

# KGL

KnowledgeWorks Global Ltd.

CJK GROUP

## Learning Solutions



# Meet KnowledgeWorks Global Ltd.

We are the best global learning solutions provider with presence in the US, UK, and India. With seasoned leadership and experienced development talent across service areas, KGL offers end-to-end services to create a wide variety of products in PreK-12, higher education, and adult learning markets. We can create products across various disciplines in print and digital formats.

Our expert services include:



Content development



Editorial support services



Design



Translation



Media services



Rights & Permissions



Production



Accessibility



Digital solutions



Print production



Project management



Assessment development

Come meet  
KGL and learn  
why our team  
should be your  
first choice!

## Empowering Educators Together

It's an exciting time in educational publishing. We have more tools than ever before to bring content to life.

Students and teachers deserve the very best materials, and you develop your publishing plan to meet that vision. But resources are tight and schedules are tighter. Let's say you plan to reboot a basal program. There's so much to do! Your first choice is an easy one: call KnowledgeWorks Global Ltd.

Our team can develop your program from soup to nuts with onshore expertise in project management, editorial, design, and media services, as well as a robust

“Your first choice is an easy one: call KGL.”

offshore team with the print and digital production know-how you need.



### TEAM SPOTLIGHT



**WASEEM ANDRABI** *Vice President, Learning Solutions*

Waseem leads KGL's Learning Solutions group. He brings more than 20 years of experience working with publishers in roles ranging from account and project management to workflow development to sales. Previously VP of Operations in our Noida facility and EVP of Operations at Glyph, Waseem draws on his comprehensive knowledge of KGL's technology, operations, and service platforms to provide solutions to our clients.



**MATTHEW REYNOLDS** *Senior Director, Learning Solutions*

Matt's experience in educational publishing spans 30 years in development operations, sales and marketing, global supply, and executive management. Before joining KGL, Matt was the EVP of MPS North America, CEO of Element, and Director of Operations/Global Supply with Mazer. He has built successful development operations and long-term business relationships worldwide.

## Featured Services

We help our publishing partners to reach all learners, regardless of age, location, language, or delivery format. Some of our specialized services include the following:

- **ELL/ELT:** KGL's learning solutions group brings deep experience developing learning materials for English language learners of all ages in the U.S. and across the world. We provide a network of editorial professionals that specialize in English language instruction and localization of programs for various regions, including Europe, Latin America, Asia, and the Middle East.
- **Higher Education:** Our team of SMEs, development editors, copyeditors, and instructional designers lead the charge with content development for higher education projects. Recent projects include accuracy checks for digital World Languages texts, new study aid development for multiple content areas, animation development in marketing and accounting, and new edition supplements for health professions.
- **Translations:** Our team brings experience developing translations and transadaptations of learning materials from English to other languages. We specialize in Spanish for the U.S. market and offer a range of languages for global markets, from Arabic to Mandarin Chinese! Our production team has extensive experience typesetting foreign languages, too.
- **eLearning and Digital Products:** Whether it's interactivities, animations, virtual labs, or adaptive assessments, our team has developed it! Our content team works closely with the digital production team throughout the digital process—from wireframe through to gold master. We include artists, programmers, instructional designers, and editors to ensure that every digital asset exceeds expectations.
- **Alt-text and Accessibility:** It's important to ensure that all students can access educational content, so we have developed expertise in writing alt-text for digital learning materials across the grades and content areas. Our team also reviews and remediates existing products for accessibility, and we can help ensure that your products are born accessible.
- **DEI and Cultural Sensitivity:** KGL is committed to creating content that supports our partners' DEI efforts. Our team can perform reviews of new and existing content, seek out texts by authentic voices, and help to refine and implement DEI guidelines for any program. Our team also has deep experience developing content for international markets with specific cultural sensitivities.

