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.

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

24K HOURS

to produce materials for a class

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