Case Study

Self-Learning Explainer Videos For a Publisher



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

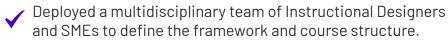
✓ Videos needed to follow an inquiry-based learning approach.



Videos needed to follow the agile SAM model and prototype in the actual development.

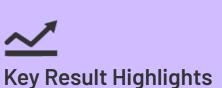
Courses to be engaging and industry focused while aligning with theoretical concepts.

Our Approach



Global Visual Style Guide created keeping in mind the overall client branding and visual strategy.





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250+ videos created

Reused visuals and characters and enabled 40% cost savings

Courses viewed by more than 1 Million students globally