

# CREATING COURSE MATERIALS

The price of course materials is driven mostly by the cost of putting them together. Though it is often a labor of love, the cost of creating high-quality learning materials that helps with student learning is significant.

## From Concept To Classroom



### THE GOAL

Cost-effectively create content that improves student performance and degree completion rates



### CONTENT

Identify authors and instructional designers proficient in subject and course requirements



### EDIT & DESIGN

Identify text, design and interactive elements (photos, tables, graphs) to bring concepts to life



### TECHNOLOGY

Determine what platforms (digital, print, audio, video) will best support the course materials



### REVIEW

Gather detailed feedback from instructors and students regarding the materials



### SERVICES

Train and support faculty and students so they get the most value from their course materials



### MARKET, DISTRIBUTE & PROTECT

Connect with instructors, develop partnerships to reduce student cost, provide format & price options, protect copyright

## The Cost Of Creating Course Materials

### HIGH-QUALITY COURSE MATERIALS

require professional research, writing, editing, vetting, graphics and illustrations, design, production and distribution. Educational publishers also produce supplemental tools, faculty support materials and accessible materials for students with print disabilities.

Creating course materials for a single class can cost \$500,000-\$3 million.

**{ 24K HOURS }**  
to produce materials for a class

For example: Producing *Campbell Biology*, 10th Edition (Pearson) took:

**7,000 HOURS**

of research and writing by authors and contributors

**6,100 HOURS**

of developmental editors reading reviews, revising manuscripts, and developing ideas for art and photos

**3,600 HOURS**

of artists creating figures, charts, sketches and drawings

**3,300 HOURS**

of production teams typesetting, creating layouts, proofing and revising files for the printer

**3,660 HOURS**

by authors and editors proofing the final pages for accuracy and design

**106 BIOLOGISTS**

reviewing the book for accuracy, currency