

SEG Awards Level 1 Certificate in Art, Design and Creative Studies and SEG Awards Level 2 Certificate in Art, Design and Creative Studies

Qualification Guidance

Level 1 Certificate – 500/4044/3

Level 2 Certificate – 501/2278/2 (C00/1148/8)



About Us

At Skills and Education Group Awards we continually invest in high quality qualifications, assessments and services for our chosen sectors. As a UK leading sector specialist we continue to support employers and skills providers to enable individuals to achieve the skills and knowledge needed to raise professional standards across our sectors.

Skills and Education Group Awards has an on-line registration system to help customers register learners on its qualifications, units and exams. In addition it provides features to view exam results, invoices, mark sheets and other information about learners already registered.

The system is accessed via a web browser by connecting to our secure website using a username and password: [Skills and Education Group Online Registration System](#)

Sources of Additional Information

Skills and Education Group Awards website www.skillsandeducationgroupawards.co.uk provides access to a wide variety of information.

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Specification Code, Date and Issue Number

The specification code is C6090-01 and C6159-02

The date of this specification is December 2025. The Issue number is **6.3**

Issue	Date	Details of change
6.1	Sept 19	Qualification Guide published in new format
6.2	Sept 22	New review date and updated branding
6.3	August 2025	New qualification review date

This guide should be read in conjunction with the Indicative Content document **version 1.1** which is available on our secure website using the link above.

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This is a live document and as such will be updated when required. It is the responsibility of the approved centre to ensure the most up-to-date version of the Qualification Guide is in use. Any amendments will be published on our website and centres are encouraged to check this site regularly.

Introduction

The SEG Awards Certificates in Art, Design and Creative Studies are flexible qualifications, which are designed to meet the needs of those who wish to acquire the introductory knowledge and skills relevant to this area of study.

The qualifications were developed as a result of rationalising Skills and Education Awards Group Awards non-accredited qualifications in the sector to create these qualifications at levels 1 and 2, which aim to encompass the overall principles of art, design and creative studies. The rationalised qualifications are:

- Art and Craft Studies
- Computer Aided Art and Design
- Design and Visual Skills
- Graphic Design (including Computer Aided)
- Interior Design and Decorative Techniques.

Therefore, there are elements of each of the above in these qualifications. In addition, these qualifications have been developed to allow centres to contextualise the qualifications across the various arts, design and craft areas.

Examples of these areas are:

- | | |
|---------------------------------------|------------------------------------|
| • Fine Art | • Upholstery |
| • Graphic Design | • Embroidery |
| • Textile design | • Felt making |
| • Ceramics | • Digital imaging |
| • Jewellery | • Desk Top Publishing |
| • Jewellery Design and Silversmithing | • Multimedia design |
| • Interior design | • Sign Writing |
| • Printmaking | • Life drawing |
| • Decorative paint techniques | • Book binding |
| • Lens based media | • Leatherwork |
| • Computer aided design | • Wood Craft |
| • Soft furnishings | • Wood Craft and Environmental Art |

Pre-requisites

No formal entry requirements but prospective learners should be aware, either by interview or other suitable methods, that the course involves experiential learning and self-awareness exercises, which will be demanding of the self in interaction with others.

Skills and Education Group Awards expects approved centres to recruit with integrity on the basis of learners' ability to contribute to and successfully complete all the requirements of a unit/s or the full qualification.

Aims

The SEG Awards Level 1 Certificate aims to:

- Introduce the basic skills and techniques of a chosen art and design discipline
- Explore creative potential within a chosen art and design discipline

The SEG Awards Level 2 Certificate aims to:

- Develop an understanding of visual language and formal elements relating to the chosen art and design discipline
- Develop and broaden practical and technical skills, encouraging creative potential

Target Group

These qualifications are suitable for individuals who have an interest in developing practical skills in a chosen art and design discipline, with a view to progressing onto further education.

Level 1 Certificate is intended for:

- Learners returning to study, who lack formal qualifications
- Learners who wish to acquire introductory knowledge and skills relevant to the Art and Design sector
- Learners who wish to realise their creative potential in one or more craft areas

Level 2 Certificate is intended for:

- Learners who wish to acquire more advanced knowledge and skills relevant to the Art and Design sector
- Learners who wish to update their skills and build upon their previous design skills
- Learners returning to study with the potential to progress to a more vocational area of study where appropriate
- Current art course learners who wish to broaden their portfolios

Content Overview

The SEG Awards Level 1 Certificate in Art, Design and Creative Studies qualification covers the following three topics:

ADL1U1 - Using and Handling Media and Materials in Art and Design – This unit is concerned with developing basic media and materials handling practice within a chosen 2D or 3D practical area of study.

