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Adrian Joseph  
NCFE  
Q6  
Quorum Business Park  
Benton Lane  
Newcastle upon Tyne  
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Dear Adrian

**NCFE Level 3 Certificate in Web Design (603/7370/2)**

I confirm that we recognise and support the above qualification.

I'm the founder of a small web and challenge consultancy business, Mits Griffin, based in York UK, that serves a national and international group of clients. Our aim is to promote mission-driven organisations and individuals in the online space, by creating a platform and space where they can share their message with a wider audience for greater impact. We specialise in web redesign and development, and as consultants for the Challenge Framework as one of the few companies in the UK that is working directly with Pedro Adao, the pioneer of modern-day challenge approach.

I believe a Level 3 qualification in Web Design is valuable as it provides a framework and baseline for competency in this very broad, industry. With a relatively low barrier to entry, the skill set and expertise amongst professionals varies greatly, and although this can create a vibrant marketplace suiting every need, reports of poor experiences and practices is sadly not uncommon.

An approach that seeks to educate and consolidate on best practices, as well as cover the technical breadth of what is involved can only increase the value this industry provides. Because of this, I believe that a Level 3 Certificate is an excellent opportunity for people entering, or thinking of entering the sector, to achieve a good understanding of the work involved, and gain the option of entering into this industry at any point in the future since it is highly practical.

I also believe certification creates a provision for existing practitioners who might like to solidify their technical skills and grow in their mastery. This is especially valuable if they have not come from a coding/technical background but have been gaining practical hands-on experience.

As Web Design is often a done-for-you-service, scalability is an issue that is often overcome by developing into an agency but acquiring staff can be a minefield. For small businesses like mine, there comes a tension point where it becomes necessary to develop a team, but the process can feel fraught. For students who qualify, the barrier to joining an agency would be significantly reduced especially if they have had no prior experience in this industry. Certified individuals could help businesses like

mine grow with less risk, as well as provide an easier doorway for businesses like mine to step into workplace apprenticeship etc.

Because of this, I believe this qualification would be valuable for those who are working, or would like to work, in a web design team, but would also benefit those who are looking to extend their team with members who have a thorough understanding of this work and what is involved.

The NCFE Level 3 Certificate in Web Design (603/7370/2) could lead to these jobs in our company:

- Web Designer
- Frontend developer
- Web-developer
- User experience/User Interface Designer
- Technical support team member

This qualification is suitable for anyone aged 16 and upwards

By signing below, I provide my consent for the contents of this letter to be published electronically on NCFE Group websites for the purposes of demonstrating endorsement and understand that quotes could be used in marketing material. I also acknowledge that the contents of this letter may be kept on record by NCFE Group where required for audit, legal or regulatory purposes.

Yours sincerely

Mitali Griffin

Founder of Mits Griffin  
[www.mitsgriffin.com](http://www.mitsgriffin.com)