Creative iMedia

Our aim is to equip our learners with the skills to live and work both competently and safely in the digital world. We offer an engaging curriculum for our learners which makes use of a vast range of software and hardware.

We are aware that not all of our students seek a future within the media industry, but creativity and digital literacy are still considered an important component of our curriculum, not only to engage our learners but also provide them with transferable skills which can be incorporated effectively into other subjects. Moving forward to the future, it is safe to say that digital literacy is a key skill required by many employers.

At KS3, Creative Technology forms part of our technology carousel and allows the students to develop skills and understanding of using and developing various media products, whilst using a range of industry standard software including Adobe Photoshop, Illustrator and Dreamweaver.

Staffing

Mrs Doran   Curriculum Leader for Computing & Technology

Mrs Sales   2nd for Computing & Technology, Teacher of D&T and Photography

Curriculum

The following topics are studied at KS3.

	Autumn Term	Spring Term	Summer term
Year 8	**Paws 'n' Claws – Graphics and Website Development** Students will study 'Creative iMedia' as part of the technology carousel. This rotation forms 10 weeks of the Yr 8 curriculum and covers topics such as: **Bitmaps v's vector images; vector drawing software; HTML website development & website hosting; exporting/file types**		
Year 9	**Creating a Digital Product** Students will study 'Creative iMedia' as part of the technology carousel. This rotation forms 10 weeks of the Yr 9 curriculum and covers topics such as: **Pre-Production Skills -** client brief; target audience; work schedules; style; mood boards; visualisation diagram **Production of a Digital Product –** creating new assets; gathering and repurposing existing assets; putting together a digital product, **Post Production Skills -** exporting work in suitable file formats; evaluation of work		

The following units are studied at KS4.

Pupils have **2** lessons per week in year 10 and **3** lessons per week in year 11.

	Autumn Term	Spring Term	Summer term
Year 10	**R093 - Topic 1: Getting Started** (overview; resources; folder structure) **R093 - Topic 2: Media Industry and Product Design** (media sectors; job roles; purpose, style/content/layout; client requirements; audience needs; research; media codes; cameras and lighting	**R093 - Topic 3: Pre-Production Planning** (work plans; mind maps; mood boards; storyboards; scripts; storyboards; visualisation diagrams; asset logs; wireframes; flow charts; hardware and software)	**R093 - Topic 4: Legal Issues and Distribution** (legal considerations such as privacy, defamation, data protection; intellectual property rights; regulation and certification of media products (BBFC, PEGI); health & safety; distribution platforms; properties and file formats if images, sound and video, file compression) **Revision and Preparation for the Year 10 End of Year examination**

Year 11	R094 Visual Identify and Visual Graphics (purpose, elements and design; graphic design and conventions; properties of assets; planning techniques; tools and software (drawing and photo editing software); gathering and creating assets; exporting graphics depending on use) *This unit is assessed this term by completion of an NEA task (Non Examined Assessment) for which the task is set by the exam board. The assessment is taken during lesson time over a period of several weeks.* **Year 11 Mock Exam**	**Optional Topic** As a school we are able to choose an 'optional module'. This will vary year on year depending on the abilities interest and software available in school. Possible units include: **Characters and Comics; Animation with Audio; Interactive Digital Media; Visual Imaging; Digital Games** *This unit is assessed this term by completion of an NEA task (Non Examined Assessment) for which the task is set by the exam board. The assessment is taken during lesson time over a period of several weeks.*	**Revision and Preparation for R093 Summer Examination**

Extra-curricular activities and visits

As well as our exciting curriculum, as a school we like our pupils to get involved in external competitions and challenges. This is a great opportunity for pupils who need to be stretched and challenged, but also opportunity for those with an interest in technology. Activities include:

BAFTA Young Games Designer of the Year Award - Whether pupils love to code, draw or write the story, the competition allows you to explore the different areas of making a video game buy either entering the Game Making Award or Game Concept Award

Bebras Challenge - The Bebras Computing Challenge introduces computational thinking to students. It is organised in over 40 countries and designed to get students all over the world excited about computing. Our heat is a national competition, where the highest scoring pupils in the country are invited to the next round which is hosted by Oxford University!

Horizons Workshops – hosted by Runshaw College, KS4 pupils are invited to take part in workshops which cover media related sessions including journalism, video production, graphics and photography. It's an opportunity to further develop skills, but also for our pupils to experience a college environment and the courses/resources available locally.