ADL1U2 - Researching and Developing Ideas through Practical Application of Techniques – This unit is concerned with developing learners' understanding of the importance of appropriate planning and preparation, including research methods and developing their skills and creativity using a variety of media, materials and techniques.

ADL1U3 - Working to a Brief in Art and Design – This unit is concerned with the development of learners' skills and creative ideas in the production of a final body of work within a chosen area.

The SEG Awards Level 2 Certificate in Art, Design and Creative Studies qualification covers the following four topics:

ADL2U1 - Investigating Information and Developing Research Techniques – This unit is intended to develop information and research techniques relating to the development of understanding, ideas and personal development within a chosen art, craft or design discipline. It is necessary to explore the work of others to complete this unit.

ADL2U2 - Developing and Handling Media Materials – This unit is concerned with developing intermediate media and materials handling practice within a chosen practical area of study and to provide the learner with an overview of health and safety in the working environment.

ADL2U3 - Recognising and Applying Visual Language and Formal Elements within Production Techniques – This unit is concerned with encouraging the learner to recognise the intrinsic formal qualities of different media and materials within their specialist area and to encourage extensive experimentation leading to a greater understanding of production techniques in the chosen area.

ADL2U4 - Working to Set Briefs – This unit is concerned with the development of learners' skills and creative ideas in the production of a final body of work within a chosen area.

Qualification Structure and Rules of Combination

SEG Awards Level 1 Certificate in Art, Design and Creative Studies

Rules of Combination: Learners must complete all 3 mandatory units to achieve 13 credits.

Unit	Unit Number	Level	Credit Value	GL
Mandatory Units Group A				
Using and Handling Media and Materials in Art and Design	Y/501/7034	1	3	30
Researching and Developing Ideas through Practical Application of Techniques in Art and Design	D/501/7035	1	4	30
Working to a Brief in Art and Design	H/501/7036	1	6	30

If learners achieve credits from units of the same title (or linked titles) at more than one level, they cannot count credits achieved from both units towards the credit target of a qualification.

SEG Awards Level 2 Certificate in Art, Design and Creative Studies

Rules of Combination: Learners must complete all 4 mandatory units to achieve 16 credits.

Unit	Unit Number	Level	Credit Value	GL
Mandatory Units Group A				
Investigating Information and Developing Research Techniques	A/602/6142	2	4	30
Developing and Handling Media and Materials	K/602/6251	2	4	30
Recognising and Applying Visual Language and Formal Elements within Production Techniques	M/602/6252	2	4	30
Working to Set Briefs	A/602/6254	2	4	30

If learners achieve credits from units of the same title (or linked titles) at more than one level, they cannot count credits achieved from both units towards the credit target of a qualification.

Assessment

Internal assessment, internal and external moderation. Specific requirements and restrictions may apply to individual units within qualifications. Please check unit and qualification details for specific information.

Centres must take all reasonable steps to avoid any part of the assessment of a learner (including any internal quality assurance and invigilation) being undertaken by any person who has a personal interest in the result of the assessment.

Practice Assessment Material

Skills and Education Group Awards confirm that there are no practice assessment material for this qualification.

Teaching Strategies and Learning Activities

Centres should adopt a delivery approach which supports the development of all individuals. The aims and aspirations of all the learners, including those with identified special needs or learning difficulties/disabilities, should be considered and appropriate support mechanisms put in place.

Progression Opportunities

SEG Awards Level 1 Certificate in Art, Design and Creative Studies

This qualification has been specifically devised to provide learners with an introduction to developing personal creativity in an area of art, design or craft. Should learners completing this qualification wish to pursue their interest in the subject, there is a progression route in the form of SEG Awards Level 2 Certificate in Art, Design and Creative Studies.

SEG Awards Level 2 Certificate in Art, Design and Creative Studies

Successful completion of this qualification provides sound preparation for further study. Possible progression routes include:

- SEG Awards Level 3 Foundation Diploma in Art, Design and Media
- National Diploma or National Certificate

Tutor/Assessor Requirements

Skills and Education Group Awards require those involved in the assessment process to be suitably experienced and / or qualified. In general terms, this usually means that the assessor is knowledgeable of the subject / occupational area to a level above that which they are assessing.

Assessors should also be trained and qualified to assess or be working towards appropriate qualifications.

Those responsible for Internal Quality Assurance (IQA) must be knowledgeable of the subject / occupational area to a suitable level to carry out accurate quality assurance practices and processes.

Language

These specifications and associated assessment materials are in English only.

