

## Case Study

# Self-Learning Explainer Videos For a Publisher

Magic  
EdTech

### The Client

The client is a global learning company and the world's largest publisher of strategic higher education/skill-based content.

### The Challenge

The client's need was to develop a video-based self-learning training for future skills courses. These courses were to augment printed books and were intended for engineering students and professionals.

### Critical Success Parameters

- ✓ Videos needed to follow an inquiry-based learning approach.
- ✓ Videos needed to follow the agile SAM model and prototype in the actual development.
- ✓ Courses to be engaging and industry focused while aligning with theoretical concepts.

### Our Approach

- ✓ Deployed a multidisciplinary team of Instructional Designers and SMEs to define the framework and course structure.
- ✓ Global Visual Style Guide created keeping in mind the overall client branding and visual strategy.
- ✓ Created an intermittent visual storyboard stage to avoid changes in the final stage and expedite the process.



### Key Result Highlights

**250+** videos created

Reused visuals and characters and enabled 40% cost savings

Courses viewed by more than 1 Million students globally