Chungdahm Learning, leading the way in smart learning.

Education company uses Adobe Creative Cloud for teams to create optimized content for smart learning boosting efficiency and productivity.

“From excellent performance and stability to simplified management, Adobe Creative Cloud for teams provides Chungdahm Learning with the optimum environment we need to create original smart learning content.”

Kim Dae-jong, Director, Curriculum Division, Chungdahm Learning

SOLUTION
Adobe Creative Cloud for teams

RESULTS

COLLABORATION
Access to diverse tools helps make collaboration among creative teams easy

FUELING CREATIVITY
Teams are empowered to create high-quality content through access to a wide range of software and the latest features

IMPROVE PRODUCTIVITY
With continuous updates being released, Creative Cloud for teams is a highly stable program that boosts team efficiency

STREAMLINED PROCESSES
Systematic license management reduces costs associated with changes and resource management, allowing users to be quickly and easily added or removed
A new paradigm in education services

Having started out in the private academy business in 1998, Chungdahm Learning is now a global educational company recognized for its distinctive philosophy and methodology. The organization has gradually expanded its activities in the areas of academic, content, and solutions (Smart Class), and is now moving beyond the borders of Korea to open academies in the United States, China, the Philippines, and Vietnam. The wide praise of Chungdahm Learning's system at home and abroad stems from the excellence of its platform, which is fully supported by Chungdahm Learning’s accumulated content and methodology.

As a leader in smart learning, Chungdahm Learning is achieving remarkable growth. More than 30,000 students in Korea currently study with its tablet-based smart class solution. "Unlike other domestic educational firms, which mainly emphasize the importance of passing entrance exams, Chungdahm Learning has, through ceaseless effort and investment, succeeded in creating both superior content and a new paradigm known as educational IT solutions," says Kim Dae-jong, Director, Curriculum Division at Chungdahm Learning. “Our efforts are aimed at building an educational philosophy for future generations and realizing methods for educational advancement.”

Smart learning, as practiced by Chungdahm Learning refers to the conversion of the traditional paper-centric classroom into a digital environment based on a "Learning Tab." More than simply introducing electronic chalkboards and e-textbooks into the classroom, Chungdahm Learning’s smart learning practice delivers organically combined, project-scale learning that mixes curriculum and content optimized for the Learning Tab. Curriculum and content are synchronized in real time between teachers and students, with shared tablets, a feedback system, and various multimedia and interactive elements.

"The competitive edge of Chungdahm Learning's smart class solution is not about converting paper textbooks into digital content," says Dae-jong. "Rather, it is about content and methodology that has been optimized for advanced IT devices or, in other words, the capability of our platform to create content. The introduction of Adobe Creative Cloud for teams is an integral part of the infrastructure that is needed to improve our competitiveness."

Flexible collaboration environment for content creation

Chungdahm Learning's Curriculum Division is comprised of some 80 members, an exceptionally large size in the sector. This division is in charge of creating and managing the education platform which seamlessly combines content and IT. From planning and creating content optimized for smart learning, to apps and developing multimedia such as motion graphics, illustrations, and high-quality interactive productions, the in-house experts create a wide variety of content without outsourcing.
"We take great pride in creating content on our own. The high quality of contents requires close team collaboration, not to mention individual competency. Since we adopted Creative Cloud for teams, our competency has become stronger than ever before," says Kim Ri-won, a Designer in the Curriculum Division at Chungdahm Learning.

With a single license, Adobe Creative Cloud provides each user with the opportunity for new collaboration using tools to support a variety of work, from graphic design to multimedia. "Understanding such diverse work areas is a key factor in creating collaborative synergy," says Ri-won. "Adobe Creative Cloud for teams empowers users with easy access to an array of tools and increased compatibility. It also helps increase my understanding of different areas. I mainly use Adobe After Effects CC, but now I'm expanding the breadth of my work into new design areas by using Adobe Photoshop CC and IllustratorCC."

