

## Case Study

# Developing Comprehensive Teacher Materials for a Global Digital Learning Leader

Magic  
EdTech

### The Client

The client is a global “knowledge leader” that has been in operation for over 100 years and has been pioneering digital learning since the 1980s for students, lifelong learners, and professionals.

### The Challenge

The client was seeking ancillary materials for teachers of elementary and middle school students to support the successful implementation and utilization of their digital learning product in K-12 environments.

### Critical Success Parameters

- ✓ Develop quality teacher materials (TMs) for over 100 lessons to accompany the product, ready for classroom or hybrid use in the upcoming academic year.
- ✓ Create teacher materials that summarize, extend, and support diverse disciplines and topics covered in individual lessons.
- ✓ Align lesson content with national standards and provided teachers with an inventory of skills students practice, offering insights into desired outcomes.

### Our Approach

- ✓ Magic engaged current and former K-12 educators as subject matter experts (SMEs) to develop the teacher materials for each discipline.
- ✓ Collaborated with the client's editorial team to establish consistent templates for the teacher materials, ensuring efficient development and release.
- ✓ Developed TMs to include a lesson summary, key concepts, alignment with national standards, skills inventory, content background, suggestions for active and exploratory learning, prompts for collaboration, and new project ideas.



### Key Result Highlights

**100+** individual “Teacher Materials” developed in time for the spring sales/adoption season and the fall semester start to the academic year.

A total of **10** disciplines were covered, including American history, astronomy, biology, earth science, economics, geology, government, physics, and world history.