

## Basic facts

- Since 1990 educational eContent publisher & eLearning technology provider
- Over 30 countries
- Part of Sanoma Learning and Literature, a large European media group
- Providing eContent publishing platforms to create and administer educational content
- Building national eEducation systems filled with high quality eContent
- Developing premium quality content for Maths, Science, English & Special Needs Therapy

**MALMBERG**



## Our vision and aims

- Deliver the most sophisticated educational products & services which meet the demands of the fast-moving education sector
- Develop outstanding digital learning content & platforms for schools, colleges & home/work-based learners
- Partner of Aspect - opportunity to follow at first hand the discussion which takes places on the European forum of standards. We can learn from others & we can take part in this debate (share our solutions such as QTI editor & player; share knowledge about usability of Common Cartridge).

<http://aspect-project.org>



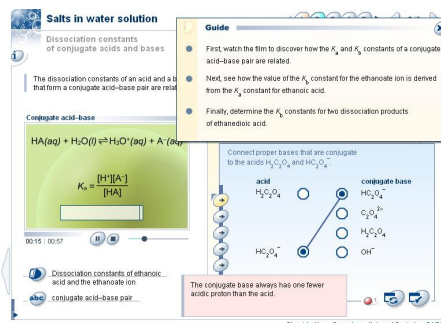
# Sample lesson in YDP's technology

- [Digital Content](#):
- Richness of media: animations, slideshows, simulations, videos; interesting & age-suitable way to enable the students to acquire knowledge & fulfill the learning goals.
- Exercises:
- Student's progress continuously observed. Activity report shows the number of correct & incorrect answers, error count & the % result. Students can ask for a hint.



# Sample lesson in YDP's technology

- Feedbacks:
- Feedbacks on each answer or on correctly completed task: sound, text, illustration, additional slideshows, animations, extra exercise etc.
- Feedbacks: help or reward the student for completing the exercise correctly.
- Feedbacks adjusted to specific student's needs.
- Lesson reports with results of the whole lesson.



# Conversion of the YDP learning content to Common Cartridge packages



# Concept

YDP concept:

- dedicated player, proprietary data format
- learning content integrated with exercises
- about 20 different exercise types

Common Cartridge concept:

- no player inside a cartridge
- total separation of exercises and learning content
- 3 exercise types (multiple choice, text with blanks, essay)



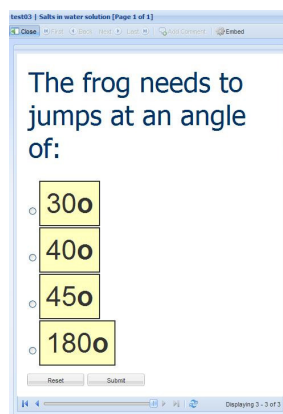
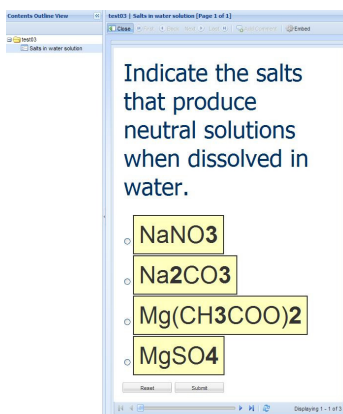
# Solution

- Existing [lesson](#) presented as a CC static content, using YDP's dedicated player
- preserved functionality, layout and graphical design
- communication with LMS server not possible



# Solution

- Set of simple [exercises](#) - examination after a lesson
- created in QTI 1.2.1 (Common Cartridge profile)
- only 2 exercise types: multiple choice and fill-in-blanks
- exercise results processing and reporting, persistent storage of exercise state





# Lesson Conversion

- lessons represented as a web content:
  - HTML page with YDP dedicated player (flash SWF)
  - XML and multimedia files
- data files & their organization similar to YDP's existing content
- straightforward conversion, useful tools available (Common Cartridge Test Tool)
- only problem: XML file names



## Exercise Conversion

- necessity to create new content using existing YDP tools but with Common Cartridge restrictions in mind
- QTI 1.2.1 (CC Profile) implementation difficulties & restrictions:
  - poor documentation
  - complicated but not powerful
  - useless FIB exercise (only single blank allowed)
  - response processing
  - "all or nothing" scoring in multiple choice



## Conclusions

- Common Cartridge should evolve and allow for more interesting, more complicated content
- better documentation would be appreciated by developers
- official, reliable CC player needed



# Thank you



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Educational ePublishing

[www.ydp.eu](http://www.ydp.eu)

