



Administrative Support Guide

BTEC Level 1/2 Tech Award in Art & Design Practice

Component 3: Responding to a Client Brief
(21181L)

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Specific Information

This assessment contains:

Material	Information	Level of supervision and control	Dispatch Method
Set Task	<p>Preparatory time learners spend approximately 4 hours in preparation for Activity 1.</p> <p>Activity 1: Project development At least 8 hours of informal supervision over four consecutive weeks.</p> <p>Activity 2: Development review 1 hour 30 minutes of formal supervision. Learners must complete Activity 2 using the development review template provided.</p> <p>Activity 3: Final response Learners must spend a maximum of 8 hours under formal supervised conditions creating the final response.</p> <p>Activity 4: Client portfolio 2 hours 30 minutes of formal supervision. Learners should produce a six to eight-page A3 digital PDF portfolio, including 100–300 words of annotation.</p>	<p>Preparatory time Non-supervised, low level of control</p> <p>Activity 1 Informal supervision, medium level of control</p> <p>Activity 2, 3 & 4 Formal supervision, high level of control</p>	<p>Electronic download from the BTEC Secure Area</p>

Before the assessment

Centres must ensure that:

- They have read the instructions for delivery provided on the live assessment material, as well as any publication or communication from Pearson, to ensure you have the most relevant guidance to deliver this unit.
- They have understood the delivery of the assessment and read the JCQ 'Instructions for Conducting Examinations (ICE)' document and Pearson's 'Instructions for Conducting External Assessments (ICEA)' document, which can be found [here](#).
- Materials received from Pearson are kept secure by the centre until the start of the assessment window.
- Centres must not discuss the details of the examination content with learners.
- Learners have been registered onto the correct course and entered for the correct assessment and series.
- Learners due to sit the assessment are made aware of the timetabled sessions for the supervised assessment and any prior preparatory work.

During the assessment

The externally set task booklet will be released on the specified release date. The externally set task booklet must be issued only to learners who have been entered to take the task in the specified series and must be kept securely until the start of the supervised assessment period. The set task must be completed during the specified assessment period timetabled by Pearson.

All activities must be completed in the order in which they appear in the externally set task booklet.

Preparatory time

It is recommended that learners spend **approximately 4 hours in preparation for Activity 1**, the project development.

During the **4 hours of preparation** learners should:

- read the whole paper
- compare the different client briefs and consider ideas for each
- make a list of materials and stages for preferred briefs
- investigate the client and relevant resources.

The externally set task booklet contains assessment activities as follows:

Activity 1: Project development

At least **8 hours of informal supervision over four consecutive weeks**. For Activity 1, learners may spend up to four weeks on project development. Learners must work independently. These sessions will be informally supervised. The informally supervised time can be in more than one session. This time should be spent on development that includes:

- exploring ideas, materials, techniques, and processes
- reviewing progress
- recording development through images and annotation and saving them for Activity 4.

During the project development period, learners **must not**:

- write the development review
- make their final response
- make pages for the client portfolio

Teachers/tutors should note that:

- learners will have access to work from previous activities. However, as each activity is completed, work cannot be added to or updated
- teachers/tutors must informally supervise at least 8 hours of the work produced during the four weeks in order to authenticate that it is learners' own work
- the four weeks must be consecutive but will not include holidays
- all work must be completed by learners independently
- during informal supervision, teachers/tutors will be able to support learners with, for example, safety, working space, materials, and equipment. However, teachers/ tutors must not give feedback about work in progress or suggest how work might be improved or developed
- access to the internet during this informally supervised activity is permitted
- at the end of the informally supervised sessions, all materials produced by learners must be kept securely and no items removed by the learner.

Activity 2: Development review

1 hour 30 minutes of formal supervision. Learners must complete Activity 2 using the development review template provided.

- learners will have access to work from Activity 1, however, as this activity is completed, work cannot be added to or updated
- all work must be completed independently by the learner
- teachers/tutors will be able to support learners with matters such as safety, working space, materials, and equipment. However, teachers must not give feedback about work in progress or suggest how work might be improved or developed
- learners are not permitted access to the internet during this supervised activity
- at the end of the 1 hour 30 minutes, the individual learner's development review must be saved in PDF and stored securely by the centre in a clearly labelled digital folder for submission
- a copy of this development review for Activities 3 and 4 must be given to learners, it cannot be added to or updated.

Activity 3: Final response

Learners must spend a **maximum of 8 hours under formal supervised conditions** creating the final response. This time should be spent on:

- making the final response
- recording the final response and the making of the final response, saving images for Activity 4.

During this activity, learners **must not** make pages for the client portfolio.

- the eight hours of formal supervision may take place over multiple sessions (a maximum of four sessions within a maximum of three consecutive weeks)
- learners will have access to work from previous activities, however, as each activity is completed, work cannot be added to or updated
- only permitted materials for the activities can be brought into the formally supervised sessions
- all work must be completed independently by the learner
- during formal supervision, teachers/tutors will be able to support learners with, for example, safety, working space, materials, and equipment, however teachers must not give feedback about work in progress or suggest how work might be improved or developed
- learners are not permitted access to the internet during this supervised activity
- during any permitted break, and at the end of formal supervised sessions, all materials produced by learners must be kept securely and no items removed.

Activity 4: Client portfolio

2 hours 30 minutes of formal supervision. Learners should produce a six to eight-page A3 digital PDF portfolio, including 100–300 words of annotation. Annotation can be arranged in any way throughout the six to eight-page portfolio.