# Project Management

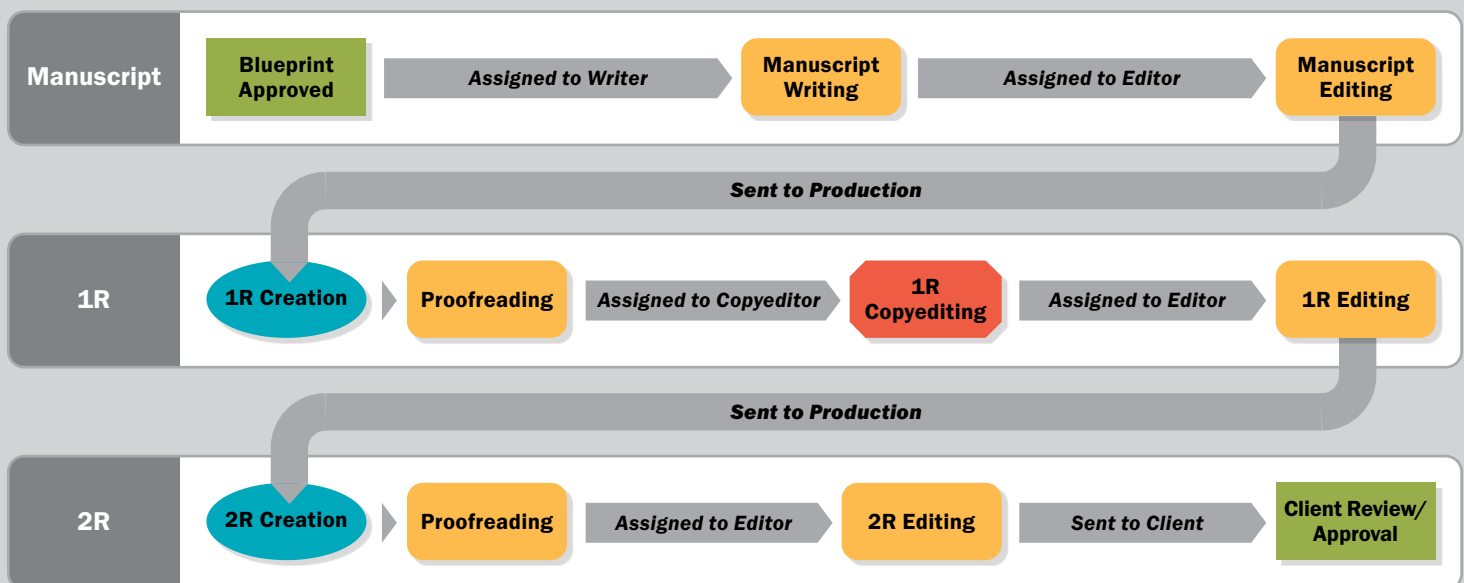
With KGL, you can expect to work with top-notch project managers and workflow experts to establish a plan to bring your program to life!

We are renowned for providing premier, industry-leading project management services. Just ask our clients. Our team acts as partners, providing oversight of our various units and teams worldwide. Whether you need a hand with documentation, resourcing, budgeting, workflow, tracking, or scheduling, we have the project manager for you.

“We are renowned for providing premier, industry-leading project management services. Just ask our clients.”

KGL wrote the book on responsive, comprehensive, and effective project management processes. Our project managers have collaborated with clients to develop training manuals, process documentation, and checklists that our customers use to manage their publishing plans and product development. All project management team members are masters at maintaining schedules; tracking project budgets; and communicating with clients, staff, and freelance team members.

## SAMPLE WORKFLOW



# Editorial Development

Our team works with customers to produce market-leading programs. KGL's editorial team springs into action at the start of each program. Our in-house leaders and network of freelance experts build compelling, pedagogically sound content. The ability to execute our clients' visions is what makes us the top choice for so many publishers.

Our development teams are composed of former educators and content experts, drawing on advanced degrees, teaching experience, and years of publishing know-how. KGL's editorial resources also offer expertise in specialized areas such as DEI and social-emotional learning.

“Our in-house leaders and network of freelance experts build compelling, pedagogically sound content.”

Our content team offers:

- prototyping and conceptualization
- writing
- editing
- instructional design
- correlations and standards alignment
- assessments
- accessibility support

KGL's editorial support team provides all of the ancillary services needed to finalize compelling content into print- and digital-ready formats, including:

- proofreading
- copyediting
- fact-checking
- cold reading
- answer checking
- indexing

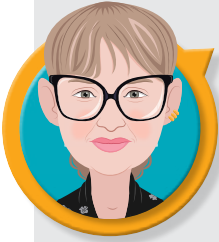
## PROJECT HIGHLIGHT

### Houghton Mifflin Harcourt, *IntoMath*, Grades 3–5

Our math development team produced a full range of components for HMH's new K–12 *IntoMath* program, focused on grades 3, 4, and 5. The project included the development of student and teacher editions, along with a variety of ancillaries supporting the core instructional materials. Our team provided writing, editing, design, art and photo, and production services over a period of 16 months, producing 11,500+ pages of dynamic math instruction and assessment content. Following the successful launch of the program in the market, our team also helped develop and produce the digital components including the eSE, and interactive, technology-enhanced (TEI) program assessments.



