



# Scaling Content to Transform Student Learning

WHITEPAPER



Completed two modules of 16 weeks each in three months

Achieved 15x Cost Efficiency

## Business Challenges

A leading U.S.-based operator and owner of a network of higher education institutions sought help for several content solutions for their India-based partner, a top art, design, and fashion school. The customer partnered with Straive to design, develop, and launch the content.

With 30+ years of experience in end-to-end content development, Straive helped the customer with videos, comic strips, illustrations, and infographics to facilitate better student learning and performance.



## What Were Some of the Customer Challenges?

With the global fashion, design, and art education facing a rapidly evolving and highly volatile academic landscape, the customer sought help with new:



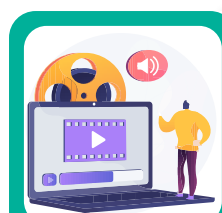
Content creation



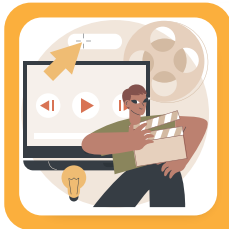
Illustrations



Animations



Live videos



## Text-and-graphic videos



## Blackboard design and integration

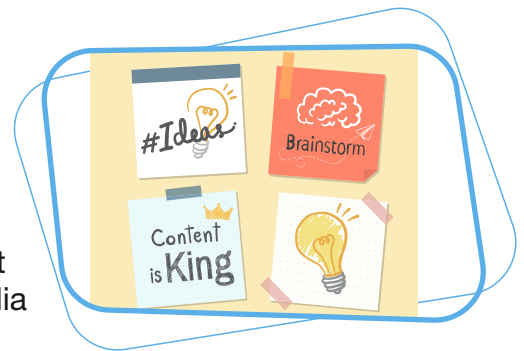
Straive had to create the entire course that was divided into two modules. We developed two 16-week courses on life skills, which consisted of live videos and illustration-based quizzes, activities, and discussion questions. The course delivery platform was Blackboard LMS. Everything was done inhouse using internal resources.

The main challenge was to create animated and live videos from conception to delivery. It involved several processes, such as scriptwriting, video shooting, post-production, and subtitling. This was Straive's first attempt at live video production. As the project had to be completed on a tight budget, finding quality resources, actors, and crew that fit the budget was also challenging. Making animated videos and creating theme-based illustrations was also something Straive attempted for the first time and was equally challenging.

## Straive Solution

A project of this magnitude requires the expertise of several people, so we set up a team with varied skillsets – instructional designers, educational content creators, copyeditors, web developers, scriptwriters, animators, full-fledged video production and post-production unit, voice-over artists, illustrators, and graphic designers – to execute this project.

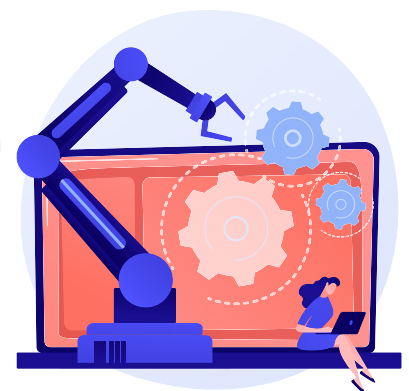
Secondly, we researched the market and subscribed to the best animation software to ensure that we delivered quality multimedia content in a timebound, sustainable, and budget-friendly way.



## How Straive Approached the Challenge

### Overall Content :

We created eLearning content for 32 weeks – 16 weeks each for each module –divided into weeks/units and different objectives for each week/unit. We employed an instructional designer to design and review the curriculum. After getting the content checked, these were uploaded to the customer's LMS platform in a structured manner for use by their students.



## Video Content :



We created 12 live videos, ten animated videos, five whiteboard animations, and six text and graphic videos from scratch for video-based assignments and discussions. These were based on various themes and scenarios. We also created six text-and-graphic videos to give the students an overview of the course. Professional voice-over artists were employed for voice-over recording. Subtitles were added for accessibility compliance.

## Illustrations :

We created more than 80 illustrations, which consisted of comic strips and theme-based illustrations.



## Infographics :

We created 20 infographics to explain the objectives for each week.

## Textual Content :

All the textual content, including text-based assignments, instructions, and resources, was copyedited and vetted by the Straive content development team and was finalized in consultation with an experienced instructional designer.



## Blackboard Integration :

After creating the individual assets, the entire course was uploaded to the LMS platform Blackboard, designed by the Straive web development team, and was structured and finalized according to the customer's specifications.



Even though this was Straive's first attempt at executing a multimedia-heavy project, the entire project was conceived, managed, and delivered well in time and with the expected quality due to the coordinated effort of the team. Visual media creation, such as the creation of videos and animation, can be quite expensive. The challenge was to create the best quality videos and animations that fit within the budget provided. We employed frugal methodologies and automation during the implementation to cut the cost and maintain the quality. The customer well appreciated the delivered project.

## Why Did the Customer Choose Straive?

Firstly, Straive has everything one needs for a project of this size: resources, technology, and SMEs. Secondly, our cost-effectiveness and delivery of projects within time and budget hold us in good stead with customers.



### About Straive (formerly SPi Global)

Straive is a market leading content technology enterprise that provides data services, subject matter expertise (SME) and technology solutions to multiple domains such as research content, e-Learning / EdTech and data/information providers. With a client-base scoping 30 countries worldwide, Straive's multi-geographical resource pool is strategically located in eight countries - Philippines, India, USA, China, Nicaragua, Vietnam, United Kingdom and the company headquarters in Singapore.



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