

Enhancing the ELT Learning Environment

Client profile Macmillan Education

Macmillan Education is a leading international educational publisher based in the UK. In addition to a strong curriculum publishing program, Macmillan Education produces some of the most important English Language Teaching (ELT) titles worldwide, including the best-selling Inside Out series.

Macmillan Education, one of the biggest ELT publishers worldwide, requested a tailor-made IWB application for its flagship Inside Out series. MPS developed a sophisticated and custom-built IWB application with a Teacher's Area and Digital Book to give students a richer learning experience and make life easier for instructors.

Challenge Creating a customized teacher-friendly digital teaching tool

Macmillan Education required a smart IWB application for the teachers of its leading ELT textbook, New Inside Out Digital, whose students are an increasingly sophisticated audience in one of the most competitive areas of educational publishing. The client wanted a tailor-made application, with a customized toolbar for teachers, that would be compatible with standard operating systems.

Solution An IWB application with a feature-rich Teacher's Area

The application was designed to make teaching easy with tap and zoom buttons, one-click access to all multimedia content, and a host of digital tools such as Highlighter, Eraser, Stopwatch, Note and Reveal. In consultation with members of the client's team, powerful tools were created to allow the teacher to annotate, edit and supplement the textbook content. To help the teacher prepare for each class, MPS built the Teacher's Area, an easily accessible digital 'blank canvas' where teachers can develop and store custom content for that level, use shapes in different ways and record vocabulary as well. The need for a more engaging learning experience was addressed by developing an activity-authoring tool with which the teacher could quickly and easily create and edit customized interactive features such as word scrambles and racing games. The application also comes with an auto-update feature to install the latest technical updates online.



Benefits

- Instructor-friendly, encouraging more ELT teachers to adopt New Inside Out Digital as their course material
- Platform-independent, allowing wide adoption by instructors all over the world



For more information please contact: usa.sales@adi-mps.com