

DOROTHY STRINGER SCHOOL

CREATIVE iMEDIA – CURRICULUM INTENT

The aim of the Creative iMedia curriculum is to enrich our students with a **range of skills** in school but also beyond school. The curriculum is designed to build students **confidence** in accessing a range of **knowledge** and **applying** skills to the wider community. The course gives students access to **industry standard software** and work towards client briefs, which is something that they will face when they leave for the world of work. There is an emphasis on becoming **independent students, build resilience** as well as developing other **personal learning** and **thinking skills- Reflective learners, self-manage projects, thinking skills, questioning**. The students are then entered for **OCR Cambridge National** exam which is equivalent to a GCSE. There is a written exam for 25% of the marks and then three projects, with the coursework for each counting for 25%.

Students focus on pre-production documents in the creation of various elements such as mood boards, visualisation diagrams, mind maps and storyboards via a client based brief. Students are given a client brief that requires a specific target audience, thereby conducting specific primary and secondary research and devise a work plan and production schedule. Additionally, our students consider legislation, health and safety and understand the hardware and software practice to create different digital media products.

CREATIVE iMEDIA – CURRICULUM MAP

9 <i>Non GCSE</i>		App Challenge Working to a client brief to produce and market a mobile device app	ICT Skills Working to a client brief to create a digital product Use of industry standard software-MS Office suite and Adobe Photoshop GCSE Taster Creative iMedia
10	Unit R081 Pre-production documents	Unit R082 Creating a digital graphic	Unit R082 Creating a digital graphic
			<i>Work Experience</i>
11	R085 Creating a multipage website Unit R081 Exam Preparation	R085 Creating a multipage website R087 Creating a multimedia product	R087 Creating a multimedia product Unit R081 Exam Preparation

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Transition from KS3 to KS4

In the final year of KS3 we introduce all our Year 9 students to the three GCSEs offered in the department, Through the Digital Graphic project, students gain valuable insight into working to a client brief. This involves Year 9 students planning a digital product for a client using pre-production documents in the planning phase, to creating and reviewing the digital product.

Transition from KS4 to KS5

Many of our Year 11 students go on to the local sixth form colleges to continue with A'level/Level 3/BTEC in Digital Media/Media Studies