

“Technology is nothing. What’s important is that you have faith in people, that they’re basically good and smart, and if you give them the tools, they’ll do wonderful things with them” – Steve Jobs.

We want our students in Creative iMedia to learn in a safe and aspirational environment that allows pupils to cultivate creative and theoretical fluency. Students will have the opportunity to explore a deep understanding of the production processes surrounding digital media and build an expert ability to produce specialist and technical products suitable for industry. Creative iMedia will provide a uniquely ambitious and student directed curriculum that is comprehensive and balanced, that will permit students to secure success and develop students to be confident individuals with the ability to make aspirational choices.

Students will have the opportunity to become specialists in different pieces of the latest hardware and software through an extensive use throughout the course, and will develop a passion for reading around the subject assignments we cover to effectively analyse and evaluate new and existing products.

Students of this subject will develop their critical thinking throughout the course, examining client requirements and independently creating meticulously designed and created final products. These are skills that students will learn and perfect in order to apply all the advanced technical skills and knowledge gained to take into an ever changing and technologically advancing world where jobs and careers are developing constantly.