

Statement of Purpose

500/7364/3 – Pearson BTEC Level 3 Diploma in Production Arts (QCF)

The Production Arts are a key part of the creative and cultural industries in the UK. There are over 9,500 businesses and approximately 130,000 people working in the production arts sector of which 57% are self employed. In England, there are approximately 1000 venues including arts centres, circuses and theatres that use production arts related skills. The UK's creative industries have been identified as a strategic growth sector by the government.

The Pearson BTEC Level 3 Diploma (720 GLH) in Production Arts is part of a larger suite of Production Arts qualifications, in a range of sizes, which share the common purpose of helping people to become occupationally ready to take up employment in the Production Arts sector at the appropriate level. This can follow either directly after achieving the qualification, or via the stepping stone of Higher Education (HE) in university or college. By studying a BTEC National, learners develop knowledge, understanding and skills required by the sector, including essential employability skills, and apply them in real work contexts. Learners can operate at a standard that can reasonably be expected of an 18 year old in full-time education.

Within this suite, the Pearson BTEC Level 3 Diploma (720 GLH) is primarily a Technical Level qualification, equivalent in size to two A levels. It covers many aspects of the Production Arts sector and has an unendorsed pathway, and three endorsed pathways in Design, Technical and in Make-up.

The Pearson BTEC Level 3 Diploma in Production Arts (720 GLH) has been designed to occupy two-thirds of a full-time curriculum, enabling learners to develop a significant common core of knowledge, including a production arts workshop, planning and production for theatre performance. The Make-Up pathway also includes a specific mandatory unit covering make-up application skills and creative uses. In addition it provides extensive opportunities to study in more depth a range of optional areas, appropriate for the pathway (although some optional units are available across the pathways). Examples of optional areas at this size include:

- community arts
- stage management
- stage lighting
- costume making
- arts administration.

The Diploma allows time in the curriculum to study other qualifications alongside it, for example A Levels in History, English or Drama and Theatre Studies, and its size makes it appropriate as the core component of a Technical Baccalaureate programme, allowing time in the curriculum for the study and completion of the other mandatory components.

As the qualification was designed in close collaboration with industry, it is fully supported by the Sector Skills Council (SSC) for the sector, Skillset. A range of professional organisations and employers in the sector has also confirmed their support for the Pearson BTEC Level 3 Diploma in Production Arts. This means it is a highly respected route for those who wish to move into employment in the sector, either directly or following further study.

A significant proportion of recruitment in this sector is at graduate level. The Pearson BTEC Level 3 Diploma in Production Arts also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector and beyond when taken alongside other qualifications appropriate for the desired course of study. UCAS has reviewed the qualification to assess its value for access to higher education, and has allocated UCAS points. See details published on the Pearson website here:

<http://www.edexcel.com/i-am-a/student/results/Pages/BTEC-equivalence.aspx>

In addition, a number of universities have individually confirmed that the Pearson BTEC Level 3 Diploma in Production Arts fulfils their entry requirements when achieved alongside other qualifications.