



# The Priory Witham Academy: Curriculum Overview

Believe together, achieve together

SUBJECT	Creative iMedia	CURRICULUM LEADER	Mr Eyre	YEAR	Year 9
ORGANISATION OF THE SUBJECT	In Year 9 students have 3 hours of Creative iMedia a week. This subject is one of the option subjects available to learners.				
Key Concepts (The big ideas underpinning this subject)			Key Skills in this subject		
<p>Digital Media plays an important part in many areas of our everyday lives and is also an important part of the UK economy. There is a demand from employers for an increasingly skilled and technically literate workforce as more and more media products are produced digitally. Creative iMedia provides students with specific and transferable skills and a solid foundation in understanding and applying this subject, whether it is in employment or higher education.</p>			<p>Cambridge Nationals in Creative iMedia are media sector-focused, including film, television, web development, gaming and animation, and have IT at their heart. It provides knowledge in a number of key areas in this field from pre-production skills to digital animation and have a motivating, hands-on approach to learning. The main skills developed are;</p> <ul style="list-style-type: none"> <li>• Investigate</li> <li>• Design</li> <li>• Create</li> <li>• Review</li> </ul>		
What will be learnt in this subject?			How will learning take place in this subject?		
<p><b>Interactive Multimedia Product</b></p> <ul style="list-style-type: none"> <li>• Investigation of interactive multimedia</li> <li>• Client brief and target audience</li> <li>• Design of a multimedia product</li> <li>• Creation of a multimedia product</li> <li>• Review of the interactive multimedia product developed</li> </ul> <p><b>Audacity</b></p> <ul style="list-style-type: none"> <li>• Investigation of sound clips/radio adverts</li> <li>• Client brief and target audience</li> <li>• Design of a radio advert</li> <li>• Creation of a radio advert</li> </ul>			<ul style="list-style-type: none"> <li>• Investigation, design, creation and review of an interactive multimedia product</li> <li>• Investigation, design, creation and review of a radio advert</li> <li>• Investigation, design, creation and review of a website</li> <li>• Investigation, design, creation and review of an animation</li> </ul>		

<ul style="list-style-type: none"> <li>• Review of the radio advert developed</li> </ul> <p><b>Web Design</b></p> <ul style="list-style-type: none"> <li>• Investigation of websites</li> <li>• Client brief and target audience</li> <li>• Design of a website</li> <li>• Creation of a website</li> <li>• Review of the website developed</li> </ul> <p><b>Animation (Flash)</b></p> <ul style="list-style-type: none"> <li>• Investigation of animations</li> <li>• Client brief and target audience</li> <li>• Design of an animation</li> <li>• Creation of an animation</li> <li>• Review of the animation developed</li> </ul>	
<p>What methods of assessment will be used?</p>	<p>How can you support learning and progress in this subject?</p>
<ul style="list-style-type: none"> <li>• Verbal assessment in lessons</li> <li>• Peer and self-assessment</li> <li>• Written (computer based) assessment pieces</li> <li>• Visual assessment of application competence</li> <li>• Mock examination</li> </ul>	<ul style="list-style-type: none"> <li>• Engage in conversation about topics undertaken</li> <li>• Encourage your child to follow the news, especially items related to the business and technology</li> <li>• Encourage use of ICT/Computing applications where required</li> <li>• Engage in E-Safety discussions with your child</li> <li>• Encourage your child to be creative</li> </ul>
<p>Equipment needed for this subject.</p>	<p>Learning outside the classroom: enrichment opportunities in this subject.</p>
<ul style="list-style-type: none"> <li>• Basic Academy stationary</li> <li>• ICT facilities (provided)</li> </ul>	<ul style="list-style-type: none"> <li>• Safer Internet Day</li> <li>• Computing club (specific modules)</li> <li>• Creative iMedia support and development sessions</li> <li>• ICT facilities to enhance homework.</li> </ul>