

A NEW WAY TO **ENGAGE STUDENTS**



It's no secret that engagement is the key to retention—especially in the classroom. Improve students' academic experiences with Cognella Active Learning, a digital environment featuring interactive exercises proven to energize learning and improve comprehension. Dynamic activities reinforce key concepts, provide students with engaging experiences, and support various learning styles. With Cognella Active Learning, education is more dynamic, more collaborative, and more effective.

DYNAMIC FEATURES



• **ASSESSMENTS**



• **POWERPOINT SLIDES AND LECTURES**



• **FLASHCARDS**



• **VIDEOS**



• **SKILL-BUILDING GAMES**



• **INTERACTIVE SCENARIOS**

WHY COGNELLA?

We're experts in creating instructor-driven course materials that yield positive learning outcomes. Our knowledgeable editors will help you develop a cost-effective, interactive learning solution that inspires student participation and increases academic success.

FOR MORE INFORMATION 800-200-3908 | active@cognella.com

www.cognella.com/active

“ Now my students have **one place** to access course materials, **work together** on projects, study using **interactive flashcards**, and take **quizzes**. They love it. ”

Bob Kemp—Ramon W. Breedon Senior Research Professor
McIntire School of Commerce, University of Virginia



WHY STUDENTS LOVE IT

- Offers differentiated activities for varying learning styles
- Allows students to easily track course progress and grades
- Delivers a top-notch learning solution at low cost
- Provides a dedicated space for tailored course experiences—inside and outside the classroom
- Supplies students with additional resources to encourage further research and exploration

WHY YOU'LL LOVE IT

- Increases student engagement through dynamic, online learning
- Minimizes time spent on administrative tasks
- Offers real-time course feedback
- Tracks students who may need extra assistance
- Bolsters textbook use and sales for authors

CREATING YOUR ENVIRONMENT

- 1 WRITE YOUR BOOK**
Partner with a dedicated project editor to develop a text that will serve as the foundation for your online environment. If creating a standalone online course, skip this step.
- 2 COMPLETE AN INSTRUCTIONAL DESIGN REVIEW**
Consult with our Cognella Active Learning team to complete a needs assessment and instructional design review, determining the types of interactive, digital activities that will best serve your students' academic needs.
- 3 CREATE YOUR CONTENT**
Collaborate with Cognella Active Learning editors to develop online content and modules.
- 4 LICENSE YOUR CONTENT**
Our licensing team will review the content and obtain the appropriate permissions to distribute the material for both your closed-class use and the national market.
- 5 LAUNCH WHEN READY!**
When your Cognella Active Learning content is complete and all necessary permissions have been obtained, we'll launch it on the national market and encourage other professors in your discipline to adopt your dynamic learning solution.

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