## TEAM SPOTLIGHT



### **VANESSA VAUGHN** *Senior Director, Content Services*

Vanessa leads our team of content development experts in English/Language arts, social studies, science, world languages, and higher education. Throughout her nearly 20-year career in publishing, she has been committed to helping publishers bring the highest-quality materials to all learning environments. She previously held editorial roles at Straive, Cenveo, Quarasan, and Mazer.



### **ALISON ABROHMS** *Executive Director, Mathematics*

After teaching in Philadelphia Public Schools, Alison began a 30-year publishing career with roles at Harcourt Brace Jovanovich, McGraw Hill, Silver Burdett Ginn, McClanahan & Company, and Houghton Mifflin. In 2004, Alison joined and launched our PreK–12 Division that focused on math and science. She has also authored several books.



### **JOSEPH BERMAN** *Editorial Director, Science*

Joseph has over 25 years of K–12 science and math product development experience. He edited high school science textbooks at Prentice Hall and served as Science Editor and later Editorial Director of Technology at Macmillan/McGraw Hill. At Scholastic, he developed math programs such as *MATH 180*. Joe oversees science development for KGL.



### **FAY UTSICK** *Director, Project Management*

Fay started at KGL more than 11 years ago as an integral member of the math and science editorial team. Today, her strong organizational skills and leadership qualities have led her to direct an amazing staff of project managers while continuing to manage some projects as lead PM.

### **Stride, Next Generation ELA Intro and Cast Videos, Grades 9 and 10**

KGL's instructional design team developed content for 185 videos that introduced and taught ELA concepts using authentic literature. The videos range from one to four minutes and involve animated characters, graphic novel-inspired visuals, and engaging whiteboard-style illustrations, all developed in tandem with our digital learning team.



# Design and Media Services

Great text deserves great visuals, and KGL's art and design studio provides just that. Our premier designers and image managers work closely with clients and content specialists to ensure a program's look and feel achieve the client's vision.

Judge a book by its cover? You can if it's one of the dozens of award-winning titles for which KGL has designed a cover. Our design team can lead you from ideation to complex rendering to image archiving, and from covers to videos to multimedia interactives.

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KGL also brings expertise in print and digital asset research, permissioning, and licensing. Whether managing media in a client-supplied database or using our own resources, our media management team ensures that assets are sourced efficiently and within budget and tracked flawlessly, securing permissions in a timely manner.

Need custom illustrations? Our team works with onshore and offshore illustrators with years of experience in the market.

## SELECTED RECENT PROJECTS

### DESIGN SERVICES

**Client: Cengage**

Services: Design Execution and Production

Project: *Gardner's Art through the Ages: A Concise Global History 5th Edition*

**Client: Houghton Mifflin Harcourt**

Services: Conceptual Design & Design Execution

Project: *Into Math*, Grades 3–5, SE/TE/Ancillaries

**Client: Benchmark Education**

Services: Design Execution

Project: Florida Reader Program

**Client: Encyclopædia Britannica**

Services: Conceptual Design

Project: *America from Coast to Coast*, design for state-specific eBook series

### MEDIA SERVICES

**Client: Houghton Mifflin Harcourt**

Services: Art Management & Photo Research

Project: *Into Math South Carolina*, Grades K–8; 1500 images

**Client: World Book**

Services: Illustrative Art

Project: Building Blocks, Illustrations for a 10-book series

**Client: Stride (Formerly K12)**

Services: Photo Research and Illustrative Art

Project: Grades K-5 Science Lessons, 80 illustrations and 600 photos



# TEAM SPOTLIGHT



## CHRISTINE BIRKETT *Senior Director, Creative Services*

Christine has 20 years of design experience in educational publishing. Her background includes roles at Rigby, Preface, RRD Anthology, and Symmetry. She combines creative talent, knowledge, and industry experience on both the publisher and vendor sides to deliver exciting digital and print products that meet the ever-changing needs of educators and students.



## REBECCA GIZICKI-PICCO *Manager, Media Services*

Rebecca brings 20 years of creative media experience. She is a hands-on expert with art, photo, and image asset development tools. She brings dynamic conceptualization skills and the ability to interpret client goals for visual success. She directs a diverse global network of illustrators, artists, and media resources, and she is an expert with CMS/LMS and visual asset database systems for managing asset data.

