

The Creative and Media Diploma has been running very successfully since September 2008 at The County High School, Leftwich. Indeed, in its first year, it was the only Diploma available to Vale Royal students and the only Creative and Media Diploma available in Cheshire. The 'Vale Royal Diploma Consortium' was also successful in securing a substantial amount of capital-build money to provide a purpose-built Diploma Centre in the school with state-of-the-art, industry-standard facilities and students studying this course will also have the chance to study at the new 'Creative & Media Academy' at Mid-Cheshire College.

### **Diploma Levels**

Diplomas are available at three Levels: Foundation, Higher & Advanced. The school is offering the Higher Level Creative & Media Diploma which as a whole is worth the equivalent of 7½ GCSE's at Grade A\*-C and will take up two days per week of study.

### **Diploma Components**

The Diploma is made up of six 'components':

- Principal Learning (the main creative & media studies)
- A Project (undertaken in Year 11)
- Personal, Learning & Thinking Skills (developed throughout)
- Functional Skills (Level 2 qualifications in English, Maths & ICT)
- Work-based Learning (with local employers)
- Additional Specialist Learning (a choice of a range of Level 2 courses at Mid-Cheshire College or a choice of one in-school elective GCSE )

A key feature of the Diploma is the employer input with visits to and from local employers forming a key part of the course, enabling students to apply learning in real-life contexts and develop the key skills needed for employment within the creative and media industries. The course develops students into independent learners.



*BBC World Service*



*Chester Zoo*

Described as a "great new way of combining classwork with hands-on experience", the Higher Diploma will give students the knowledge and skills needed for college, university or work in an exciting, creative and enjoyable way. It will provide a good 'stepping-stone' to either 'A'-Levels or the Advanced Level Diploma on offer at Mid-Cheshire College.

### **Areas of Study**

The Higher Diploma at Leftwich will cover mainly Art & Design, Audio & Radio, Film/TV and Music. Advertising, Creative Writing, Dance, Drama, Fashion, Graphic Design, Photo-Imaging, Product Design and Textiles can also be incorporated into students' studies.

### **Further Information**

Information Evening, Wednesday 3 February 2010 (6.30pm)  
For any further queries please contact Mr M Hill (Deputy Headteacher) via [www.leftwichhigh.com/contact-us.html](http://www.leftwichhigh.com/contact-us.html) or ring 01606-333300.

**Examples of Creative & Media learning include:**

**Scene.** A study of the local creative and media industry, students actually produce a 'guide' to the local creative and media industries in numerous formats - DVDs, leaflets, flyers and magazines.



**Performance.** A group task where individual contributions to a performance are marked. Previous roles for the unit have ranged from lighting, publicity, stage managing and set-designing to actually performing on the night.



**Artefact.** Following research of the production of an artefact, the artefact is then created. Artefacts can be made out of numerous materials: metal, fabric, cardboard or wood. Clay pots & plaques and jewellery have also been made.



**Record.** A unit of work where pupils can 'record' something in whichever media they choose. Previous students recorded the Year 6 Menai trip in a variety of formats, ranging from scrap-books to magazines and DVDs.



**Campaign.** Research into specific campaigns, followed by the organisation and running of a 'live' campaign. Previous campaigns have included an anti-bullying campaign and a recycling campaign.



**Festival.** This is a group project. Festivals are researched and then students are given a 'live' festival to organise and run. The current Year 11's organised and ran the 40<sup>th</sup> anniversary party for Leftwich Community Primary School.

