



*Getting started:*

# **WAYS TO TEACH AND ASSESS PEARSON BTEC INTERNATIONAL LEVEL 3 ART & DESIGN AND CREATIVE MEDIA**





## **Before we start...**

What are your top 3  
questions for today?

# Aims and Objectives

- Explore the structures, content and assessment.
- Tips for planning, delivery and supporting documents.
- Preparing for assessment, looking at Example Assignment Briefs, and how to manage assessment of larger units.
- Qualification grading - how to do it.
- To network and share best practice.



# Key Terms

**Quality nominee (QN)** – overall control of standards within a centre. Pearson's first contact with your centre.

**Lead internal verifier (LIV)** – maintains standards within the qualification.

**Internal verifier (IV)** – verifies assignment briefs and assessments based on standards training from LIV.

**Assessor** – assesses the student work. They often also write the briefs and usually deliver the teaching and learning.

**Standards Verifier (iSV)** - external - work with you on assignment briefs, assessment plan and sample student work to ensure that the standards are being met.



# Qualification Structure - ART

Teaching and learning modules	Related assessment units	360 Subsidiary Diploma	540 Foundation Diploma	720 Diploma	1080 Extended Diploma
A. Exploring and Developing Art and Design Skills	A1. Skills Development (270 GLH)	Mandatory	Mandatory	Mandatory	Mandatory
	A2. Responding to a Brief (90 GLH)	Mandatory (Pearson Set Assignment)	Mandatory (Pearson Set Assignment)	Mandatory (Pearson Set Assignment)	Mandatory (Pearson Set Assignment)
	A3. Creative Project (180 GLH)		Mandatory		Mandatory
B. Advancing Creative Practice	B1. Personal Progression (90 GLH)			Mandatory	Mandatory
	B2. Personal Investigation (90 GLH)				Mandatory (Pearson Set Assignment)
	B3. Creative Industry Response (270 GLH)			Mandatory	
	B4. Extended Creative Industry Response (360 GLH)				Mandatory

# Qualification Structure - MEDIA

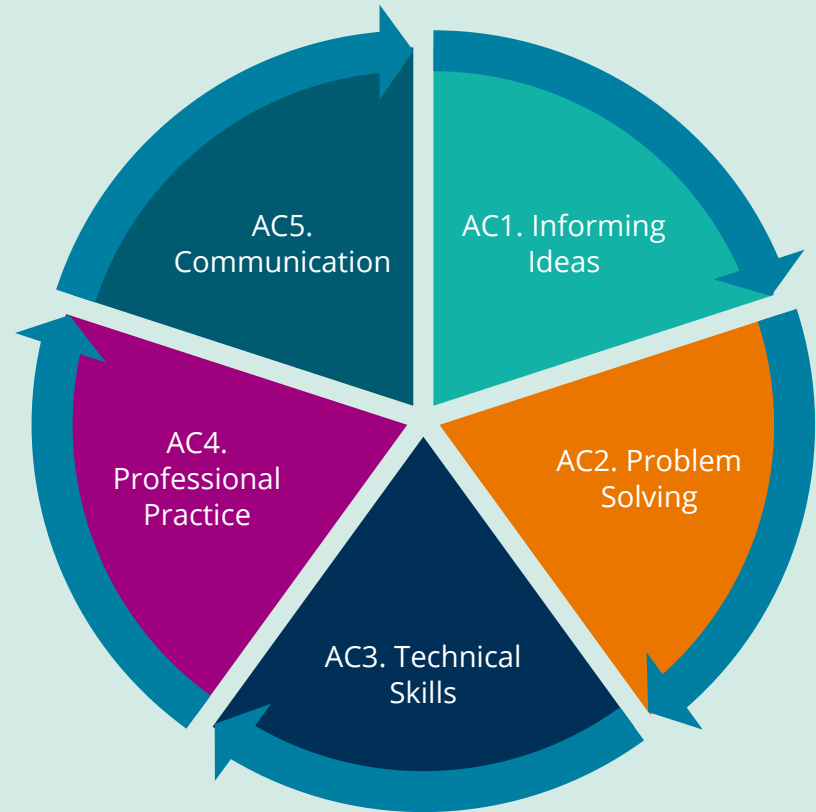
Teaching and learning modules	Related assessment units	360 Subsidiary Diploma	540 Foundation Diploma	720 Diploma	1080 Extended Diploma
A. Exploring and Developing Creative Media Skills	A1. Skills Development (270 GLH)	Mandatory	Mandatory	Mandatory	Mandatory
	A2. Responding to a Brief (90 GLH)	Mandatory (Pearson Set Assignment)	Mandatory (Pearson Set Assignment)	Mandatory (Pearson Set Assignment)	Mandatory (Pearson Set Assignment)
	A3. Creative Project (180 GLH)		Mandatory		Mandatory
B. Advancing Creative Practice	B1. Personal Progression (90 GLH)			Mandatory	Mandatory
	B2. Personal Investigation (90 GLH)				Mandatory (Pearson Set Assignment)
	B3. Creative Industry Response (270 GLH)			Mandatory	
	B4. Extended Creative Industry Response (360 GLH)				Mandatory

# Unit Structure

The qualification has been designed around five types of skill.

