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like me, not familiar
with the basic
terminology of the
field, especially in the
context of the UK.

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Resumen: DAVIES,
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of application and
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and the Arts (NESTA) has suggested a taxonomy for the kinds of work performed within the creative industries. Instead of looking at the end-products (e.g., a film, a guided tour), we follow NESTA in divid-

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Rosamund has been a lecturer in creative and media writing at the University of Greenwich since 2001, founding and expanding the university's screenwriting provision. She also developed the Working in the Media and Creative Industries course, which became

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She also developed the

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Working in the Media and Creative Industries course, which became the basis for the book Introducing the Creative Industries: From Theory to Practice (SAGE, 2012), which she co-authored with colleague Gauti Sigthorsson.

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students of all abilities.
It is designed to be
approximately one
hour long but can be
adapted. By the end of
the lesson students
will: ...

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example to other
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and training that
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