

integrä

**Culturally Tailored Educational
Materials** for Global English
Language Learners





Optimizing Book Production Efficiency

The client is an established educational provider based in the United States, recognized for creating innovative learning solutions that cater to a diverse global audience, with a significant focus on the regions of Asia, South America, and the Middle East.

The client sought to develop a 6-level primary program specifically designed for English Language Learners worldwide. The requirement was for a series of student books that were culturally resonant, educational, and accessible to students in targeted international markets.

Business Requirement

The project scope required a comprehensive suite of services to produce six student books, each tailored to meet the educational and cultural needs of the intended audience. The services provided included:

- Design and Layout Coordination
- Culturally Sensitive Illustration
- Professional Typesetting
- Content Editing, Art Briefing, Audio Scripting, and Answer Key Development
- Copy Editing and Proofreading
- Editorial Management and Proof Collation
- Project Management



Integra's Approach

A dedicated project team was put in place to deliver educational materials that are not only pedagogically sound but also culturally sensitive, fulfilling the client's mission to provide high-quality education to a global audience.

The editorial and production set-up included Integra's in-house onshore editorial teams and offshore design, layout, editing and production staff.

Ensuring that all illustrations and content were culturally appropriate and suitable for the educational levels of students in the target markets was a significant challenge. Our approach to ensure that all illustrations that were developed met the project scope:

Expert Collaboration

- A Subject Matter Expert (SME) with extensive knowledge of the target markets was brought on board to provide clear and precise briefs for the illustrations.

Targeted Operational Interventions

- The team, under the SME's guidance, produced illustrations that were educationally effective and culturally appropriate, ensuring relevance and engagement for the target audience.

Result

Integra delivered the six student books with culturally adapted content, earning praise from the client for the product's ability to effectively engage and educate English Language Learners in the targeted regions.



Integra is a trusted partner in Business Process and Technology Services for many leading organizations worldwide. With a focus on providing end to end solutions for digital content, learning services, and content workflows, we help our customers realize transformational business value.

For more information, please visit:

www.integraNXT.com