Each assessment unit has the same straightforward structure that clearly connects the objectives, teaching content and assessment criteria:

- Five assessment objectives
- Five areas of teaching content
- Five assessment criteria:



# Assessment Criteria

Assessment criteria	U Limited/Insufficient	Pass Generally Competent/Adequate	Merit Clear/Effective	Distinction Accomplished/Thorough
<b>AC1 Informing ideas</b>	Limited or inappropriate research and investigation. Information has not been used to inform ideas or understanding.	Generally competent research and investigation used to interpret briefs, develop ideas for work and inform plans for progression, showing adequate understanding of industry and the work of others.	Effective research and investigation skills used to interpret briefs, develop ideas for work and inform plans for progression, showing a clear understanding of industry and the work of others.	Accomplished research, investigation and critical analysis skills used to interpret briefs, develop ideas for work and inform plans for progression, showing a thorough understanding of industry and the work of others.
<b>AC2 Problem solving</b>	Lack of clarity in use of problem-solving processes. Work does not progress coherently through appropriate stages of development in order to find solutions.	Generally competent use of development process showing sufficient ideas generation, experimentation and review to find solutions.	Sound use of ideas generation, experimentation, testing and review. Clear reflection on work showing emerging awareness of how solutions relate to intended meaning, purpose and function.	Thorough engagement and confident application of ideas generation, experimentation, testing and review used to make considered choices. Sustained use of reflection to develop a critical understanding of how solutions align with the intended meaning, purpose and function of work.
<b>AC3 Technical skill</b>	Limited or inappropriate evidence, work does not show a minimum level of precision or competence with media.	Generally competent selection and manipulation of appropriate media, materials, techniques and processes to produce work that shows some awareness of impact in outcomes.	Effective selection and application of media, materials, techniques and processes with a clear awareness of their effect on communication through outcomes. Generally consistent technical competence shown through development and execution.	Accomplished selection and skillful application of media, materials, techniques and processes, showing thorough understanding of their impact on outcomes and ability to exploit them to meet intentions. Technical competence sustained throughout development and execution.
<b>AC4 Professional practice</b>	Limited understanding and use of professional practice skills, behaviours and approaches to working.	Adequate exploration and use of some professional practice skills, behaviours and approaches to working.	Clear understanding and application of professional practice skills, behaviours and approaches used effectively to manage and inform projects.	Thorough understanding and application of accomplished professional practice skills, behaviours and approaches used in a sustained and considered way to manage and inform projects.
<b>AC5 Communication</b>	Lack of clarity seen in outcomes in relation to intentions and audience. Limited use of appropriate presentation conventions.	Generally competent communication of meaning, purpose and function of work in relation to intentions and audience. Appropriate use of presentation methods, formats and conventions.	Effective communication of meaning, purpose and function of work in relation to intentions and audience. Clear understanding and use of effective presentation methods, formats and conventions used to reflect qualities and engage the audience.	Fluent and imaginative communication of meaning, purpose and function of work in relation to intentions and audience. Thorough understanding and skillful use of presentation methods, formats and conventions applied in a highly considered way to enhance qualities of work and engage the audience.



# Pearson Set Assignments (PSA)

Units A2 and B2 are assessed via a Pearson Set Assignment.

- Pearson sets the theme of the assignment.
- Two assignments for each unit are supplied annually by Pearson.
- Centres are free to timetable the assessment to take place whenever they feel is appropriate for their learners. Learner work is internally assessed by the centre.
- Centres apply the same criteria that is used to assess all other units.
- Grades awarded are externally verified via the iSV process.



