

Creative Media

Curriculum Intent

Aim:

The Creative Media curriculum aims to ensure that all students are equipped with a range of knowledge and skills across the various sectors within the media industry. This will enable them to choose a specialisation as they progress through their journey, developing specific skills even further and fostering a passion for their chosen area, whilst also producing adaptable and informed media practitioners.

Key Concepts:

The world has moved into the digital age. The majority of the interactions that young people have been through this technology. It is no surprise then that one of the largest sectors in the UK, in terms of GDP and growth, is the creative media industry. Therefore, one of the key areas for this subject is developing our students' knowledge of how this technology works and giving them the skills to design products creatively. This will equip them not only to engage with this technology but also to be able to gain employment in the fastest-growing sector in the UK and around the world.

As students progress, it becomes even more important to develop their analytical skills, so that rather than just consuming and creating digital media, they can also understand its effects on those around them and begin to question how it can be designed and used.

Sequencing:

The skills and knowledge that are introduced at the start of the KS4 course continue to develop through KS5 and then into higher education or employment. This is because these are the core elements needed to thrive in the sector. Starting with introducing these at KS4, students have a chance to understand what they are and how they work. At KS5 practical skills are further developed so that they more realistically match professional expectations, which prepares them for either employment or further education. This is the same with knowledge, where concepts are introduced early on, but built upon in KS5, where students are then encouraged to evaluate and question elements such as media theories.

Shaping the Individual:

Right from the start students are given the opportunity to apply their skills and knowledge in real-world scenarios. This enables them to see the worth of what they are learning and how they themselves will use it, fostering engagement and an understanding of the connections between their education and the world they live in.

Adapted optional units also allow for the development of a love of learning. By giving a broad range of units in KS4 students can then specialise in KS5, further developing their skills in an area they feel passionate about.

As students progress they are also given the tools to be able to work more independently, with an emphasis in KS5 on reducing scaffolding and allowing students to take more control of their projects. This prepares them for life at university or in a working environment.

Cultural Capital:

At the heart of the course is an examination of how media affects those that consume it. Consideration of the audience and how media is shaped to engage them is introduced at the start of KS4. By KS5 the students are fully considering the moral and ethical impact of media design, as well as understanding the different ways that it can be read by audiences from different cultures. This not only makes them

better producers of media but more rounded individuals with a storing ability to see things from multiple perspectives.

Key Stage 4

The Level 2 Certificate in Creative Media focuses on the application of creative media skills through their practical use. Media is now an everyday part of our lives and throughout this course, students will have the opportunity to develop a greater understanding of how media is constructed, working in real-world scenarios. This qualification also provides students with valuable and transferable skills in research and planning, thinking creatively, working independently, and using communication skills. Students do not need to have any prior technical skills or knowledge but should have an interest in digital media.