative process through vocational art and design projects, which furthers their skills in the materials, techniques and processes needed to create contemporary art and design works. These elements, alongside research and awareness into the work of artists and designers, allow students to develop their own 'creative voice' and increase their independence in the field of art and design.</p> <p>Students explore further skills and knowledge through two optional units in specific areas such as fashion, textiles, graphic, photography, 3D studies and fine art. The qualification is designed to enable students to refine their knowledge of the sector and allow them to make informed decisions about further opportunities of study and specialism.</p>

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

The Pearson BTEC Level 3 National Foundation Diploma in Art and Design provides a route for progression into the second year of the BTEC National Extended Diploma in Art and Design, or to another Foundation Diploma in a complementary sector.

The qualification is intended to carry UCAS points and is recognised by HE providers as meeting or contributing to admission requirements to many relevant art and design courses. On its own, it can provide progression to Foundation degrees and BTEC Higher Nationals, for example:

- FdA Creative Arts and Design Practice
- FdA Photography and Digital Imaging
- FdA Fashion and Clothing
- HND Graphic and Digital Design.

When combined with other qualifications in a two-year study programme, such as AS and A Levels or another BTEC National Foundation Diploma, it could lead on to programmes such as:

- BA (Hons) in Fashion Media and Promotion, when combined with a Foundation Diploma in Creative Digital Media Production
- BA (Hons) in Events Management, when combined with a Foundation Diploma in Business
- BSc (Hons) in Architectural Engineering, when combined with a Foundation Diploma in Engineering
- BA (Hons) in History of Art, when combined with an A Level in History and an AS Level in Critical Thinking.

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 this qualification is designed primarily to support progression to employment, after further study at university. However, it also supports 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 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 following qualifications are also available.

The **Pearson BTEC Level 3 National Extended Certificate** 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 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