

How São Paulo's Centro Belas Artes reduced production time on its e-learning courses by 40% with isEazy Author













founded in Brazil, a cutting-edge institution dedicated to producing and disseminating knowledge in the arts and culture, as well as in the human, social and technological sciences.

Over 90 years ago, the **Academy of Belas Artes of São Paulo** was

Today, its mission as a University Center is to train students in a wide range of artistic disciplines, but always with a strong focus on pedagogical innovation. Since 2008, the Centro Belas Artes (BA) has developed e-learning courses both for its higher education programs and for teacher training purposes, forging links with the Brazilian

available both in hybrid and 100% online through its virtual campus, BA online - the institution was looking for an e-learning tool that would grant its instructional designers a new degree of autonomy and agility in creating quality online content.

In the quest to enrich its undergraduate and graduate courses -

Márcia Batistela, Art, Audiovisual and Multimedia Instructional Design Coordinator, and João Tenório, Multimedia Instructional Designer, explained to us how they transformed their production of e-learning content - not to mention enriched their students' learning Association of Distance Education (ABED) along the way. experience - with the help of isEazy Author.



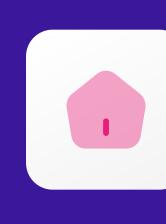
Márcia Batistela Art, Audiovisual and Multimedia Instructional Design Coordinator



**João Tenório** Multimedia Instructional Designer



Sector University education

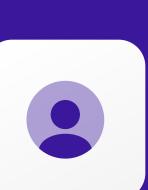


**Founded** 1925



Countries

Brazil and Portugal



Staff +500



## Revolutionize the BA center's e-learning content production model

THE CHALLENGE



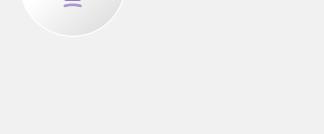
learning to its students, the institution has always strived to update and constantly improve its training programs. Its team of instructional designers, who play a fundamental role in developing this content, needed an agile and

the first to provide education in the arts and offer e-

As a leading university in Brazil, renowned for being one of

intuitive content creation tool that would allow them to reduce production times and simultaneously improve quality. The goal was to equip BA online with a more dynamic learning model, which could adapt on an ad-hoc basis to the needs of students.

We wanted to completely change the way we generate content, so that we could be more efficient without compromising on the student experience. Márcia Batistela



THE SOLUTION

## isEazy Author, the market's most flexible and intuitive tool for course creation

autonomy it was looking for in the production of training content. With this powerful and intuitive tool in their hands, the center's instructional designers can stop worrying about fiddly technical aspects and focus instead on the course content itself.

Thanks to is Eazy Author, the BA has gained the

customization options, mean that the designers can now create personalized, high-quality content in a fraction of the time.

isEazy Author's distribution options are another of the

"whether uploading them to our intranet, sharing them

features that the BA team highlights about the tool:

through a link or hosting them on our own platform,

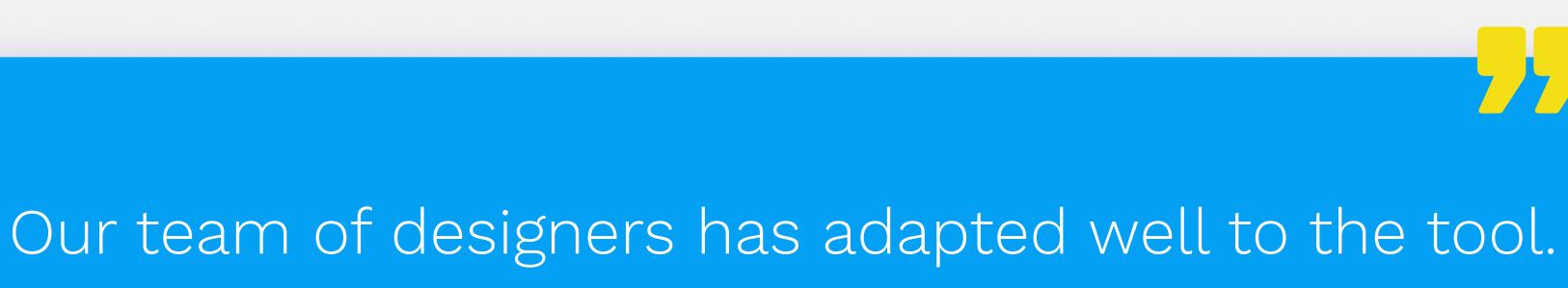
isEazy Author lets us distribute the courses instantly,

allowing us to monitor the progress and results of the

training", says Batistela.

Moreover, the large number of interactives and games

included with isEazy Author, as well as its nuanced



Plus, it's so intuitive that they can now create more interactive and personalized courses with little effort. **João Tenório** 

features such as automatic translations, collaborative editing or restoration points. With these, instructional designers can further optimize the time and resources they invest in content production. Crucially, the process remains just as simple when it

Design teams can benefit from an array of pre-built

videos and exercises, as well as helpful additional

multimedia and interactive elements, such as games,

comes to designing accessible e-learning courses. In fact, isEazy Author has recently added new features that make it easier than ever to create courses complying with the latest accessibility legislation (WCAG and US Section 508).

