

our client

curriculum advantage

Curriculum Advantage provides online instructional solutions to help students become critical thinkers and independent learners. Classworks offers K-8 individualized learning paths driven by students' assessment results for remediation and enrichment. Classbloom offers on-grade level, K-8, standard-based reading and math classroom instruction, standards tracking and real-time feedback.



the opportunity

Curriculum Advantage needed more than 350 short instructional videos that would serve two both teachers and students. Teachers needed illustrations of proven teaching techniques to help integrate Classworks' activities into their classrooms. Students needed support materials to help them achieve key K-8 math learning objectives. Each video needed to deliver engaging, standards-based, self-contained instruction in about 2 minutes.

the solution

Second Avenue Learning addressed this challenge by creating a structured and scalable approach. First, we began by identifying critical strategies for modeling mathematical ideas. Then we developed a framework for content design that would ensure consistency and rigor. Within this framework, we contextualized the math using different narrative approaches to keep students engaged while modeling problem-solving processes. For example, sometimes a virtual teacher would explain and apply a concept, but other times virtual students would explore ideas and experiment

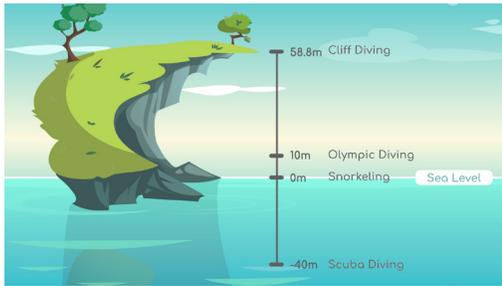
"Second Avenue Learning's creative and learning design teams brought our vision for the product to life in a new way that we know will engage and support our users. With our Classbloom animated videos, our students can practice different approaches to solving math problems and our teachers can get the support they need to implement our activities in their classrooms. Second Avenue understood our need to own and control the content and continue to meet this goal throughout the partnership. We hired Second Avenue believing that we could trust them to create content with minimal input and delight us with their solution. They proved us correct!"

Melissa Sinnunu, President and Chief Curriculum Officer
Curriculum Advantage

together. The videos identified common obstacles to learning and techniques for overcoming them, addressing the learning objective while also providing parallel examples that showed real-world applications. Each video unpacks the mathematical thinking and

case study

advise • create • transform • measure



reinforces important strategies and techniques. Moreover, Second Avenue and Curriculum Advantage both wanted to ensure that all students could envision themselves being skilled at and enjoying math, and so our creative direction promoted an atmosphere of inclusiveness and support.



“Partnering with Second Avenue Learning to build our new Classroom animated math activities has been a joy. They have exceeded our expectations in bringing our new brand to life, creating engaging and innovative methods for our students. Second Avenue combined their industry experience, learning design expertise, and creative skills to create a product we are proud to start sharing with our customers.”

Kim Ramsey, M.Ed., Implementation Success Partner
Curriculum Advantage

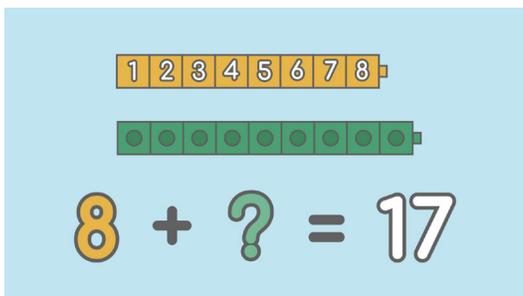


the impact

The Second Avenue Learning and our team of learning designers, K-8 mathematics teachers, and artists created highly engaging and effective videos which will help Classworks differentiate itself in the market and support their student and teacher customers. The finished videos have consistently met standards of rigor, applied proven pedagogy, and show how to deliver core content in online and offline modes.

our process

Our partnership model and iterative design approach allow us to support our customers across their businesses' needs, from product design to go-to-market strategy. When we engage with our partners, we work to understand their core business goals at the outset of our engagements; we can then build impactful learning solutions and support our partners' marketing and growth efforts.



Let's start a new project together!