



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 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.

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).