

# Statement of Purpose

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**Level 3**

**Applied General**

**Extended Diploma in**

**Art and Design**

# UAL Level 3 Applied General Extended Diploma in Art and Design (603/1459/X)

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## Overview

### Who is this qualification for?

The UAL Level 3 Applied General Extended Diploma in Art & Design is designed to be an 'Applied General' qualification that provides post-16 students with the skills, knowledge and understanding necessary to progress into further or higher education and training. The skills developed throughout this qualification may also support students to progress into appropriate entry level roles in employment and training programmes or apprenticeships in the creative industry.

It provides an opportunity for those who have an interest in the visual arts to explore, develop and test their creativity within a qualification structure which is stimulating and demanding, and provides a supportive transition from further to higher education.

There are no formal entry requirements for this qualification. However, it is recommended that students have a minimum of 4 x GCSEs at grade 4 or grade C and above, at least one of which should be in an art and design subject (or the equivalent Level 2 qualification in an appropriate subject).

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### What does this qualification cover?

The UAL Level 3 Applied General Extended Diploma in Art and Design focuses on developing students' understanding and application of visual language and the creative process to enable them to develop creative ideas, solutions and outcomes. It also provides students with the opportunity to further extend and develop their knowledge, understanding and skills of visual language and the creative process within a specialist practice. It is comprised of two units:

Unit 1: Diagnostic investigation in Art and Design

Unit 2: Specialist Practice in Art and Design

In Unit 1, students will undertake a diagnostic investigation into art and design practices. This diagnostic investigation allows students to explore a wide range of art and design disciplines as part of their journey to, or reinforcement of a specialist practice in Unit 2. Students will demonstrate their learning by responding to a creative brief that is set and marked by UAL Awarding Body.

In Unit 2, students will further develop their skills and knowledge of the creative process in art and design but within a particular area of practice, such as fashion, photography or graphics. Students will demonstrate an increased level of autonomy and identify a self-initiated project in which they can demonstrate the culmination of learning across both units of the qualification.

### **What could this qualification lead to?**

The content of the qualification was developed collaboratively with experts from universities, further education colleges and 6th form colleges to ensure that it provides students with the skills, knowledge and understanding they need to progress into further and higher education.

This qualification will support students to progress to a range of further education and vocational courses, such as:

- UAL Level 3 Diploma in Art and Design – Foundation Studies
- UAL Level 4 Diploma in Art and Design – Foundation Studies

This qualification attracts UCAS tariff points and therefore may be recognised by higher education providers as meeting admission requirements, either in its own right or alongside other Level 3 qualifications, to many relevant courses. These include:

- BA (Hons) Product Design
- BA (Hons) Fine Art
- BA (Hons) Fashion Design
- BA (Hons) Graphic Design
- BA (Hons) Photography
- BA (Hons) Games Design
- BA (Hons) 3D Design

The primary purpose of the UAL Level 3 Applied General Extended Diploma in Art and Design is to aid students to progress to further or higher learning. However, the transferable skills and knowledge developed as part of this qualification will support students to progress into appropriate entry level roles or higher apprenticeships in the creative sector.

### **Are there any larger and/or smaller versions of this qualification available?**

This qualification is the largest qualification in the suite of UAL Level 3 'Applied General' Art and Design qualifications. It is equivalent in size to 3 A levels, and is typically delivered over two-years of full time study. This qualification is ideal for those who want to explore a range of art and design disciplines (Unit 1), and then further enhance their knowledge and skills in a chosen specialist practice (Unit 2).

The UAL Level 3 Applied General Diploma in Art and Design is the smallest qualification in the suite. It is equivalent in size to 1.5 A levels and is typically delivered over one-year of study. The qualification is ideal for students who have not decided what practice or discipline within art and design they wish to develop their practice. Students who complete the Diploma may choose to progress to the Extended Diploma.

### **Which subjects might complement this qualification?**

- Film Studies
- Media Studies
- Music
- IT
- Art History
- Sociology
- Performance
- Maths
- English
- Modern language

### **Who supports this qualification?**

The qualification is recognised as fulfilling entry requirements to a range of higher education courses by institutions including:

- Arts University Bournemouth
- Leeds College of Arts
- Plymouth College of Arts
- Ravensbourne
- Blackburn College

Letters of support from these institutions, as well as additional information and resources for this qualification can be found on the UAL Awarding Body website.