

### **Spiritual development in CS**

Within the iMedia classroom students have multiple opportunities to discuss matters of spirituality when analysing media texts in terms of their target audience and purpose. Throughout the course students are directed to consider the beliefs and lifestyles of a variety of different communities within modern society in order to design appropriate media content for them. Issues such as faith, race and sexuality are all major considerations. Further to this, students are exposed to a wide variety of media texts that they may not encounter within their own lives including promotional materials for faith related organisations and charities.

### **Moral development in CS**

One of the key questions that students must consider when analysing a given text or when planning for the creation of a practical product is if the purpose of the piece is morally correct. Considerations of appropriate content in relation to age alongside factors such as the publication of extreme views are common discussion topics. Students are required to consider protecting the right to free speech whilst also evaluating if media texts can be considered appropriate or not in the view of modern society. Discussion and debates take place regarding race, gender inequality, and political views amongst many other topics that can divide opinion. In order to foster a supportive atmosphere for these sometimes difficult conversations, steps are taken to ensure that students know they are in an environment where their classmates will listen with respect and questions can be asked without fear of judgment.

### **Social development in CS**

In order to support social development within Creative iMedia, students have multiple opportunities to work collaboratively in order to share ideas and learn from one another. An ability to communicate ideas effectively is the main focus for all practical activities and to improve products based on peer feedback. Students are encouraged to use each other as learning resources, especially within skills building workshops where students have the opportunity to independently discover advanced features of practical software. When appropriate, students are given the chance to lead groups to develop leadership abilities and coach their peers. Within the academic study of iMedia, students explore how the use of media technologies and deployment of media texts into society can have a huge social impact, including looking at prevalent case studies of social movements fuelled by open source and user generated media. These discussions are commonly linked to current affairs that students have common knowledge of.

### **Cultural development in CS**

Having an awareness of cultural issues and trends is pivotal in understanding how to best design a suitable product for a given target audience and purpose. When working in the design phase of all practical projects, students are encouraged to actively engage with current media to better build an understanding of the current cultural climate and social attitudes. The aims of these learning sequences is to ensure that students have a developed understanding of how a media product can shape public mood and opinion and how media creators respond to social, cultural and political movements. Specific case studies are utilised including corporate engagement with LGBTQ+ Pride, Black History Month alongside examples of the media industries real time response to current events such as election coverage, celebrity gossip and breaking news incidents.