Qualification Summary

Qualification								
SEG Awards Level 1 Certificate in Art, Design and Creative Studies								
Qualification Purpose	Prepare for further learning or training and/or develop knowledge and/or skills in a subject area							
Age Range	Pre 16	✓	16-18	✓	18+	✓	19+	✓
Regulation	The above qualification is regulated by Ofqual							
Assessment	<ul style="list-style-type: none"> Internal assessment Internal and external moderation 							
Type of Funding Available	See FaLa (Find a Learning Aim)							
Qualification/Unit Fee	See Skills and Education Group Awards web site for current fees and charges							
Grading	Pass To achieve a Pass grade, learners must achieve all the Learning Outcomes and Assessment Criteria in all the units completed							
Operational Start Date	01/09/2008							
Review Date	31/12/2028							
Operational End Date								
Certification End Date								
Guided Learning (GL)	90 hours							
Total Qualification Time (TQT)	130 hours							
Skills and Education Group Awards Sector	Creative and Design							
Ofqual SSA Sector	9.2 Crafts, Creative Arts and Design							
Support from Trade Associations	Creative and Cultural Skills (CCS)							
Administering Office	See Skills and Education Group Awards web site							

Qualification								
SEG Awards Level 2 Certificate in Art, Design and Creative Studies								
Qualification Purpose	Prepare for further learning or training and/or develop knowledge and/or skills in a subject area							
Age Range	Pre 16	✓	16-18	✓	18+	✓	19+	✓
Regulation	The above qualification is regulated by Ofqual and Qualifications Wales							
Assessment	<ul style="list-style-type: none"> • Internal assessment • Internal and external moderation 							
Type of Funding Available	See FaLa (Find a Learning Aim)							
Qualification/Unit Fee	See Skills and Education Group Awards web site for current fees and charges							
Grading	Pass To achieve a Pass grade, learners must achieve all the Learning Outcomes and Assessment Criteria in all the units completed							
Operational Start Date	01/11/2010							
Review Date	31/12/2028							
Operational End Date								
Certification End Date								
Guided Learning (GL)	120 hours							
Total Qualification Time (TQT)	160 hours							
Skills and Education Group Awards Sector	Creative and Design							
Ofqual SSA Sector	9.2 Crafts, Creative Arts and Design							
Support from Trade Associations	Creative and Cultural Skills (CCS)							
Administering Office	See Skills and Education Group Awards web site							

Unit Details Level 1 Certificate in Art, Design and Creative Studies

ADL1U1 - Using and Handling Media and Materials in Art and Design

Unit Reference	Y/501/7034
Level	1
Credit Value	3
Guided Learning (GL)	30 hours
Unit Summary	This unit is concerned with developing basic media and materials handling practice within a chosen 2D or 3D practical area of study.
Learning Outcomes (1 to 3) <i>The learner will</i>	Assessment Criteria (1.1 to 3.3) <i>The learner can</i>
1. Be able to use tools and equipment.	1.1. Use appropriate tools and a range of equipment. 1.2. Demonstrate correct care and use of tools and equipment.
2. Understand materials and Media.	2.1. Explore materials and media to develop basic outcomes. 2.2. Use materials, processes and techniques.
3. Know about health and safety.	3.1. Follow health and safety practices appropriate to the operation of the selected equipment. 3.2. List a minimum of three possible causes of accidents. 3.3. State who to report accidents to.

ADL1U2 - Researching and Developing Ideas through Practical Application of Techniques

Unit Reference	D/501/7035
Level	1
Credit Value	4
Guided Learning (GL)	30 hours
Unit Summary	This unit is concerned with developing learners' understanding of the importance of appropriate planning and preparation, including research methods and developing their skills and creativity using a variety of media, materials and techniques.
Learning Outcomes (1 to 3) <i>The learner will</i>	Assessment Criteria (1.1 to 3.3) <i>The learner can</i>
1. Be able to plan research.	1.1. Identify and select different ways of planning and gathering research.
2. Be able to present ideas.	2.1. Identify and select different ways of preparing ideas. 2.2. Produce a sketchbook, ideas / workbook.
3. Understand different types of media and their practical uses, techniques and elements.	3.1. Prepare and select media appropriate for a given task. 3.2. Explore with and use a variety of practical techniques. 3.3. Explore the formal elements of the chosen area of specialism.

