

James Emmett
Head of Stakeholder Engagement (Employers)
Pearson
Regulatory Stakeholder Relations
Quality, Standards and Research Division
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17th June 2015

Dear James

Letter of support for the Pearson BTEC Level 3 Nationals in Art and Design

As an employer in the sector, we recognise the following qualifications as being fit for purpose:

BTEC Level 3 National Extended Certificate in Art and Design
BTEC Level 3 National Foundation Diploma in Art and Design
BTEC Level 3 National Extended Diploma in Art and Design
BTEC Level 3 National Diploma in Photography
BTEC Level 3 National Diploma in Graphics
BTEC Level 3 National Diploma in 3D Design and Crafts
BTEC Level 3 National Diploma in Fashion Design

The qualifications will support learners to progress to employment or within employment in a range of job roles across the creative industry, for example as a new intern at a design studio.

For such roles, I believe that these qualifications provide an appropriate level of knowledge and skills, meeting the needs of the business and the individual, ensuring employees are appropriately skilled for the job and able to deliver to the standard that the sector expects.

The qualification will also support the individual, should they chose to progress into further training.

I am happy for Pearson to use this letter in support of its work with government and its agencies, to ensure that this invaluable qualification can continue to be recognised for college performance tables and 19+ funding.

As a final note, I personally felt the qualifications were so thoroughly written that it made me question the many facets needed to be a proficient graphic designer, no bad thing after some 35 years in practice.

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Yours sincerely



Phil Carter
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