

# Media

## Curriculum Intent

Creative iMedia will equip our pupils with a range of creative media skills and provide opportunities to develop, in context, desirable, transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively. Through the use of these skills, these pupils will ultimately be creating fit-for-purpose creative media products.

Creative iMedia will also challenge all learners, including high attaining learners, by introducing them to demanding material and techniques; encouraging independence and creativity and providing tasks that engage with the most taxing aspects of the National Curriculum.

## KS3

We want the curriculum to provide everything our pupils need to help improve their life chances. The scheme of work from KS3 to KS4 allows pupils to build skills and knowledge in a range of applications relevant to the modern pupil.

The curriculum is logically planned with specific attention paid to the sequencing of topics studied. The intention of the curriculum is to not only to develop digitally-literate citizens but to empower our pupils with computational skills so they are more proficient in conceptualising and understanding computer-based technology and are better equipped to function in modern society.

Our new curriculum will provide topics that are fun and engaging for all our pupils. This has been introduced to raise standards of learning and develop a breadth and depth of skills, knowledge and understanding needed by our learners throughout their time at Turves Green Boys' School.

Our new curriculum will also incorporate aspects of:

E-safety

Digital Literacy

Safety, Security and the Law

Technical Understanding

Using computers to Create media products

The aim is to give them experience using a more independent style of learning, opportunities to learning, to solve a variety of computational problems and to teach them the necessary skills that will facilitate their smooth transition onto GCSE courses, and in preparation of the career paths they choose for themselves after post GCSE exams.

## **KS4**

Our pupils embark on their GCSE journey in year 10 after choosing their options in Year 9. The OCR iMedia course is a vocationally-related qualification that takes an engaging, practical and inspiring approach to learning and assessment. It equips pupils with a range of skills and provides opportunities to develop transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively. The hands on approach has strong relevance to the way young people use the technology required in creative media.

Pupils will have the opportunity to study a wide range of platforms which we associate with Media Studies. Examples of design work that could be completed include:-

Creating digital graphics.

The designing of a CD cover.

Creating a multi-page website.

Storytelling with comic strips.

Creating a digital video sequence.

Designing a game concept.

## **GCSE Exam**

75% of the marks generated for this course are produced through coursework (see examples above) which is internally assessed.

25% of the marks generated for this course are produced by way of an externally assessed examination (taken twice a year) of 1 hour and 15 minutes.

## **Career Prospects**

Media Studies opens up a wide range of professional fields. Success in Media Studies enables pupils the opportunity to go into filming, directing, photography, journalism, website creating, advertising, music and much more.

The A-level Media Studies course offers a smooth progression from the Creative iMedia Award, extending pupils' practical skills in the medium they work in, building their ability to research independently, and deepening their appreciation and understanding of the role media plays in day to day life.

Those pupils who do not wish to study Media Studies will still be able to take up IT/ICT as a post GCSE course as they are well skilled in the use of MS Office and other modern applications in Macromedia Suite.