Creative Media – Subject on a page

- *Intent*: *your curriculum plan, including its design, structure and sequence*
- *Implementation*: *how you teach and assess your intended curriculum*
- *Impact*: *the outcomes for your pupils as a result of the education they've received*

Why do we teach it?

Creative Media is becoming an ever more central part of our daily lives – we interact with all manner of media products throughout our learning, work and personal time, and engaging with Creative Media enables students to grasp their role as a creator, consumer and participant in media products and events. The subject aims to engage pupils in a myriad of art and media forms, such as: photography, stop-motion animation, table-top gaming, filmmaking, video editing, photo editing, screenplay writing and all the required planning, production, and reflection that form the creative process. Through this, we hope to equip students with not only a tremendous breadth of skillsets for further learning, but with the skills and resilience needed to pursue their creative hobbies, build friendships and, perhaps, develop career ambitions.

INTENT - What we are teaching

In Creative Media, we aim to engage students in a variety of media-centred activities that balance motivation from their own interests and exposure to pastures new, thus driving them on to develop skills and interests that can assist in bettering their quality of life. Activities might include:

- Understanding the role Media plays in their daily life
- Providing opportunity to discuss their Media-centric interests with peers and staff
- Exposure to different media artists, production companies, and products
- Engagement with familiar media artists, production companies, and products
- Access to hands-on Media workshops, backed up by engagement with Media theory
- Introduction to skills, techniques and processes for producing and responding to media products
- Empowerment to produce products and achieve progression within Media
- Building of critical reflection skills
- Equipping students with skills for hobbies, working life, and further education
- Visits to Media production venues, Media screenings, and, speaking with Media production professionals

IMPLEMENTATION - How we teach it

Being creative is a skill that everyone can unlock and foster, with the right environment around them. Teaching forms a huge part of the early blossoming of creative thinking, skills and projects, so our Media tutor adopts a student-centred approach – using the interests, aspirations and desires of the students to build sequences of learning and a teaching environment that is unique to each group and meets the needs of each individual.

- All learning draws from a rich subject specification, with links to both practical and theoretical frameworks, collated by specialised subject tutor from a wide-range of Media education providers
- Teaching that adapts to meet group needs and individual needs
- Student-centred choices in sequences of learning
- Consideration of future aspirations, current interests and areas for development
- Progression maps to track sequences of learning, ensuring wider exposure of Media topics and

clear advancement of skills
- Development of practical skills through regular hands-on creative workshops
- Exposure to theoretical skills and learning through in-class, teacher-led seminars
- Personal choice in creation of Media products

IMPACT - What is working

Across Creative Media we are fortunate to have a great many success stories, showing us first-hand the impact of the subject. Some of our achievements include:

- Increased engagement with Media-centric extra-curricular activities and hobbies
- Vibrant testimonials from students, parents and visitors alike
- Students setting up their own YouTube channels, built around their Media skills
- Successful achievements of the Arts Award qualification
- Creation of a Table-Top Gaming club, with outreach to other SEN schools
- Media-led student transition programme, introducing students to our KS4 learning environment via Media lessons
- Pride in student-led working portfolios
- Input into school performances, talent shows and showcases