

# Statement of Purpose

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Level 3

Extended Diploma  
in Creative Practice:  
Art, Design and  
Communication

# UAL Level 3 Extended Diploma in Creative Practice: Art, Design and Communication (603/5303/X)

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## Overview

### Who is this qualification for?

The UAL Level 3 Extended Diploma in Creative Practice: Art, Design and Communication is a qualification for post-16 students looking to pursue a specialist career in the creative industries. The qualification provides students with the necessary industry relevant skills, knowledge and understanding to access appropriate entry level roles, training programmes or apprenticeships in the creative sector, or apply for progression to related HE education courses.

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

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### What does this qualification cover?

This qualification provides an opportunity for those students who have ambitions and aspirations of a career in the visual arts to explore, develop and test their creativity within qualification structures that are stimulating and demanding.

The objectives of this qualification are to enable students to:

**1** Develop the knowledge, skills and attributes associated with the creative process and creative practice

**2** Gain confidence, knowledge and understanding of 2D, 3D and 4D materials, methods, techniques and processes

**3** Gain confidence, knowledge and understanding of a specialist practice and the materials and processes associated to it

**4** Generate ideas, solve problems and produce creative outcomes that explore and communicate clear and individualised intentions and purpose

**5** Effectively use a reflective practice to take responsibility for their own learning, development, decision making and progression

**6** Take responsibility for the research, planning, time and actions required to access vocational and educational progression opportunities

**7** Professionally present themselves and their work

**8** Gather a thorough and in-depth knowledge of the creative industries and their aspirational career path within it

Students will also have the opportunity to develop transferrable skills, making them versatile and employable individuals whilst learning the importance and application of ethical and sustainable design principles, as well as developing a rich contextual knowledge and understanding of their specialist vocational area and individualised visual language.

The qualification contains the following units:

**Unit 01: The Creative Process**

In this unit, students will develop an in-depth understanding of the creative process as a creative tool used and adapted by professionals across a full spectrum of creative practices. Students will explore the stages of the creative process through a practical learning journey where they will apply their knowledge of the creative process to generate ideas for creative pursuit.

**Unit 02: Developing Creative Practice**

This unit requires students to gain knowledge of a range of 2D, 3D and 4D creative practices and explore and use materials, methods, techniques and processes in a safe and professional manner. Students will then apply this learning to their own developing creative practice and enable them to refine their vocational ambitions.

**Unit 03: Responding to a set Brief**

This synoptic unit requires students to draw on learning acquired during Units 1 and 2 in the resolution of a creative problem outlined by a set brief. Students will learn how to manage and fulfil the expectations of an exciting and industry relevant project brief. They will be required to propose, plan, experiment, explore, develop, produce and present an original solution in response to the brief.

**Unit 04: Researching a Specialist Industry Practice**

In this unit students are required to dive into the creative industries, identifying the sectors and specific roles that ignite their vocational ambitions. Students are required to explore how the creative process is adapted and used by existing practitioners within their chosen field, cementing their learning through the application of specialist practice theory to practical activities. This unit offers students the chance to clarify and define their creative career intentions and focus their future development and progression routes.

**Unit 05: Specialist Technical skills Development**

This unit allows students the opportunity to fully interrogate the materials, processes, safety measures and technical skills associated with a specialist practice. Students are expected to use these skills to investigate and identify creative solutions to problems and produce specialist outcomes that reference personal and contextual influences. Students will also gain a developed understanding of ethical design principles - principles essential for progression into their chosen specialist industry.

**Unit 06: Specialist Creative Outcome**

This synoptic unit requires students to draw on learning from across the entire qualification to propose, plan and fully realise a self-directed, individualised, specialist practice project. Students will be required to identify and propose a thematic enquiry, evidencing a clear grounding in a selected specialist practice and knowledge of a specified audience or consumer. Students will apply the materials, methods, techniques and processes associated to their specialist practice and develop industry relevant outcomes that support progression towards a career in the creative industries.

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

The majority of students completing this qualification may progress into:

### **Employment or training**

The qualification will support students to develop a portfolio of work enabling them to make applications to appropriate entry level roles, training programmes, apprenticeships or self-employment.

The qualification will prepare students for a wide range of careers in the creative industries and related subjects depending on the chosen specialism, but could include employment opportunities in areas such as:

- Interactive arts
- Graphic communication
- Advertising and Marketing
- Fashion / textile design
- Three-dimensional design
- Photography / lens-based media
- Media
- Curation and exhibition management
- Fine art

### **Further education and vocational courses**

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

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

### **Higher Education**

This qualification has been designed to attract UCAS tariff points (points to be confirmed) and therefore be recognised by higher education providers as meeting admission requirements, either in its own right or alongside other appropriate Level 3 qualifications.

## **Why should a student take this particular qualification if there are smaller or larger versions, at different skill levels, available?**

The UAL Level 3 Extended Diploma in Creative Practice: Art, Design and Communication is the largest qualification in the suite and is equivalent in size to 3 A levels and is typically delivered over two-years of full-time study. The qualification is comprised of the Diploma in Creative Practice: Art, Design and Communication and an additional year of study. The qualification is ideal for students who want to explore and experiment with a range of different specialist practices within the creative industries (Year One) and then specialise in one particular specialist practice to enable further progression (Year Two).

## **Who supports this qualification?**

This qualification is supported by the following Further and Higher Education Institutions:

- Leeds Arts University
- London College of Communication
- The City of Liverpool College
- Plymouth College of Art

### **Further Information**

Further information regarding this qualification can be found on the UAL Awarding Body website.

[arts.ac.uk/awarding](https://arts.ac.uk/awarding)