ADL1U3 - Working to a Brief in Art and Design

Unit Reference	H/501/7036
Level	1
Credit Value	6
Guided Learning (GL)	30 hours
Unit Summary	This unit is concerned with the development of learners' skills and creative ideas in the production of a final body of work within a chosen area.
Learning Outcomes (1 to 5) <i>The learner will</i>	Assessment Criteria (1.1 to 5.1) <i>The learner can</i>
1. Be able to work to a brief.	1.1. Work within the requirements of a set brief with on-going supervision and support.
2. Be able to develop ideas.	2.1. Develop ideas from personal research in response to the given brief. 2.2. Produce and present ideas using appropriate methods.
3. Be able to select and develop media, materials and techniques	3.1. Select and develop appropriate media, materials and techniques in order to satisfy the given brief and modify work as it progresses.
4. Know how to manage time and work safely.	4.1. Manage own time effectively in preparing the final work. 4.2. Work in a safe and professional manner.
5. Work to final brief.	5.1. Produce a portfolio of work which satisfies the final work brief, applying visual language and using formal elements.

ADL2U1 - Investigating Information and Developing Research Techniques

Unit Reference	A/602/6142
Level	2
Credit Value	4
Guided Learning (GL)	30 hours
Unit Summary	This unit is intended to develop information and research techniques relating to the development of understanding, ideas and personal development within a chosen art, craft or design discipline. It is necessary to explore the work of others to complete this unit.
Learning Outcomes (1 to 3) <i>The learner will</i>	Assessment Criteria (1.1 to 3.1) <i>The learner can</i>
1. Be able to apply research techniques.	1.1. Apply current research techniques into contemporary, historical and cultural contexts.
2. Be able to record research activities.	2.1. Produce a sketchbook, idea/workbook, mood board and design sheets, as appropriate.
3. Be able to present results of research.	3.1. Collect, organise and present results and investigations.

ADL2U2 - Developing and Handling Media and Materials

Unit Reference	K/602/6251
Level	2
Credit Value	4
Guided Learning (GL)	30 hours
Unit Summary	This unit is concerned with developing intermediate media and materials handling practice within a chosen practical area of study and to provide the learner with an overview of health and safety in the working environment.
Learning Outcomes (1 to 3) <i>The learner will</i>	Assessment Criteria (1.1 to 3.3) <i>The learner can</i>
1. Be able to use tools and equipment.	1.1. Use appropriate tools and a wide range of equipment following instruction. 1.2. Demonstrate correct care and maintenance of tools and equipment.
2. Be able to use a range of materials.	2.1. Use a wide range of materials and investigate their properties, appropriate to the area of study. 2.2. Experiment creatively with materials and media to show ongoing skills development through a variety of outcomes.
3. Know about health and safety.	3.1. Follow health and safety practices and work in a safe and professional manner at all times. 3.2. List a minimum of three possible causes of accidents. 3.3. State who to report accidents to.

ADL2U3 - Recognising and Applying Visual Language and Formal Elements within Production Techniques.

Unit Reference	M/602/6252
Level	2
Credit Value	4
Guided Learning (GL)	30 hours
Unit Summary	This unit is concerned with encouraging the learner to recognise the intrinsic formal qualities of different media and materials within their specialist area and to encourage extensive experimentation leading to a greater understanding of production techniques in the chosen area.
Learning Outcomes (1 to 4) <i>The learner will</i>	Assessment Criteria (1.1 to 4.1) <i>The learner can</i>
1. Be able to use formal elements.	1.1. Recognise and apply formal elements with skill and understanding. 1.2. Develop skills and individual ways of working, relating to specific formal elements.
2. Understand visual language.	2.1. Recognise and apply visual language with skill and understanding. 2.2. Develop skills and individual ways of working, relating to specific visual language.
3. Be able to use different materials and techniques.	3.1. Experiment with production techniques and interpret visual and/or tactile qualities of materials.
4. Know how to review and plan.	4.1. Review developments and plan how to take the work forward.

ADL2U4 - Working to Set Briefs

Unit Reference	A/602/6254
Level	2
Credit Value	4
Guided Learning (GL)	30 hours
Unit Summary	This unit is concerned with the development of learners' skills and creative ideas in the production of a final body of work within a chosen area.
Learning Outcomes (1 to 4) <i>The learner will</i>	Assessment Criteria (1.1 to 4.1) <i>The learner can</i>
1. Be able to work to a brief.	1.1. Develop and integrate their practical skills and technical understanding within their chosen area, within the requirements of a set brief. 1.2. Develop ideas from personal research in response to the given brief, within the potential and limitations of selected media and materials. 1.3. Produce a body of work that satisfies the brief.
2. Be able to manage their own time.	2.1. Manage their own time effectively in preparing the final work using an action plan and ongoing reflection.
3. Be able to work safely.	3.1. Work in a safe and professional manner.
4. Be able to evaluate work	4.1. Produce a final evaluation on media, materials and outcomes.

