

BTEC National 540 Diploma in Art and Design Practice Level 3



In a nutshell

You'll learn to show how ideas, feelings and meanings can be conveyed within the different areas of art and design.

This course is for you if...

- ... You have an ability in a creative area
- ... You have fantastic creative flair
- ... You want a career using your art and design skills

What will I be doing?

Art continues to be a desirable option for students wishing to pursue 'traditional' creative careers, such as architecture, interior design or painting/fine art related professions. However, the internet has seen an explosion of exciting new roles emerge. If you excel in art, don't be



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convinced that it would be better to take a more 'useful ' subject, unless you want to or are good at it. If you have ability in a creative area, grasp it. Let it shine. It has a real commercial value!

You'll explore a variety of relevant ideas and resources relating to art and design/graphic design, and produce practical responses to them, demonstrating an understanding of different styles, genres and traditions. You'll underpin your project work with sketchbooks/workbooks/journals and there'll be an emphasis on drawing with a variety of media.

You'll also develop skills in demonstrating meaning, function and style; an awareness of intended audience or purpose for your designs, an ability to respond to an issue, concept or idea and an appreciation of appropriate use of lettering, signs and symbols.

Tutors are current and relevant as they continue to work in their own specialist areas and it is this professional ethos and vocational experience that'll make all the difference to your studies.

On different campuses you'll study optional areas in fine art and graphic design. Fine art options include drawing and painting, sculpture, installation and printmaking. Photography is frequently used to document and record and as a visual source of information for other areas of study.

You'll also develop skills in communication and information technology using numbers, planning and teamwork.

Graphic design modules include advertising, package design, computer graphics, illustration, typography, printmaking, painting, drawing and mixed media techniques along with historical and contextual studies.

You'll be assessed through the completion of coursework. Upon completion, you'll gain:

Level 3 Art and Design - Graphic Design

Appropriate supporting activities to broaden your skill set and meet the needs of industry
WBQ

[Skills Activities](#)

[Maths and English](#)

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What is expected of me?

To enrol on this course, you'll need a minimum of 5 GCSEs, Grade C or above, to include either an art-related GCSE subject, Maths/Maths Numeracy, English/Welsh First Language or an appropriate Level 2 Diploma qualification at Merit Grade with GCSEs, to include either Maths/Maths Numeracy and English/Welsh First Language at Grade C

Full commitment to attendance is required, as well as respect for others, enthusiasm for the subject, self-motivation, creative ability and a desire to succeed.

You'll also be expected to manage your time well and meet deadlines efficiently. You'll be required to contribute to class discussions and peer assessments, take part in group and 'live' projects and give formal and informal presentations as part of your assessment process.

What comes next?

Successful completion of the Year 1 Diploma will allow you to progress on to the second year and complete the full Extended Diploma

From there, progression routes include:

Higher Education, covering a wide range of art/design degrees, or employment within the various art industries such as fashion, graphic design, interior design and creative skills
Apprenticeships
Be your own boss - design and sell work that reflects your creative skills

Additional information

As part of the entry requirements, you'll be expected to attend a portfolio-review interview where you'll demonstrate your suitability for the course. In the interview you'll present your portfolio and sketchbooks to the course team. Your work should demonstrate your ability to express and develop your ideas.

Trip fees for gallery visits and events may be payable throughout the year and studio fees are also required.

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