



Deepening Learning and Raising Aspirations through the AIRR values.

What does this look like in our Media curriculum?

Aspire:

We want our students to aspire to employ industry standard software to express their creativity across a range of media platforms in order to achieve a range of specific purposes: advertise, inform, educate and entertain. We want our students to aim for complete mastery of these skills in order to be competitive in the marketplace.

Be Independent:

To be independent learners and practitioners in the field of Digital Media, our students will develop a high degree of IT literacy with regard to industry software and a firm understanding of pre-production, production and post-production working practises across a range of media job roles.

Be Resilient Learners:

Our students will develop resilience through cultivating the stamina to produce media content from the initial brief through the full production process and up to the final product and then engaging in self, peer and 'industry professional' evaluation processes in order to learn to accept and thrive upon feedback.

Be Respectful:

Our students will learn respect by focusing on target audiences in order to ensure media is accessible and promotes a responsible message. They will also learn respect through developing an understanding of the legal implications of publishing content with regard to both copyright and the legal, moral and ethical use of appropriate content.



Ormiston
RIVERS
Academy

Media Department

Curriculum Intent