# Delivery Approaches

Version 1: Integrating teaching and assignments

	Term 1	Term 2	Term 3
Year 1 Module A: Exploring and developing Art & Design Skills/ Creative Media Skills	Teaching and assignments for A1 Skills Development		Assignment for A2 Responding to a Brief
Year 2 Module B: Advancing Creative Practice	Teaching and assignments for B1 Personal Progression	Assignment for B2 Personal Investigation	Teaching and assignment for A3 Creative Project
		Teaching and assignment for B4 Extended Creative Industry Response	

# Delivery Approaches

Version 2: Separating teaching and assignments

	Term 1		Term 2		Term 3	
Year 1 Module A: Exploring and developing Art & Design Skills/ Creative Media Skills	Teaching for Module A		Assignments for A1 Skills Development		Assignment for A2 Responding to a Brief	Assignment for A3 Creative Project
Year 2 Module B: Advancing Creative Practice	Teaching for B1	Assignments for B1 Personal Progression	Assignment for B2 Personal Investigation	Teaching for B4	Assignment for B4 Extended Creative industry Response	

# Delivery Approaches

Version 3: Running B1 in tandem with B2 and B4

	Term 1	Term 2	Term 3
Year 1 Module A: Exploring and developing Art & Design Skills/ Creative Media Skills	A1 Skills Development	A2 Responding to a Brief	A3 Creative Project
Year 2 Module B: Advancing Creative Practice	B1 Personal Progression		
	B2 Personal Investigation	B4 Extended Creative Industry Response	

# Assignment Briefs

## A1. Skills Development

For this unit, centres are free to plan their approach to delivery and this might include:

- Multiple assignment briefs running concurrently each focusing on a different area of skill. Work from all assignment briefs is assessed summatively to form a grade for the unit
- Multiple assignment briefs running consecutively each focusing on a different area of skill. Work from all assignment briefs is assessed summatively to form a grade for the unit
- A single assignment brief broken into a series of tasks, each focusing on a different area of skill
- A single assignment brief that asks learners to apply their skills to a single project that will then be assessed

# Assignment Briefs

## **A2. Responding to a brief & B2. Personal Investigation**

- Each assessed through a single assignment brief
- The assignment briefs for these units are provided by Pearson in the form of Pearson Set Assignments.
- Centres must use the PSA's issued in the current year of delivery.

## **B1. Personal Progression**

- Likely to be assessed through a single assignment brief
- Tasks that focus on progression activities i.e. UCAS applications, CVs, Portfolios or showreels.

# Assignment Briefs

## **A3. Creative Project & B3. Creative Industry Response or B4. Extended Creative Industry Response**

Assessed through a single assignment brief

- The assignment briefs for these units could be interchangeable, however it is expected that the work produced for unit B3 or B4 should be more advanced/ sophisticated than that demonstrated for unit A3
- Live brief or a competition
- Employer engagement

# Grading

To achieve any qualification grade, learners must:

- Complete all assessment units required in the qualification
- Achieve all assessment criteria at Pass or above for each assessment criterion in each assessment unit in the qualification
- Achieve the minimum number of points at a grade threshold.

BTEC International Level 3 qualifications are awarded at the grade ranges shown in the table below:

Qualification	Available grade range
Subsidiary Diploma, Foundation Diploma	P to D*
Diploma	PP to D*D*
Extended Diploma	PPP to D*D*D*



# Unit Weighting Subsidiary Diploma

The following tables show the weighting of each assessment unit in each qualification:

Assessment Unit	GLH	Weighting towards qualification grade
A1 Skills Development	270	66%
A2 Responding to a Brief	90	33%

# Unit Weighting Foundation Diploma

The following tables show the weighting of each assessment unit in each qualification:

Assessment Unit	GLH	Weighting towards qualification grade
A1 Skills Development	270	33%
A2 Responding to a Brief	90	33%
A3 Creative Project	180	33%

# Unit Weighting Diploma

The following tables show the weighting of each assessment unit in each qualification:

Assessment Unit	GLH	Weighting towards qualification grade
A1 Skills Development	270	25%
A2 Responding to a Brief	90	25%
B1 Personal Progression	90	25%
B3 Creative Industry Response	270	25%

# Unit Weighting Extended Diploma

The following tables show the weighting of each assessment unit in each qualification:

Assessment Unit	GLH	Weighting towards qualification grade
A1 Skills Development	270	12.5%
A2 Responding to a Brief	90	12.5%
A3 Creative Project	180	12.5%
B1 Personal Progression	90	12.5%
B2 Personal Investigation	90	12.5%
B4 Extended Creative Industry Response	360	37.5%

# Assessment Unit Grade Points

The table below shows the number of points available for each assessment criterion within assessment units.

For each assessment unit, points are allocated depending on the grade awarded for each assessment criterion.

Points per assessment criteria			
	Assessment Units A1, A2, A3, B1, B2, B3	Assessment Unit A1 (360 size only)	Assessment Unit B4 (1080 size only)
U	0	0	0
Pass	1	2	3
Merit	2	4	6
Distinction	3	6	9

# Your subject advisor



**Susan Young**

Art, Design & Media



UK: 020 7010 2181

Intl: +44 (0)207 010 2181



[TeachingArtandDesign@pearson.com](mailto:TeachingArtandDesign@pearson.com)

[TeachingMedia@pearson.com](mailto:TeachingMedia@pearson.com)



@Pearson\_Art



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