Appendices

Recognition of Prior Learning (RPL), Exemptions, Credit Transfers and Equivalencies

Skills and Education Group Awards policy enables learners to avoid duplication of learning and assessment in a number of ways:

- Recognition of Prior Learning (RPL) – a method of assessment that considers whether a learner can demonstrate that they can meet the assessment requirements for a unit through knowledge, understanding or skills they already possess and do not need to develop through a course of learning.
- Exemption - Exemption applies to any certificated achievement which is deemed to be of equivalent value to a unit within Skills and Education Group Awards qualification but which does not necessarily share the exact learning outcomes and assessment criteria. It is the assessor's responsibility, in conjunction with the Internal Moderator, to map this previous achievement against the assessment requirements of the Skills and Education Group Awards qualification to be achieved in order to determine its equivalence.
- Any queries about the relevance of any certificated evidence, should be referred in the first instance to your centre's internal moderator and then to Skills and Education Group Awards.

It is important to note that there may be restrictions upon a learner's ability to claim exemption or credit transfer which will be dependent upon the currency of the unit/qualification and a learner's existing levels of skill or knowledge.

Where past certification only provides evidence that could be considered for exemption of part of a unit, learners must be able to offer additional evidence of previous or recent learning to supplement their evidence of achievement.

- Credit Transfer – Skills and Education Group Awards may attach credit to a qualification, a unit or a component. Credit transfer is the process of using certificated credits achieved in one qualification and transferring that achievement as a valid contribution to the award of another qualification. Units/Components transferred must share the same learning outcomes and assessment criteria along with the same unit number. Assessors must ensure that they review and verify the evidence through sight of:
 - Original certificates OR
 - Copies of certificates that have been signed and dated by the internal moderator confirming the photocopy is a real copy and make these available for scrutiny by the External Moderator.
- Equivalencies – opportunities to count credits from the unit(s) from other qualifications or from unit(s) submitted by other recognised organisations towards the place of mandatory or optional unit(s) specified in the rule of combination. The unit must have the same credit value or greater than the unit(s) in question and be at the same level or higher.

Skills and Education Group Awards encourages its centres to recognise the previous achievements of learners through Recognition of Prior Learning (RPL), Exemption, Credit Transfer and Equivalencies. Prior achievements may have resulted from past or present employment, previous study or voluntary activities. Centres should provide advice and guidance to the learner on what is appropriate evidence and present that evidence to the external moderator in the usual way.

Further guidance can be found in 'Delivering and Assessing Skills and Education Group Awards Qualifications' which can be downloaded from [Skills and Education Group Awards Delivering and Assessing Qualifications](#)

Certification

Learners will be certificated for all units and qualifications that are achieved and claimed.

Skills and Education Group Awards policies and procedures are available on the Skills and Education Group Awards web site.

Exemptions

This qualification contains no exemptions. For further details see Recognition of Prior Learning (RPL), Exemptions, Credit Transfers and Equivalencies.

Glossary of Terms

GL (Guided Learning)

GL is where the learner participates in education or training under the immediate guidance or supervision of a tutor (or other appropriate provider of education or training). It may be helpful to think – 'Would I need to plan for a member of staff to be present to give guidance or supervision?

GL is calculated at qualification level and not unit / component level.

Examples of Guided Learning include:

- Face-to-face meeting with a tutor
- Telephone conversation with a tutor
- Instant messaging with a tutor
- Taking part in a live webinar
- Classroom-based instruction
- Supervised work
- Taking part in a supervised or invigilated formative assessment
- The learner is being observed as part of a formative assessment

TQT (Total Qualification Time)

'The number of notional hours which represents an estimate of the total amount of time that could reasonably be expected to be required, in order for a learner to achieve and demonstrate the achievement of the level of attainment necessary for the award of a qualification.' The size of a qualification is determined by the TQT.

TQT is made up of the Guided Learning (GL) plus all other time taken in preparation, study or any other form of participation in education or training but not under the direct supervision of a lecturer, supervisor or tutor.

TQT is calculated at qualification level and not unit / component level.

Examples of unsupervised activities that could contribute to TQT include:

- Researching a topic and writing a report
- Watching an instructional online video at home/e-learning
- Watching a recorded webinar
- Compiling a portfolio in preparation for assessment
- Completing an unsupervised practical activity or work
- Rehearsing a presentation away from the classroom
- Practising skills unsupervised
- Requesting guidance via email – will not guarantee an immediate response