Sackville School

TOGETHER WE ACHIEVE

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Dear Families

Creative iMedia Cambridge National Structure

I am writing to inform you of some changes that have been made to your child's Creative iMedia Cambridge National structure. You may have already had a discussion with your child about this as they have been spoken to and advised on the rationale surrounding these changes.

Firstly, may I say that I am excited to work with them over the coming months and in growing their love of this amazing subject further. The students will now complete the following work:

Coursework 1: Visual identity and digital graphics	Completed around October half term 2023 and is based on a visual identity and digital assets for a game company called Midnight Games
Coursework 2: Interactive digital media	Completed between October 2023 and January 2024 and is cantered around an interactive package for an outdoor adventure company
Exam: Creative iMedia in the media industry	Exam to be taken in May 2024 and a mock exam will be sat in the hall, in March 2024. This content will be revisited January to May 2024

I have taken the decision to not enter the coursework students attempted before the summer for a variety of reasons. The overarching reasons surrounded the question of validity around the students work, the work being generously marked and the students having not met the brief enough to warrant them achieving their MEG (minimum expected grade). In the future, our new curriculum will allow time in year 10 for a practice coursework, and so, I am very much advising students this is what they need to see their piece before summer as.

I wanted to take this opportunity to remind you, and students, of some of the guidelines outlined by OCR and JCQ.

- Students cannot receive teacher feedback which leads to improvement of work
- Students cannot use a writing frame
- Students cannot submit work completed by somebody else
- Students cannot be told their overall grade
- Students should take roughly 12-15 hours to complete this coursework – beyond this is excessive and not warranting of marks
- Students can ask other teaching professionals for advice
- Students may have people, beyond the marker, read their work and advise them of grammatical or structural errors
- Students must use an asset log and can use digital assets such as images from the internet

I would really advise you to discuss the coursework with your child and work together to understand what is required. I am a firm believer in transparency, and so I will always provide students with the maximum amount of detail, support and scaffolding possible/allowed. Their coursework can be found [here](#), but they must be logged into their Sackville email to see it. Their course past papers, support material and videos can be found [here](#) for their revision and exam prep.

As they will have little to no homework between now and January 2024, and I have cancelled their exam in November 2023, I urge them to be revising content in preparation for March 2023.

The go to place should be the course [specification](#) for guidance and course information. It outlines what they should know, what the exam will look at, and the skills they need to demonstrate in the coursework plus the mark schemes we use. Everything they need to succeed should be in the links above, and with some care and support from you and I, I predict them doing very well this year.

If you have any further questions, please do not hesitate to contact me.

Yours sincerely

Mr Ashley Vallally-Godfrey
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