

Art and Design (Graphic Design)

Student Guide Level 3 BTEC National Award

What is the Level 3 BTEC National Award in Art and Design (Graphic Design)?

The BTEC National Award in Art and Design (Graphic Design) will give you an understanding of the skills, techniques and attitudes to start as a successful professional or move on to further study. It will give an insight into employment opportunities available in the art and design world so that you can progress into a specific area of work, and if already in employment, move on to a more responsible job or prominent position within the industry.

The course structure can allow the qualification to be flexible to meet learners' interests, abilities and aspirations. There are four compulsory core units plus a choice of units from a range of professional specialist areas (at least 120 guided learning hours must be from professional specialist units).

The essential elements of the course give you an important grounding in the fundamentals of art and design - techniques and materials, concepts and influences, visual recording and communication. The specific focus is within graphic design; you can choose to specialise in the area that you are most talented and interested in, such as computer modelling/animation, photography/film, advertising/web design or typography. Please note that the units studied may vary to meet local or learner needs.

Where will this qualification take me?

Employment opportunities

With the international recognition of BTEC courses such as this, you can progress straight into employment. If successful there are a wide variety of prospective careers that you can explore, for example: graphic designer, CAD draughtsperson, interior designer or advertising art director.

Further vocational and academic qualifications

The BTEC National Award in Art and Design (Graphic Design) has the equivalence of one GCE A Level, and it is possible for you to progress further into higher education, as successful BTEC National qualifications give UCAS points for university applications.

How long will it take me to complete this qualification?

The length of the course is largely dependant on the centre. Normally, it will take one academic year to complete but it can be studied for longer.

What are the entry requirements?

The entry requirements for the Edexcel Level 3 BTEC National Award in Art and Design (Graphic Design) are laid down by individual centres. Fundamentally you should have a broad education including, for example, a BTEC First in Art and Design and/or four GCSEs (graded C or above) and, in addition, the interest and potential to succeed in achieving the qualification.

How can I find out more?

Ask your careers teacher or adviser or your local school or college for more information or see the Edexcel website – www.edexcel.org.uk/btec

Contact us

www.edexcel.org.uk/about/contact

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