More than a hundred courses with the best possible user experience

THE RESULT

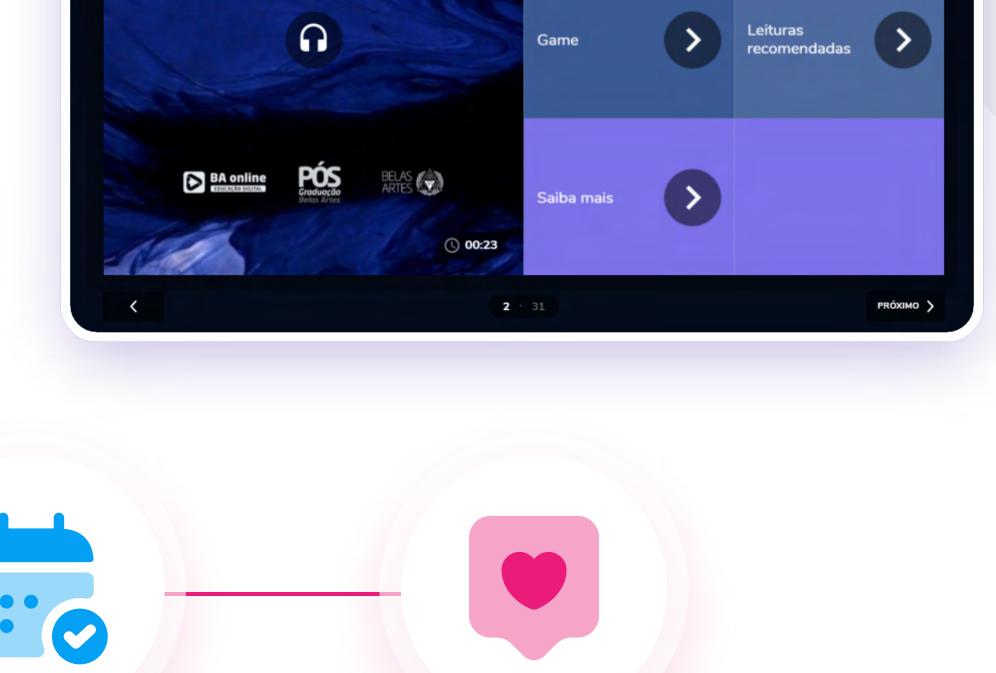
courses, even if they also need to offer the same courses in an accessible version.

designers has managed to create 135 high-quality

pedagogical and design courses.

In an incredibly short time, the BA's team of instructional

In fact, they take on average 40% less time to set up the



Material
Didático Online







Importantly, beyond the savings in costs and production

times, the BA is confident that is Eazy Author has allowed

them to increase engagement in their training. Including

games and exercises in the courses has made it possible

for them to create a learning experience that is extremely



Thanks to this, the BA has seen an increase in student participation, and improvements in levels of knowledge retention even in the most complex topics.

attractive to a new generation of digital natives.

revolutionized our concept of online teaching. **João Tenório** AULA1 - MÓDULO 1 In the future, **BA** professionals want to use the tool's **APRENDIZAGEM** advances in artificial intelligence to generate content BA EDUCATION TEACHING CERTIFICATE automatically, and respond quickly to the training needs of today's constantly evolving careers.

BELAS ARTES

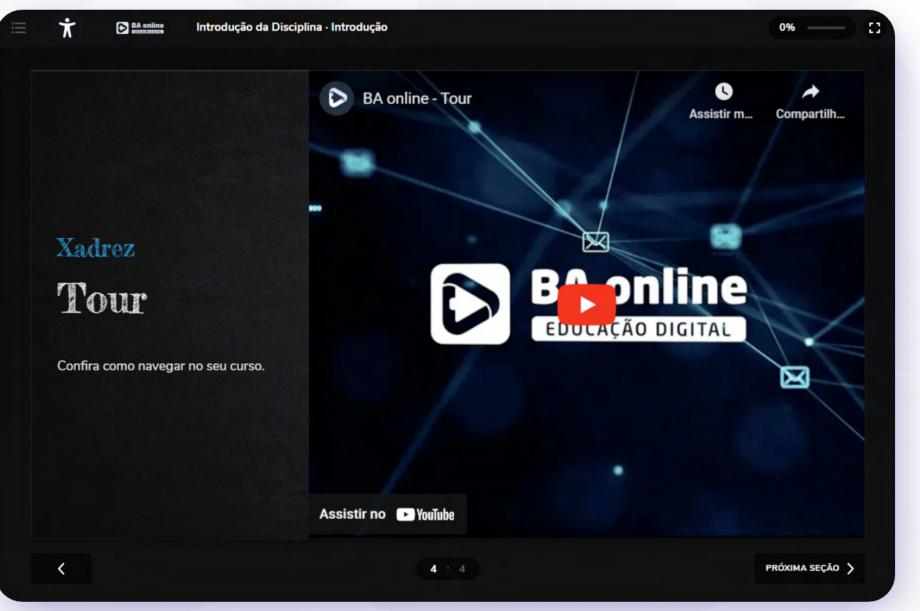
Profa. Dra. Josiane Maria de Freitas Tonelotto Superintendente Acadêmica

isEazy Author is providing our students with

a new distance learning experience that has

Do you want to see the same results

Easy Creation: Intuitive, fully-integratable tool built



in your company? Trust the #1 software for creating e-learning courses

with the latest artificial intelligence.

let you create spectacular courses.

BA online

EDUCAÇÃO DIGITAL

**Teaching Certificate** 

device courses that everyone can enjoy. Effortless Distribution: Choose from several distribution options (SCORM, xAPI, direct link, or an integrated is Eazy Author platform) to find the one

Interactivity: 25+ interactive resources and games to

Accessibility: Create 100% accessible and multi-

that best suits your needs.