The most important factor in smart learning is to provide multimedia and interactive content that generates interest among students. To achieve this, it is critical to combine elements from different areas spanning page layout, text, illustration, motion graphics, effects, and music. "Our individual competencies have been strengthened by using Adobe Creative Cloud for teams," adds Ri-won. "Our ability to create compelling content through collaboration has also improved." Since the introduction of Adobe Creative Cloud for teams, the opportunity for designers to develop and advance their own individual competency is having a positive effect on team morale as well as helping the company in general.

Program stability and improved productivity

File compatibility issues and publishing errors, which can occur in the process of creating digital content that has to run on new IT devices including tablets, negatively impact productivity. It is especially important in smart learning content where user interaction and interest is key. "We're always focused on how we can generate interest among students, and try to come up with effects and responses that instantly motivate them to learn. It requires significant resources to repeatedly have to address issues such as content errors and compatibility, which can hinder our ability to create better content," explains Dae-jong.

Since the adoption of Adobe Creative Cloud for teams, program errors and compatibility problems that hampered productivity have been significantly reduced and the content creation environment has stabilized. "With its frequent feature updates, Adobe Creative Cloud for teams helps eliminate risk," says Koo Ja-ho, Senior Manager, Curriculum Division at Chungdahm Learning. "Resources we once used to find and address problems are no longer needed. Consequently, work efficiency has greatly improved."

Frequent software updates help keep creatives up to date on the latest technology and improve productivity with new capabilities. "When it comes to content, having to produce high-quality, creative works within a limited timeframe is always a challenge for creatives," says Ri-won. "However, the new features in Adobe Creative Cloud for teams help reduce these stress levels. With Adobe Creative Cloud I can freely use different programs, and the great file compatibility has really broadened my ability to work in other areas."

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Kim Ri-won, Designer, Curriculum Division Planning and Design Team, Chungdahm Learning
SOLUTION AT A GLANCE

• Adobe Creative Cloud for teams.
  Apps used include:
  • Adobe Photoshop CC
  • Adobe Illustrator CC
  • Adobe InDesign CC
  • Adobe After Effects CC
  • Adobe Premiere Pro CC

For more information
www.adobe.com/products/creativecloud/teams.html

“License management is one of the best things about Adobe Creative Cloud for teams. Since its introduction, we're now able to systematically manage licenses when there are changes in personnel.”

Koo Ja-ho, Senior Manager, Curriculum Division System Team, Chungdahm Learning

Streamlined management and reduced costs

Chungdahm Learning's smart learning business is expanding as the company grows, and new team members continue to come on board. The organization needed to address resources used for program license management, and the adoption of Adobe Creative Cloud for teams brought a huge advantage in reducing the cost of license management.

Adobe Creative Cloud for teams enables IT managers to centrally install, track, and manage licenses by distributing them according to operating system using email instead of a serial number or program CD. As such, there is no risk of losing a serial number or program CD, and errors related to version or OS no longer occur. "License management is one of the best things about Adobe Creative Cloud for teams," explains Ja-ho. "Since its introduction, we're now able to systematically manage licenses when there are changes in personnel!"

Leaping forward to a global smart learning company

With the explosion of IT devices used in education worldwide, Chungdahm Learning is accelerating the overseas expansion of its smart class business. Following expansion into Brazil, Indonesia, and Thailand, Chungdahm Learning made agreements with global IT companies, including LG Electronics and Asus. Discussions on smart class solutions and curricula with schools in the United States, China, Japan, and the Middle East are actively underway.

"Chungdahm Learning's smart class business is aimed at cultivating global talents for the future through learning that strengthens creative thinking based on digital literacy," says Kim. "Countless educational institutions as well as teachers and students are already experiencing its effect." Chungdahm Learning plans to bolster its smart learning platform through continuous research and innovation while leveraging quality infrastructure, including solutions such as Adobe Creative Cloud for teams, to further reinforce its position as a leader in global educational services.

Dea-jong concludes, "From excellent performance and stability to simplified management, Adobe Creative Cloud for teams provides Chungdahm Learning with the optimum environment we need to create original smart learning content."