

## IT & VOCATIONAL - MEDIA

VISION	INTENT	IMPLEMENTATION	IMPACT
<p><b><i>“Media allows our students to express their creative interests in a digital society.”</i></b></p> <p>A high quality education within Creative Media Production allows Baldon School Media pupils to develop sector specific applied knowledge and understanding through realistic vocational context. Pupils will investigate and develop ideas through pre production, production and post production of media products. These key skills will ensure Baldon School pupils are ready for the workplace and wider world.</p>	<p>The KS4 Creative Media Production Curriculum has been designed to ensure students are able to achieve the highest standards and outcomes. High quality teaching comes from specialist subject teachers. The curriculum includes formal teaching throughout a wide range of subject areas. Students will learn a wide range of skills such as how to develop a range of media products across a range of systems and applications, analysing characteristics of existing media products and their relevant audience. Students will become aware of the different roles throughout the production of media products from different sectors. Students will complete project work that allows for the development of a portfolio that shows a range of different creative digital skills.</p> <p>Each of our curriculum areas are carefully designed with the students at the heart of our thinking. The intent for Creative Media Production is to ensure well planned and sequenced to enable all students to build their knowledge</p>	<p>The BTEC Creative Media course consists of three components, one component is externally assessed and two components are internally assessed.</p> <p>Outstanding subject knowledge and strong teaching pedagogy is at the forefront of our KS4 Creative Media Production Curriculum. Students are taught by subject specialists to ensure high quality and consistent teaching. All skills are sequenced from year 10 and 11 students are progressing each year and they can continuously retrieve information from each project. High quality questioning and resources are used during practical lessons and theory lessons. Adaptive teaching strategies are implemented with a ‘Teach to the Top’ approach, using effective modelling and scaffolding.</p> <p>Assessment sheets and quality marks are used at the end of each topic to inform students of their progress and achievements, this will allow students to progress to the next level with skills</p>	<p>Exam results from Creative Media Production historically are above the national average. Creative Media is one of the most popular subjects that students opt for during the options process. Student voice is used to survey the impact of students learning and enjoyment of the course, based on the outcomes the curriculum is structured to suit all needs. Regular learning walks are conducted from senior members of staff within the faculty aligned with the monitoring calendar. All data is analysed by the Headteacher, Deputy Headteacher and Head of Faculty. There is a wide range of examples of students pursuing a career and studies at sixth form and going into the world of media. Students regularly inform us how much they enjoy studying Media Production and learning a wide range of skills and developing business knowledge.</p>

	<p>and skills towards the agreed end points throughout KS4 and consider how this is taught in order to support our students and ensure this is implemented effectively. For the desired impact to be reflected in the outcomes that students achieve through the education they have received. Fundamental skills such as digital literacy and computing skills learned in KS3 can interlink and provide foundations to support KS4 Media students.</p> <p>The KS4 Creative Media Production has been developed to ensure students are able to achieve high standards and outcomes and be fully prepared for a modern technology world. Media Production provides students with the platform to develop and enhance skills</p> <p>The KS4 BTEC Creative Media curriculum has been developed to ensure students are able to achieve high standards and outcomes and be fully prepared for a world that is dominated by media. BTEC Creative Media provides students with the platform to develop and enhance their creative media skills across a range of industry led software. Both skills and knowledge are learned in a sequential order. Our assessment structure is designed to ensure students can apply</p>	<p>and knowledge. Through CPD, all staff have updated current skills to the required industry standard.</p> <p>Professional Development opportunities are attended to ensure curriculum requirements are met and to develop subject knowledge which is reflected in the delivery of outstanding lessons throughout the department. Staff regularly share good practice to maintain high standards across the faculty, sharing teaching techniques along with behaviour management tactics which enables the department to create a safe and positive learning environment for all students to progress and achieve their personal best in Media.</p> <p>Outstanding lesson delivery is a product of staff adopting the Baldon Learning Sequence into their practice. Staff begin lessons with 'Bold Starts' where learning is revisited from previous lessons and/or schemes of learning. The sequence progresses onto new learning being introduced, together with development of new knowledge through independence and enrichment. New learning is then reviewed through</p>	<p>All data is analysed by senior leaders and governing bodies within the school to ensure challenge and accountability.</p> <p>Staff set high expectations, which inspire, motivate, and challenge students. They are accountable for their attainment, progress, and outcomes. Staff incorporate cutting edge, adaptive teaching strategies with a 'teach to the top' approach to push and challenge students irrespective of background, with a key focus of ensuring progress. This is evident during lesson observations and learning walks, with positive senior leadership reviews and feedback received.</p> <p>Regular learning walks within the faculty are conducted to ensure high quality teaching and delivery is being provided to learners. Student voice is used to survey the impact of the KS4 Media Curriculum, the outcomes allow us to reshape and restructure the curriculum to maximise student learning, outcomes and enjoyment. Students recognise that the digital sector is a major source of employment in the UK where digital skills span across multiple industries, where almost all jobs in the UK require good levels of digital literacy.</p>
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	<p>their knowledge while developing industry required skills through exploring media production techniques. In addition, learners will be taught about different media production processes to enable reworking of media products. Learners will develop planning and production skills to create media products that clearly respond to a client brief. At Boldon, students thrive in BTEC Creative Media and we have many examples of learners proceeding to university, apprenticeships and working in the creative media sector.</p> <p>In addition, learners will be taught how to problem solve, examine, make connections, develop, communicate and collaborate. Learners will develop their research, presentation and self-reflection skills. At Boldon, students thrive in Creative Media and we have many examples of learners proceeding to university, apprenticeships and into the world of business.</p> <p>These skills will help pupils build a future career in the subject. All skills are taught in a sequential manner to support independence in assessments. The projects and topics are developed to ensure that each year students</p>	<p>varied questioning through 'cold-calling' strategies.</p> <p>Learners will thrive from outstanding teaching and resources, all teachers are actively involved in regular training courses to enhance subject knowledge and to be in line with cutting edge research to develop our teaching pedagogy and knowledge of the world of modern business. Students are assessed at the end of each unit alongside high level questioning and regular feedback to inform students of progress. Each student is provided with summative assessment criteria which exemplifies distinction standard criteria.</p>	
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	<p>embed and build upon previous knowledge and skills.</p> <p>Our curriculum is both ambitious and innovative, it is structured to develop students' knowledge and understanding through innovative and engaging teaching. Students learn from a high quality, knowledge rich faculty.</p> <p>The Creative Media qualification can ensure learners progress to A Levels in a range of subjects, Apprenticeship and study of a vocational qualification at Level 3 such as a BTEC in Media or IT. Our intent is underpinned by a culture of high aspirations and each student believing that by working hard they can achieve their very best. In every topic, links to careers and the world of work are made. The curriculum is regularly monitored and adapted to suit the needs of all our learners.</p>		
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