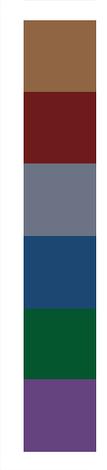


21ST CENTURY LEARNING SOLUTIONS

MEDIA DEVELOPMENT
CAPABILITIES BROCHURE



media team profile

At 21st Century Learning Solutions (21CLS), our media team creates cutting edge and cost-effective products. Consisting of college graduates and industry experts, we have been engaged in media production for nearly a decade. In addition, we employ Ph.D.-level instructional design experts who inform our innovative approach to creating attractive and effective multimedia projects. At 21CLS, we believe innovation is integral to the success of our company and our clients.

■ our process

01 subject matter expertise

For the first step of our development process, we gather the most pertinent and relevant information for our client through a subject matter expert.

02 brainstorming

We form a team of designers and generate ideas until we develop a solid structure and comprehensive plan for the product.

03 storyboarding

After establishing a structure and plan, we illustrate the corresponding visuals onto a storyboard.

04 production

Using the storyboard as a guide, we develop the product using the latest technology and techniques.

05 user experience testing

Throughout production, we test the product for usability, viability, and visual appeal.

06 quality assurance

Throughout the development process, we examine visual and structural quality of the product.

table of contents



writing for media



interactive media



video production



graphic design



web design and development



ebook development



writing for media

A picture may be worth a thousand words, but making sure they're the right words is crucial. At 21CLS, our media specialists, writers, and instructional designers collaborate to develop engaging and accurate preproduction products. From writing copy and scripts to constructing storyboards and wireframes, our team of technical and creative writers can customize media to meet your objectives. Because our writing and media processes are so closely integrated, you can be confident that the final product will match the preproduction products that we generate.

Storyboarding

When planning a video or animation, we use storyboards to illustrate the content, flow, and visual design of the media piece. We share storyboards with you early in the process so that you can modify the media design before filming or production begins.

Copy Writing

Our writers create compelling and professional text for a wide range of media projects. Whether your media is creative or highly technical, our writers can customize copy to your needs.

Wireframing

For Web-based media projects or interactive media, we use wireframes as a visual guide to display content positioning and navigation. Using wireframes allows us to refine a user interface before building a full project.

Script Writing

Whether you need a script for an online tutorial, a marketing video, or interactive media, we provide articulate and detailed scripts tailored to your requirements.

We create a variety of interactive media pieces that vary in complexity. These interactive media pieces may use simple point-and-click, drag-and-drop, 3rd party programming, database interaction, collision detection, Actionscript programming, and much more. We specialize in Adobe Flash and HTML5 application development and continue to search for innovative methods to present interactive media. Collaborating with our clients throughout a project's planning and development phases is utterly important to us. In addition to our interactive media, we develop content through our instructional design services.

Custom Applications

We provide instructional design and media development expertise to create custom applications suited to your specifications.

Showcases

Showcase Applications can present multiple products or ideas using a combination of different media components.

Games

Adobe Flash and HTML5 are ideal tools for developing games. We can create engaging and educational games for almost any subject.

Data Visualizations

Visualizing data often provides unique insights that are not apparent through raw numbers alone. We can generate meaningful and easy-to-use interactive applications that display the hidden intricacies of your data.



interactive media



We apply the art and principles of video production to a wide range of quality media content. Our involvement in new trends and techniques in digital media helps us with our artistic approach to video production. We use the latest production programs to create sophisticated motion graphics and cinematic visual effects.

Motion Graphics

We create motion graphics for a variety of projects. Our capabilities include using images or video footage and manipulating them in a 3-D space using animation technology programs.

Demonstration Videos

With the help of video capturing software, our team can create videos that demonstrate the use of a process in a variety of applications, including PowerPoint, Excel, and more.

Live Action

Our team uses a wide array of video equipment to capture live footage of diverse subjects, locations, and events. During our post-production process, we use innovative editing and mastering techniques to create a sheen of professionalism in all of our live-action products.

Marketing Videos

We create eye-catching marketing videos geared toward a specific target audience. Our marketing videos may involve promotion, education, information, or motivation of a specific topic.

Narrative Videos

For our narrative videos, we use subject matter experts and instructional and creative writers to develop engaging scripts. Our media team then visualizes the scripts to produce innovative and visionary narrative videos.

Interview Videos

Using our Ph.D.-level writing staff, we develop relevant questions for subject matter experts and create interview videos using their responses. Our interview process is combined with visual effects to form a powerful instructional tool.



video production



We provide graphic design services to suit the various needs of our clients. For those looking to establish or revamp their corporate identity, we can develop logos, letterheads, and other branding solutions. We also create custom illustrations for use in print and digital mediums.

Identity & Marketing

Every company needs a specific public image. A company's personality can be associated with color palette identities, logos, letterheads, and other branding products. We can create these items in addition to other marketing materials such as brochures, flyers, posters, and much more.

