



Extended National Diploma

Art & Design (Graphic Design)

[www.fashionretailacademy.ac.uk](http://www.fashionretailacademy.ac.uk)

Fashion Retail Academy

# BTEC Level 3 Extended National Diploma in Art & Design (Graphic Design)

This graphic design course is set in a fashion retail context to introduce you to the main principles and practices, both current and commercial. It is a vocationally related, full time, two year course. On successful completion, this BTEC Level 3 National Diploma is equivalent to 3 A levels.

Theoretical, practical skills and knowledge will be covered in the 18 units of study. Emphasis will be on drawing and illustration, research skills, the study of lettering, computer aided and digital design.

This established national and internationally recognised qualification is an alternative to A levels and assists with entry to university, other further education studies and employment.

For entry to the BTEC Level 3 National Diploma in Art & Design (Graphic Design), you should:

Be at least 16 by 1st September in the year of entry and have any of the following:

- 4 A\*-C grade GCSEs, to include English and Maths (or Key/ Functional Skills in English and/or Maths) and preferably Art
- BTEC 1st Diploma
- Intermediate GNVQ in an appropriate subject



## Selection process

To assess your suitability for this course, the selection process will include an application. If this is successful an interview will follow, where one or more members of the course team will see you.

This will allow us to gain a good idea of your self motivation and commitment, as well as interest in art and graphic design. It will also give you an opportunity to ask questions about the course.

*You will need to bring your Art portfolio with you to interview. This can be from any artistic background, e.g. photography, drawing, computer art.*

## Structure

Your lessons will involve group and individual activities, presentations, tutor input, independent research, projects, discussions, role plays etc.

Realistic work experience will be arranged using our industry network and through simulated and live projects. The course is 100% course work assessed and assessments for each unit include projects, portfolios, presentations, group work and reports.

This is a full time course and students are expected to attend all lessons. Emphasis is placed on good attendance and studentship.

Independent study time is assigned between classes so students can carry out their course work and assignments.

## Core Units

- Visual Recording in Art & Design Materials, Techniques and Processes in Art & Design
- Ideas and Concepts in Art & Design
- Communication Through Art & Design
- Contextual Influences in Art & Design
- Professional Practice in Art and Design
- Personal and Professional Development in Art & Design
- Computers in Art & Design
- Image Manipulation Using Computer Applications
- Information Graphics
- Typographic and Layout Design

## Careers Prospects and What Next?

This BTEC National Diploma is well suited to gain employment in a variety of graphic design settings such as, an assistant in an advertising or PR agency, publisher or with computer aided graphics, in particular in fashion retail. Alternatively it will assist you in gaining entry into Higher Education in a range of fields associated with graphic design such as an undergraduate or foundation degree.