

Purpose Statement

Name of regulated qualification	
QAN: 601/7229/0	Title: Pearson BTEC Level 3 National Extended Diploma in Art and Design (1080 GLH)

Overview
<p><i>The art and design sector</i></p> <p>The creative industries are respected internationally and form an important part of the UK economy. In 2014, the government reported that the creative industries were worth £8 billion an hour to the economy; approximately £71.4 billion per year. Figures from 2012 show that 5.6 per cent (1.68 million) of all jobs in the UK were in the creative industries and that it was one of the fastest growing areas of the economy. Art and design education provides training and support for occupations in the creative industries such as, designers, artists, photographers, and museum and gallery staff.</p> <p><i>Who is this qualification for?</i></p> <p>The Pearson BTEC Level 3 National Extended Diploma in Art and Design is intended as an Applied General qualification and is equivalent in size to 3 A Levels. Students wishing to take this BTEC will have successfully completed a Level 2 programme of learning with GCSEs or vocational qualifications.</p> <p>The qualification has been developed for post-16 students who wish to focus their learning on art and design, with a view to progressing to a related higher education course and, potentially, a career in the sector. The Pearson BTEC Level 3 National Extended Diploma in Art and Design would normally be studied over two years as the substantial qualification in a student's study programme.</p> <p><i>What does this qualification cover?</i></p> <p>The content of the qualification relates directly to the skills and understanding needed for further study in art and design and has been developed in consultation with higher education. Employers have also been consulted, in order to confirm that the content is appropriate and consistent with current practice for students choosing to enter employment directly.</p> <p>Students gain knowledge and understanding in visual communication and the creative process to develop their visual language and creative voice. They gain an understanding of the importance and influence of the work of artists and designers, in order to develop and realise their own creative intentions.</p> <p>The Pearson BTEC Level 3 Extended Diploma in Art and Design is designed to enable students to refine their knowledge in the sector and increase their levels of independence. In the unit <i>Developing an Art and Design Portfolio</i>, students produce a portfolio to support progression, primarily to higher education. These skills are taught through seven units of mandatory content, which comprise the majority of the qualification.</p> <p>Students further develop their skills and knowledge through optional units in specific areas such as fashion, textiles, graphic, photography, 3D studies and fine art. As the core content is equivalent in size to 2 A Levels, HE representatives have confirmed that it is appropriate to allow students a wide range of optional units so that they can explore their own choice of areas for further study. The flexibility of the optional structure allows students to refine their skills and knowledge through the development of their 'creative voice' and the pursuit of their</p>

creative intentions, and reflects the diversity and breadth of options available to students both in higher education and employment in this area.

What could this qualification lead to?

Will the qualification support progression to further learning, if so, what to?

The qualification has been designed to provide a progression route to higher education. During the course, students learn critical and analytical skills and how to develop and realise their creative intentions. They will develop a portfolio of art and design projects and this enables progression to a wide range of related degree courses in this subject area.

The qualification is intended to carry UCAS points and is recognised by HE providers as meeting admission requirements to many relevant courses, for example:

- BA (Hons) in Art and Design
- BA (Hons) in Interior Design
- BA (Hons) in Fashion Design
- BA (Hons) in Textiles
- BA (Hons) in Graphic Design
- BA (Hons) in Photography
- BA (Hons) in Fine Art.

Students should always check the entry requirements for degree programmes at specific HE providers.

Will the qualification lead to employment, if so, in which job role and at which level?

A significant proportion of recruitment in this sector is at graduate level and this qualification is designed primarily to support progression to employment after further study at university. However, it also supports students choosing to progress directly to employment, as the transferable knowledge, understanding and skills will give successful students an advantage when applying for a range of entry-level roles, industry training programmes and Higher Apprenticeships in the creative sector.

If there are larger and/or smaller versions of this qualification, or it is available at different skills levels, why should the student choose this one?

The **Pearson BTEC Level 3 National Extended Diploma in Art and Design** is the largest qualification in the suite of BTEC Nationals in Art and Design and is equivalent in size to 3 A Levels. It is intended primarily for students wishing to progress to further study of the sector in higher education.

The following qualifications are also available.

The **Pearson BTEC Level 3 National Extended Certificate in Art and Design** is equivalent in size to 1 A Level. It is for students interested in learning about the sector alongside other fields of study, with a view to progressing to a wide range of HE courses, but not necessarily in art and design.

The **Pearson BTEC Level 3 National Foundation Diploma in Art and Design** is equivalent in size to 1.5 A Levels and is for students looking for a broad programme of art and design education, over one-year of full-time study, or alongside another area of study that contrasts or complements the qualification over a two-year, full-time study programme.

There are four **BTEC Level 3 National Diplomas**:

- Pearson BTEC Level 3 National Diploma in 3D Design and Crafts
- Pearson BTEC Level 3 National Diploma in Fashion Design and Production
- Pearson BTEC Level 3 National Diploma in Graphics
- Pearson BTEC Level 3 National Diploma in Photography.

These are specialist courses focused on particular areas of study in art and design and are equivalent in size to 2 A Levels. They will typically make up two-thirds of a 16–19 study programme, and can be taken alongside other qualifications. They are intended as Tech Level qualifications, and as such are designed to meet the Tech Bacc measure when studied with the EPQ and Level 3 mathematics. The additional qualification(s) studied allow students either to give breadth to their study by choosing a contrasting subject, or to give their studies more focus by choosing a complementary subject.

For more detail of the other qualifications listed here, and the different progression opportunities they particularly support, please refer to their statements of purpose.

This qualification is supported by the following organisations

Higher education

University of Huddersfield
University of Chichester
Kingston University
Southampton Solent University
University of the West of England

Professional bodies

Creative Industries Federation

Employers

Elizabeth McAlpine Artist
Carter-Wong Advertising Agency
Burkes Werks
Milo Creative
Jonathan Lane-Smith
No Divide Studio Ltd
Candelabra Wedding Stationery and Design
no1son Limited
William Warren
Maria Pulley
Tech-Set

Tom Brannigan
Design Museum
Donna Wilson
Jack Agency