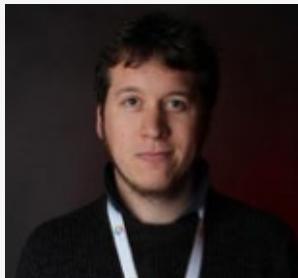




# Teaching BTEC Creative Media



## Gary Rose

*Lead teacher, multimedia designer, social media manager, teacher of Creative Media Production*

### Which BTEC qualifications do you teach?

- Creative Media Production
- Games Development
- IT

### Why did you choose BTEC Creative Media?

I like the amount of practical experience that BTEC Creative Media gives my learners and the BTEC allows them the opportunity to work at their own, purposeful pace on projects that can evolve and be improved throughout the qualification.

I also enjoy the freedom to personalise the vocational scenarios for my learners and take advantage of my own skill set in creative media production.

### What skills do you think a BTEC in Creative Media helps your learners to develop?

My teaching focuses heavily on **post-production editing** – my students complete their qualification having produced and edited at least three video projects.

By producing pitches, identifying target audience considerations, evaluating and improving drafts and taking constructive criticism and feedback, my learners also develop strong **communication** skills.

They also develop pride in their work, giving them **confidence** in their abilities and **attention to detail** which tends to mean that they produce higher quality pieces.

### How do you think these skills have helped your learners in their future steps?

My learners leave with the foundations of a portfolio/showreel that they can add to and improve over time, meaning they can approach universities or employers with a back catalogue of high quality products.

### What do you enjoy most about teaching BTEC?

I love seeing how students can interpret the same brief in different ways, it shows the variety of creativity out there and how creative minds can't just be replaced by automation or robots. I also enjoy seeing how they develop and grow throughout their qualification.

### Why would you recommend teaching BTEC Creative Media?

The ability to choose the right units, and design an interesting, marketable course. An exciting course that is exciting to teach.

To find out more about BTEC Creative Media, visit [quals.pearson.com/BTECmedia](http://quals.pearson.com/BTECmedia)