

Statement of Purpose

601/1094/6 – Pearson BTEC Level 3 90-credit 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 90-credit Diploma in Production Arts (540 GLH) 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 performing 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 90-credit Diploma in Production Arts (540 GLH) is primarily a technical level qualification, equivalent in size to one and half A levels. It has been designed as a one-year course, enabling learners to develop a common core of knowledge, through a production arts workshop, and allowing them the opportunity to study in more depth a range of option areas of their choice related to the pathway, such as:

- make-up for performers
- stage lighting design
- performing arts event management
- period props.

The qualification consists of the following pathways: Make-up, Arts Management, Theatre Technology, and Design, which introduce and underpin the knowledge and skills that are regarded as most important by employers in each pathway within the sector. Each pathway has its own distinctive mandatory unit covering:

- make-up application
- design method
- arts administration
- technical stage operations.

This Pearson BTEC Level 3 90-credit Diploma could either be for learners starting their final year of education, for example after taking a level 2 qualification post-16 and wishing to follow a coherent one-year course at level 3, or for learners who wish to complete their course after one year and move into an apprenticeship or training with an employer. The qualification supports progression to a wide range of roles within the sector, usually when accompanied by other qualifications achieved at level 2 or level 3, such as A level Theatre and Drama Studies, Media Studies, History or English Literature.

As the qualification was designed in collaboration with industry, so has the specific support of Sector Skills Councils (SSC) for the sector, Skillset and Creative and Cultural Skills. A range of professional organisations/employers in the sector has also confirmed their support for this Pearson BTEC Level 3 90-credit Diploma. 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 90-credit 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 this Pearson BTEC Level 3 90-credit Diploma in Production Arts fulfils their entry requirements when achieved alongside other qualifications.