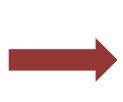# Curriculum Implementation – Creative iMedia
Key Stage 4

Key Concepts Taught →

- **Creative iMedia in the media industry**
  In this unit you will learn about the media industry, digital media products, how they are planned, and the media codes which are used to convey meaning, create impact and engage audiences.

- **Visual identity and digital graphics**
  In this unit you will learn to how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences.

- **Visual imaging**
  In this unit you will plan and capture photographs and moving images using a digital camera and learn to edit and process photographs and video sequences to create meaningful products in response to client briefs.

How You Receive Feedback →

- Self-assessment revisited regularly.
- Peer assessment against grade descriptors/success criteria.
- Feedback through continuous questioning in lessons.
- Practice exam question feedback assessed from exam board grade descriptors.
- Key tasks handed in and marked at least every two weeks.

How do Lessons Link to Key Concepts

- Year 9 focuses on development of key practical skills in the creation and editing of digital imagery (still and moving). You will apply these skills in the creation of products to meet a range of challenges and design briefs.
- In Year 10 students will develop their understanding of the Creative iMedia industry. You will also learn how to effectively manage creative projects from start to end, using a range of project management tools to create products to meet requirements. You will apply these skills and knowledge to the completion of the first NEA for the module 'visual identity and digital graphics'.
- In Year 11, students will undertake the second NEA, this time for the module 'visual imaging' applying all of the practical and project-management skills they have developed. Attention will then turn to preparation for the final written examination ('Creative iMedia in the media industry').
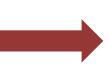
How we get Support with our Lessons →

- Teacher-led demonstrations.
- Pre-recorded video demonstration on key skills in video editing and digital image manipulation.
- Clear instructions broken into small steps to follow.
- Modelling and scaffolding.
- Working with peers.
- Exemplar materials such as previous projects.
- Extensive support resources provided on the network and on Google Classroom.

Retrieval Practice Opportunities / Supporting Ways to Help us Remember →

- Regular on-screen whole-class quiz games.
- Topic tests.
- Think, pair, share.
- Knowledge organisers.

Opportunities for Literacy →

- Accurate interpretation of exam questions.
- Definitions of subject specific terminology and application of vocabulary within work.

Opportunities for Numeracy →

- Students will learn about resolution, colour depth, bit rate, file sizes, etc. They will develop an understanding of how adjusting these values will impact on products produced.
- Students will apply numeracy skills in the analysis of primary research, particularly with regard to analysis of responses to closed questions.

Opportunities for Oracy →

- Frequent discussions – whole class, pair work.
- Students encouraged to have an opinion and share ideas.
- Students to lead instruction of whole class or small groups on practical tasks.

Opportunities for Character Education →

- Working as part of a team and listening to each other's views.
- Deciding outcomes in groups and pairs.
- Resilience – not giving up.

Opportunities for SMSC →

- Case studies and topics for practical projects will take advantage of topical SMSC opportunities. For example, students may work together to create TV news reports on topical issues such as environmental or social stories.

Opportunities for Assessing Learning

- Linking learning – what we did last lesson, this lesson and next lesson.
- Plenaries to reflect on learning.
- Quizzes.
- Questioning.
- Exam practice.
- Products produced in practical tasks.
- End of unit assessments.
- Pre-Public Examinations.