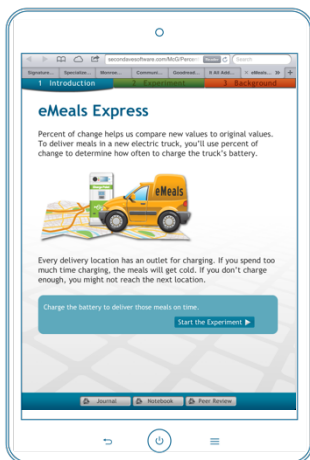


our client



With a presence in more than 44 countries, McGraw-Hill Education is a global, trusted education publisher, which offers content across more than 60 languages. McGraw-Hill has a strong digital content foundation in addition to traditional printed textbooks and course material. With a focus on research-backed content and innovative, emerging technology, McGraw-Hill is committed to improving educational outcomes for all students—in PreK-12, Higher Education.



the opportunity

McGraw-Hill Education approached Second Avenue Learning with a need for a comprehensive middle school and high school math learning solution. Guiding objectives were supplied, but the rest? Up for creative consideration, and our collective imaginations. We thrive on projects like these, with clients who welcome our creative approach to fundamental mathematical concepts like computations, graphing, and analysis.

Throughout the game design process, we coupled the playful sensibilities of our game developers with the research-based, intuitive methodology from our research and learning design team. Our team also had the opportunity to create original artwork and animations that aligned perfectly with our vision for the new CINCH learning labs.

the solution

The result of our brainstorming? Authoring eight game-based, detailed labs that challenged students to make practical applications of core concepts in their math curriculum. We designed a framework for consistency and ease of navigation, and we developed a core set of tools that could be used from lab to lab.

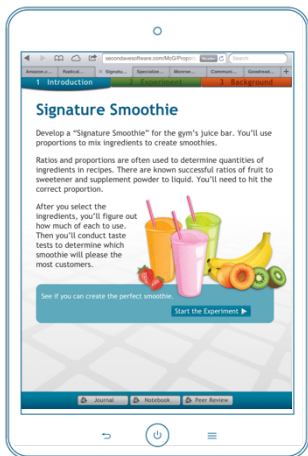
We have felt that this was a true collaboration. As a group, you are a lovely mixture of creativity and practicality wrapped in loads o' talent and know how. Plus you are very nice people and that alone has been such a pleasure.

Beth Daynes, McGraw-Hill Education

The lab content is structured similarly: students are presented with real-world scenarios with contextual problems to solve, and offered real-time feedback as they work through them. Hundreds of distinct starting parameters offer exciting new challenges for students each time they log in to play. Lab scenarios range from running snack food trucks to designing multi-story aquarium fish tanks, to mixing the perfect smoothie for a gym snack bar.

case study

advise • create • transform • measure



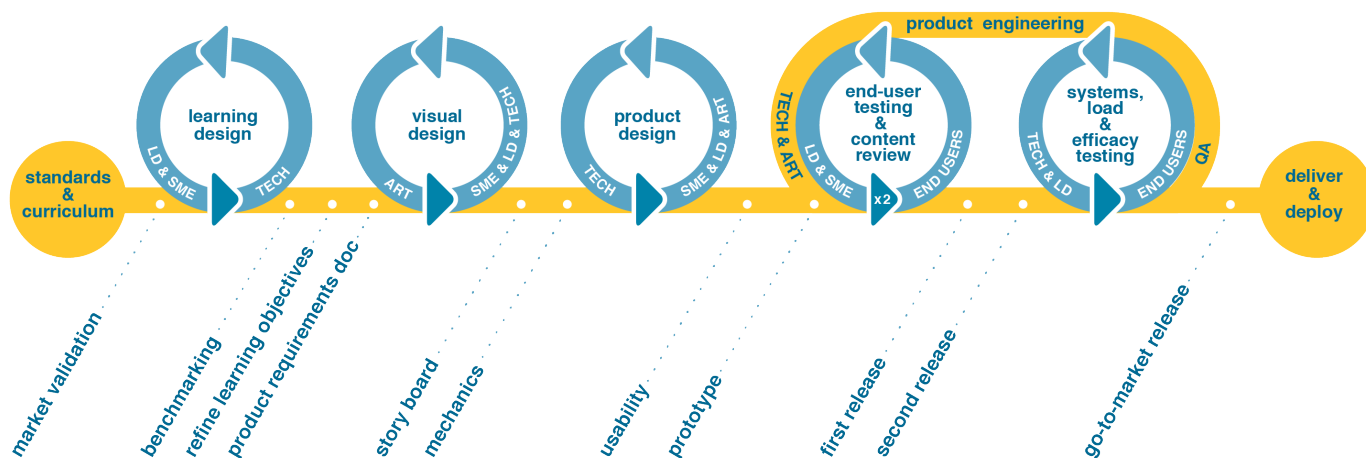
The creative process was supported with frequent feedback from the McGraw-Hill learning design team. Often our joint team meetings morphed into brainstorming sessions of their own! Working with our clients, we always welcome opportunities to trade ideas; that spirit of collaboration often yields richer and more robust solutions.

From a technical standpoint, we were asked to work within specific parameters. The labs had to be tablet friendly, and they had to be light. We rendered images using HTML5 canvas libraries to optimize graphics, while keeping the file size to a minimum, and achieving device-neutrality. We worked with McGraw-Hill data posting APIs to record students' responses, as well as different actions and paths as they interacted with the game UI.

Our work on the CINCH labs met all of the pedagogical and technical goals, and creatively, we hit it out of the park!

our process

The learner is at the center of our design. We use our proprietary process for all digital learning consultations. You will be involved in design and feedback through each iteration, working together with experts from Second Avenue at every stage.



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Let's start a new project together!

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