- only permitted materials for the activities can be brought into the formally supervised sessions
- during each activity, learners will have access to work from previous activities, however, as each activity is completed, work cannot be added to or updated
- all work must be completed independently by the learner
- during formal supervision, teachers/tutors will be able to support learners with, for example, safety, working space, materials, and equipment, however teachers/tutors must not give feedback about work in progress or suggest how work might be improved or developed
- learners are not permitted access to the internet during this supervised activity
- during any permitted break and at the end of formal supervised sessions, all materials produced by learners must be kept securely and no items removed
- at the end of the 2 hours 30 minutes, the portfolio must be saved in PDF and stored securely by the centre in a clearly labelled digital folder in preparation for the final submission.

After the assessment

Submission of work

Learners' work will be externally assessed and marked. You will be provided with a secure link to a OneDrive folder where you must upload the learners' work to us. This link will only be accessible to your centre and to your named responsible person(s) provided. If you haven't provided a contact to us or are unable to locate your link, please email us at btec.traditional@pearson.com

Centres must not send the work to their Standards Verifier or to an examiner for another subject.

The submission deadline for sending the work to Pearson after the end of the assessment window is **2 working days**. Submission deadlines can be found in your [exam timetable](#).

Please ensure the following are submitted for each learner who sat this task:

Item	Number to be sent
1 Activities 1, 3 and 4: a six-to-eight-page A3 digital PDF portfolio, including 100–300 words of annotation	One per learner
2 Activity 2: a completed development review saved in PDF.	

Uploading onto OneDrive

You will **not be required** to set up passwords or encryptions for learner work and files. If you decide to encrypt, then you must provide Pearson with the password by emailing passwords@pearson.com.

Please indicate in the subject your centre number, the subject name and code, and the series: e.g., **Centre 12345 - 21181L - Summer 2023**. The Password should be set in the following way: Subject code and centre number e.g. **21181L12345**

We will create the learner folders on your behalf (you can use this if it suits you or upload all learner work to the unit folder using the upload or drag and drop function. Please do not drag or upload work from a zipped folder as this results in the files becoming corrupt or blank). For any late entries, centres will need to create their own learner folder.

Centres **must** submit **all learner work together** for each learner by the submission deadline and each activity saved as per the following naming convention:

Item	Number to be sent
1 Portfolio_Registration No_firstname_surname	One per learner
2 DevReview_Registration No_firstname_surname	

Centres must retain copies of Learners' work until after the examination session and appeals processes have completed.

A blank copy of the 'Learner Authentication and Record Sheet' can be downloaded from the qualification page (see 'Appendices' document). **You no longer need to upload this document to the OneDrive. The signed document should be retained in centre. By uploading learner work to the OneDrive, you are confirming Learner Authentication.**

Please note that the learner's BTEC registration number must be indicated in the relevant field in the form (GCE learner number should not be used).

Attendance register & Centre Checklist

The attendance register will be contained within the OneDrive folder and pre-populated with details of all entries made. This register includes a centre checklist which clearly lists what each learner should submit as part of the assessment. Centres should indicate Yes/No that the work has been completed and uploaded.

If you notice any missing entries, please add these to the bottom of the Attendance Register and email btec.traditional@pearson.com and we will make the entries on your behalf.

Attendance Register & Centre Checklist		Please add an 'X' alongside each learner confirming their attendance or absence for the named external assessment and complete the checklist to confirm the assessment was completed and uploaded to the OneDrive				If any learners are missing, please add them to the bottom of the Register									
Centre No:															
Unit No:	31489H														
Unit Title:	UNIT 2 DEVELOPING A MARKETING CAMPAIGN														
		CENTRE CHECKLIST													
						Completed	Uploaded	Completed	Uploaded	Completed	Uploaded	Completed	Uploaded	Completed	Uploaded
Learner registration no.	Learner Name	Present - Part A	Present - Part B	Absent - Part A	Absent - Part B	Part A - Act 1	Part A - Act 1	Part A - Act 2	Part A - Act 2	Part A - Act 3	Part A - Act 3	Part B - Act 4	Part B - Act 4	Part B - Act 5	Part B - Act 5

Please ensure there is an X in either the present or the absent column for any learner listed. For a learner that has withdrawn from the assessment, please mark the learner as 'Absent' on the Attendance Register. All learners who complete work should be marked as 'Present'.

General Information

This Administrative Support Guide (ASG) should be read in conjunction with the [Instructions for Conducting External Assessments \(ICEA\)](#) and specification.

If you have any further queries regarding this administrative support guide, please visit the contact pages below for:

- [Exams Officers](#)
- [Teachers](#)

Key Links

Key Dates and Deadlines	<ul style="list-style-type: none"> - entry deadlines and results dates - exam timetables
Post Results Services (PRS)	<ul style="list-style-type: none"> - Access to Scripts (ATS) - Review of Marking and Moderation (RoMMs) - Appeals
Special Requirements	<ul style="list-style-type: none"> - Special considerations - Access arrangements
Training from Pearson	<ul style="list-style-type: none"> - Training events
Support Materials	<p>Visit your qualification page to find:</p> <ul style="list-style-type: none"> - Past papers and Mark schemes - Lead examiner reports - Sample Assessment Materials

Appendices

Appendix A - Learner Authentication and Record Sheet

The Learner Authentication and Record Form that must be completed by each learner submitting work for this paper.

Section A and Section B must be completed. The form must be countersigned by the teacher. Please note that the learner's BTEC registration number should be indicated in the relevant field (GCE candidate number should not be used).

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