

Curriculum Rationale and Statement of Intent:

'At the heart of our curriculum is the vision that our students are able to understand and develop skills in digital media planning and production that cover a broad range of potential future fields and career avenues'.

Digital technology plays a pivotal role in the functioning of society, and there is honesty in the statement that no corner of society could succeed without it in some capacity. However, it is important for students to be aware that not only do we need to have the knowledge of how technology works (or how to program to make it work), but how to use it effectively. This is where Creative iMedia comes in. The topics chosen allow students to develop a deeper understanding of how to use technology effectively, in particular when solving a creative problem. In Creative iMedia students study pre-production skills which cover planning of a digital solution, requiring students to apply their analytical and creative skills to develop visual solutions to client briefs. Further to this, students study units on digital graphics, developing skills using Photoshop, and digital sound, developing skills in Audacity. Both these topics require students to utilise the knowledge gained during their pre-production unit, but allow students to develop and enhance their knowledge in using technology creatively. It is important we develop students who can both monitor and manage the technological infrastructure of society, but also utilise the power technology beholds.