simpleshow: interactive eLearning, anywhere.

Market leader for explainer videos brings its successful format to the next level through interactivity and access across devices using Adobe Captivate.

"Adobe Captivate makes it easy for us to create eLearning materials that support as many browsers and versions as possible to help our clients reach the most learners."

Nicolas Reibnitz, Senior Consultant for Interactive Learning Design, simpleshow gmbh

SOLUTION

Adobe Captivate
Adobe Creative Cloud

RESULTS

AUDIENCE REACH
Maximized reach by developing eLearning and mLearning modules viewable on almost any browser and device

HIGH ENGAGEMENT
Increased audience engagement with learning materials by combining unique explainer videos with a variety of quiz modules

CREATIVE WORKFLOW
Seamless integration between Adobe Captivate and Adobe Creative Cloud helps improve workflow productivity

EASY DEVELOPMENT
Saved time and effort while leveraging Adobe Captivate features such as responsive eLearning and multi-state objects to simplify and streamline production modules

simpleshow gmbh

Established in 2008

Employees: 100

Germany

www.simpleshow.com

CHALLENGES

· Compete in the eLearning market by developing new formats and driving innovation

· Combine leading explainer videos with interactivity to boost learning

· Expand reach by developing learning programs available across multiple devices

"Adobe Captivate was the only solution that was able to truly deliver on the mobile support promise many authoring tools claim to offer to help our clients reach the most learners."

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Simplification experts

simpleshow provides its customers with great explainer videos built on a simple premise: use streamlined, easy-to-understand drawings as the best way to explain even the most complex topics. Rather than drafting presentations crowded with text, simpleshow creates explainer videos featuring black-and-white line drawings and just a few splashes of color to simplify explaining topics across many industries, including medical and pharmaceutical, automotive, and financial services.

Having seen how their explainer videos increase understanding of a topic, the simpleshow team decided to expand into eLearning solutions with simpleshow interactive, which combines explainer videos with interactivity and quizzes for greater engagement and enriched learning.

"The eLearning market is one of the world's most dynamic industries," says Nicolas Reibnitz, Senior Consultant for Interactive Learning Design at simpleshow. "Companies are looking for eLearning modules that will improve their training efficiencies and produce measurable results. We wanted a solution that was easy to use and still powerful enough to help us drive eLearning innovations."
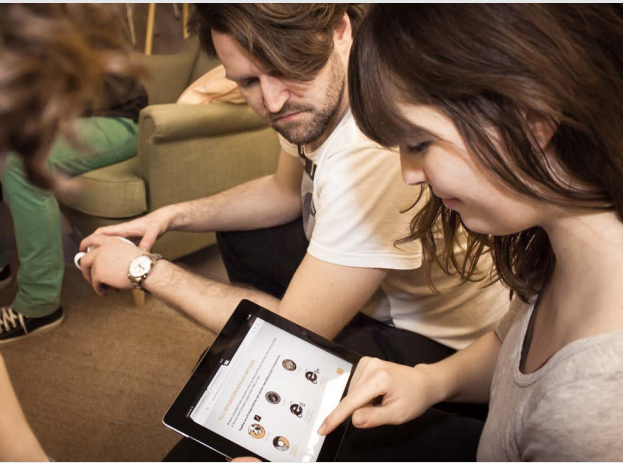
Particularly important to simpleshow was broad support across browsers and devices. This would enable companies providing simpleshow eLearning tools to increase engagement by about 50% by offering sessions viewable anytime, anywhere, on a variety of devices.

"We tried one eLearning solution to build our first project, but it simply didn't work correctly on mobile with HTML5," says Reibnitz. "That's when we switched to Adobe Captivate and our project turned into a success. Adobe Captivate was the only solution that was able to truly deliver on the mobile support promise many authoring tools claim to offer to help our clients reach the most learners."

Easily create responsive eLearning titles

Using Adobe Captivate, simpleshow designers can create interactive eLearning modules compatible with almost any device. Modules need to be created only once using responsive design that reflows and resizes video, pictures, and text to fit any screen size. The multidevice preview feature even allows designers to see how a module will appear on a device without needing to first publish or export the module.

Support for scalable vector graphics (SVG) allows designers to create responsive graphics that scale effortlessly to any size, without pixelation or artifacts that can affect other types of images. Adobe Captivate features such as multistate objects streamline production by eliminating the need to use complex Advanced Actions and making production much more straightforward.

SOLUTION AT A GLANCE

· Adobe Captivate 9

· Adobe Creative Cloud. Apps used include:

 · Desktop: Adobe Photoshop CC, Adobe Audition CC, Adobe Illustrator CC, Adobe After Effects CC, Adobe Premiere Pro CC, Adobe Dreamweaver CC, Adobe Acrobat DC

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

Adobe Captivate further enhances learning with support for all major learning management systems (LMS) and for a wide range of built-in quiz modules, from matching and multiple choice questions to drag-and-drop interactions. "Quizzes reinforce the information in our explainer videos to encourage greater retention," says Reibnitz. "Adobe Captivate offers a variety of interactive options that allow us to create modules that engage learners."

Working with Adobe creative workflows

When developing explainer videos, simpleshow uses Adobe Creative Cloud apps for images, animation, and video editing. Because Adobe Captivate roundtrips easily with Adobe Creative Cloud apps, simpleshow teams enjoy greater productivity. Designers can insert a file created in Adobe Photoshop CC into a project in Adobe Captivate and edit layers directly to achieve the perfect look, simplifying workflows and accelerating production.

"Adobe Captivate is easy for our team to learn because its look and feel is similar to other Adobe creative software," says Reibnitz. "We trust Adobe products to be high quality and easy to use."

Using Adobe Captivate, simpleshow has developed 25 eLearning projects to date and received only positive feedback about project quality and the level of learner engagement compared to traditional eLearning modules. "We're looking forward to continuing to innovate our eLearning business and customizing our eLearning modules even further," says Reibnitz. "By combining the advanced interactive features of Adobe Captivate with the creative power of Adobe Creative Cloud, there is no limit to what we can create for our clients."