

Strategic Plan 2013 to 2017

Learning Area: The Arts – Media

Head of Learning Area: Jennifer Mudhan / Chad Peacock

Purpose and Core Values

Media aims to encourage, equip and educate students through meaningful production and analysis tasks. Our goal is that our students will not be passive consumers of media texts - but actively engage with and create media texts with meaning.

Vision and Strategies

- To grow our media numbers from Years 7 to 12.
- Keep teachers training up to date in Professional Development (both practical and theoretical)
- To maintain equipment that allows our students and staff to be up to date with the latest technologies available in the media industry.

Three-Year Operational Goals

- Increase enrolment in Media classes across the board.
- Continue to develop strong online learning tools such as software usage video tutorials.
- Encourage teachers to train and sit Adobe professional certification exams.
- Purchase production camera for studio space.
- Increase media knowledge and terminology in Middle School Media, preparing for Upper School Media requirements.
- Promote Media Department through increasing profile through external means, i.e. competitions etc.
- Possibility of developing Whole School Media Production.

Five-Year Operational Goals

- Increase enrolment in senior Media classes, aiming for at least 2 Media Production Analysis classes in Years 11 and 12.
- Increase enrolment in Years 8 to 10 media classes ensuring 3-4 classes per year group.
- Further development of media from K to 12 with a focus on the new ACARA curriculum framework.
- Encourage teachers to train and sit Adobe professional certification exams.
- Possibility of developing Whole School Media Production.

Our Strategies to deliver on our Vision and five (5) year goal are:

- Increased enrolment and interest in the courses offered.
- Training teachers effectively, i.e. Adobe Certification.
- Continue to develop Whole School Media Production idea in conjunction with English Department.
- Actively encourage students to submit works for external competitions.
- K-12 Media - Begin dialogue with Junior School for best strategy. Develop an effective and fun Junior School Media program with key teachers.

Challenges over the next 1 to 2 years are:

- Completion of Media Studio Space.
- Encouraging academic rigor in Media studies particularly Years 7 to 10.
- Implementation of the Australian Curriculum.