



Creative iMedia Curriculum Intent

Creative iMedia empowers students to understand, create and communicate within the digital media industry. Through the exploration of digital graphics, visual identity, and interactive products, students develop the creative, technical and analytical skills needed to produce purposeful digital content. The subject inspires students to Imagine, Believe and Achieve by combining creativity with technical expertise, enabling them to express ideas, solve design challenges and develop confidence in their own creative potential.

Creative iMedia makes a distinctive contribution to Hodgson Academy's curriculum by developing creative thinking, digital communication, problem-solving and project management skills. Students learn how media products are planned, designed, created and evaluated while developing an understanding of audience, purpose and client requirements. Alongside technical knowledge, they explore the legal aspects of media production, enabling them to contribute responsibly to Modern Britain as informed and ethical digital creators.

The curriculum is Knowledge-rich and carefully Sequenced to ensure that every student develops secure understanding over time. Students begin by developing core knowledge of design principles, visual communication, static graphics and industry-standard software before applying these skills to complex creative projects. As the curriculum progresses, students build confidence in planning, creating, refining and evaluating products while making informed design decisions based on client briefs and audience needs.

Excellence for Every Learner is achieved through high expectations, ambitious project-based learning and equitable access to industry-relevant knowledge and digital technologies. Carefully structured learning enables all students, regardless of their starting point, to develop creative confidence, technical competence and independence while producing high-quality digital media products.

Literacy is integral to success in Creative iMedia. Students develop and confidently use subject-specific technical vocabulary, interpret client briefs and design specifications, evaluate digital products and communicate creative decisions using appropriate written language. They learn to justify design choices and present their ideas clearly to different audiences.

Students are prepared to contribute confidently to Modern Britain by understanding copyright, intellectual property, accessibility, representation, and inclusivity. They develop the knowledge and judgement needed to create content responsibly while recognising the influence media has on individuals and society.

Creative iMedia supports Future Pathways by helping students understand how the knowledge, technical skills and creative thinking developed through the subject are valued in further study, employment and wider life. Students recognise the relevance of media across careers such as graphic design, animation, photography, film production, marketing, web design, game development, social media, digital content creation and the wider creative industries.

Through expert teaching, high expectations and carefully designed learning experiences, students leave Creative iMedia with secure disciplinary knowledge, confidence in their creative abilities and the technical skills to produce purposeful digital media. They are equipped to thrive as innovative, adaptable and responsible digital creators who embody Hodgson Academy's vision to Imagine, Believe and Achieve.