Photo Editing

In order to reach the goal you have in mind, a photo can be edited using many different methods. We provide photo editing services that may involve retouching, manipulating, color balancing, reducing noise, and other photo-editing techniques.

Illustration

We create vector and bitmap illustrations for Web sites, videos, presentations, and print materials. For example, we can create data visualizations for PowerPoint presentations, as well as product illustrations which could be used as motion graphics within a video. Illustrations are crafted specifically to the needs of our clients.

Interface Design

We create interface design for a variety of platforms. We feel that it is important to always design with a user-centric focus that takes into account the capabilities of the platform.



graphic
design





web design and development

For Web design and development, we work on a variety of projects that utilize our expertise with HTML, CSS concepts, and advanced programming languages. We create Web experiences that are tailored to the exact needs of our client.

Learning Management Systems (LMS)

We work within a variety of Learning Management Systems including Blackboard, eCollege, and Webcourses. We have years of experience using advanced HTML and CSS techniques, which we use to build content areas within an LMS.

Front-End Development

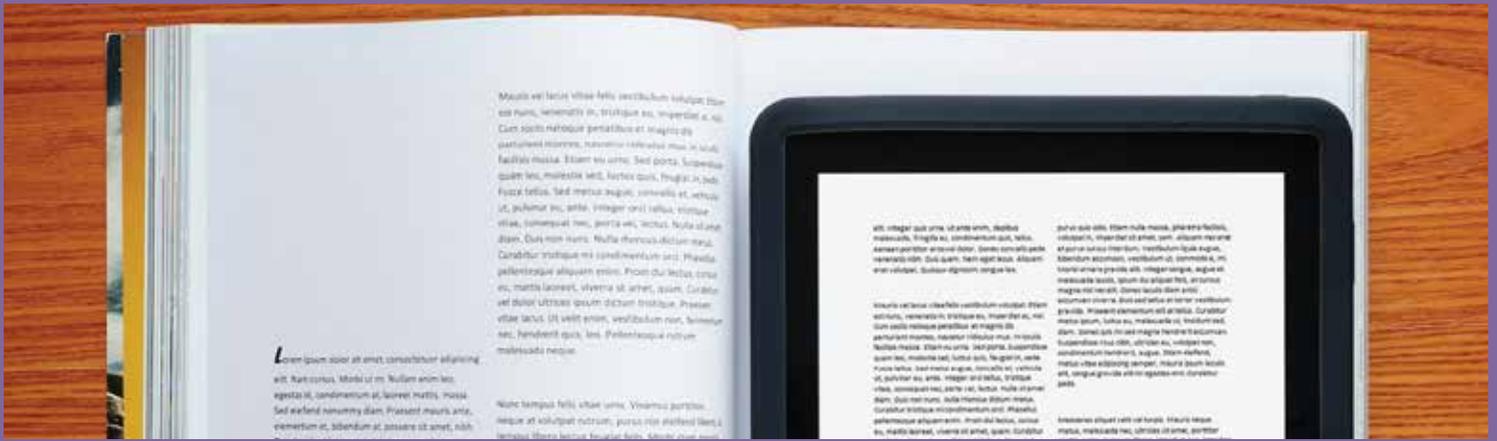
When we first design a Web site, the visual component is created within a graphic design editor such as Adobe Photoshop or Illustrator. These designs are then translated into simple HTML/CSS Web sites or into more advanced systems such as Content Management Systems.

Content Management Systems (CMS)

Content Management Systems work great for a variety of projects. We have developed Web sites, blogs, asset management, knowledge bases, and video sharing by utilizing Drupal, Wordpress, and many other CMSs.

Back-End Development

Some of our projects require the use of programming languages. We use PHP, JavaScript, MySQL, and other programming languages to create custom registration systems, database interaction, custom surveys, and Content Management Systems modifications.



ebook development

ePub textbooks are new and likely to revolutionize the way people learn in education and many other industries. At 21CLS, we have been researching and keeping current with ePub textbooks since the start. We have expertise in ePub development and continue to follow this pioneering platform of textbook delivery.

Creation

We have the expertise to assist in the creation of new ePub textbooks. We employ Ph.D.-level instructional writers who have written on many different subjects. In addition, we have a media department that has experience with Apple's iBooks Author application. With the use of iBooks Author, we can develop aesthetically pleasing and engaging ePublications. Our media department is also able to create media that will support, enhance, and improve the experience of reading your ePub textbook.

Conversion

If you already have a book that is in print form, we can convert it to an ePub textbook. Regardless of whether or not your book has images, we will be able to convert everything to ePub textbook form while maintaining the original print quality. In addition, converting your print book into an ePub textbook provides a great opportunity to integrate supplemental resources into your new ePub textbook. If you don't already have supplemental resources, we have the expertise to create additional video or graphical resources to enhance your text.



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