

# Art and Design (Graphic Design)

## Student Guide Level 3 BTEC National Diploma

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

The BTEC National Diploma in Art and Design (Graphic Design) provides a broad comprehensive knowledge of the divisions of graphic design within the creative field. The qualification will build and develop the necessary skills, techniques and attitudes to begin a successful professional career or move on to further study. It will give an understanding of the 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 five compulsory core units plus a choice of units from a range of graphic design specialist areas (at least 540 guided learning hours must be from graphic design specialist areas).

The essential elements of the course give you a comprehensive knowledge of 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 Diploma in Art and Design (Graphic Design) has the equivalence of three GCE A Levels, 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 two academic years to complete but it can be studied for longer.

## What are the entry requirements?

The entry requirements for the Edexcel Level 3 BTEC National Diploma 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](http://www.edexcel.org.uk/btec)

## Contact us

[www.edexcel.org.uk/about/contact](http://www.edexcel.org.uk/about/contact)

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