



Longridge High School

Curriculum Intent Creative iMedia



THE BAY
LEARNING TRUST

1. Vision & Purpose

- The iMedia curriculum is preparing pupils not just technically, but to aspire, innovate and contribute to a digital world.
- The intent likely includes developing digital literacy, creativity, confidence using technology safely.

2. Ambition for All Learners

- Ensure that all pupils, including those who may not see themselves as “tech-savvy,” are supported to complete and achieve competence in iMedia.
- Provide differentiated challenge so that pupils who excel can explore deeper creativity and practical aspects e.g Graphic Design.
- Ensure inclusion for pupils with SEND/EAL and provide appropriate scaffolding (tools, support) to allow full participation.

3. Knowledge & Skills Development

- Pupils will learn how iMedia is used within the media industry. Grappling with creative software matched to purpose and design.
- Pupils will develop their graphic design skills when creating digital products.

4. Sequencing & Progression

- Pupils at KS4 will complete units of coursework that develop their skills. For example, early simple tasks develop into more complex design / project-based media production.

5. Literacy, Oracy & Vocabulary

- Explicit vocabulary for iMedia (e.g. planning, pre-production, design, media, editing etc.)

6. Enrichment & Cultural Capital

- Opportunities for extra-curricular graphic design clubs.

7. Cross-Curricular Links & Real-World Relevance

- iMedia can be linked to subjects such as Art & Design (media design), Business/Media studies, performing arts and photography etc.

8. Safeguarding & Online Safety

- The curriculum includes ethical use of technology, slander, data privacy, risks like misinformation or inappropriate content.

Our Vision

We aim for all of our pupils to live life in all its fullness so they can flourish spiritually, academically and personally.

9. Assessment & Impact

- Pupils complete two units of coursework and a final exam paper in Year 11. Teachers will use frequent formative checks to identify misconceptions early.
- Summative unit assessment aligned with GCSE standards (for pupils at that level).

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