## DESIGN SAMPLES

### CHAPTER 2 Matter: Structure and Properties

**Big Idea**  
All matter is made of tiny particles called atoms. The types of atoms and their arrangements give matter its properties.

**Did you know?**  
Artists use colorful grains of sand to make beautiful art. A single grain of sand contains about 10,000,000,000,000,000 atoms!

102 Chapter 2 Matter: Structure and Properties

### Using Natural and Synthetic Materials

More than 5,000 years ago someone invented bronze. Bronze is a synthetic metal. It contains copper, tin, and other materials. Bronze is harder than copper. This makes bronze useful for building tools. Bronze has another useful quality—ductility. **Ductility** is the ability to be stretched or hammered into different shapes. Copper is more ductile than bronze. This makes copper ideal for making wires. However, bronze is ductile, too. It can be hammered into tools of all shapes and sizes. The combination of ductility and hardness made bronze an important invention.

Centuries passed before people learned to make steel. Steel is even harder than bronze. It comes from iron, which occurs naturally in certain rocks. Steel has a higher melting point than bronze or copper. Its qualities make it a very useful material. Many cooking materials contain steel. Steel pans transfer energy from a stove to food without melting. People use steel to construct tall buildings because of its hardness.

**Careers in Math, Technology, and Science**  
Materials scientists help develop new chemicals and substances. They are chemical engineers! Do you want to design a safer and more efficient car? Maybe you want to develop a new plastic that is both lightweight and strong. If so, you will probably be working in the field of materials science. A materials scientist must know chemistry and physics. To make advances in this field, you will need other characteristics, too. One of the most important qualities of a materials scientist is imagination. This is the ability to see problems and think of solutions.

Address Dubai Mall, Dubai

### What Is a Pure Substance?

Although different types of matter have very different properties, all types of matter are made up of the same thing. Matter is made of atoms. An **atom** is a very small particle. It is the basic unit that makes up all matter.

A **pure substance** is matter that always contains the same types of atoms arranged in the same way. Copper is an example of a pure substance. Copper wire is made from the same type of atoms as a copper cooking pot.

Some pure substances, such as copper, are made up of only one type of atom. Other pure substances are made up of more than one type. Water is a pure substance that is made up of two types of atoms. Wherever you find water—in a river, in your body, or in a fountain—its composition always includes the same atoms, in the same numbers.

The composition of something is both the parts it is made of and how those parts are put together. If the composition of a substance changes, its properties change, too.

**You know that when the temperature of water changes, some of its physical properties change, too. What other properties of water will always be made up of the same two types of atoms arranged in the same way?**

Lesson 2 Properties of Substances 117

## Unit 1 Place Value and Whole-Number Operations

**Musician**  
Each human culture has music, just as each has language. The Bureau of Labor Statistics

**STEM Task:**  
Work with a partner to experiment with sound. Cut a 4-foot piece of yarn. Tightly tie the handle of a metal spoon in the center of the yarn. Then wrap the two ends of the yarn around your index fingers and hold your fingers against your ears. Have your partner tap the hanging spoon with a ruler. What happens next may surprise you. Try a larger spoon and other objects. Collect data for each object.

### Multiply by Multi-Digit Numbers

**Essential** How do you multiply by multi-digit numbers?

**Step It Out**

- The cost for one week of summer camp is \$1,125 for each camper. If 65 campers sign up for a one-week stay, what is the total amount the camp collects?
  - Estimate  $1,125 \times 65$ . Show your work.
  - Multiply the ones. Then record.  
 $1,125 \times 5 \text{ ones} = \underline{\hspace{2cm}}$  ones
  - Multiply the tens. Think about how you regroup. Then record.  
 $1,125 \times 6 \text{ tens} = \underline{\hspace{2cm}}$  tens  
or  $\underline{\hspace{2cm}}$  ones
  - Add the partial products.
  - What is the total amount the camp collects?
  - Is the answer reasonable? Explain.

**Turn and Talk** Will there always be a 0 in the ones column of the second partial product when multiplying by a two-number? Explain.

Module 1 • Lesson 5

### Represent Fraction Sums and Differences

**Essential** How can you represent sums and differences of fractions when the fractional parts are not the same size?

**Spark Your Learning**  
Four hikers travel along the same trail over two days. The fraction of the trail each hiker has traveled is shown.

Day	Alexis	Rachel	James	Jayla
Day 1	$\frac{1}{2}$	$\frac{1}{4}$	$\frac{1}{3}$	$\frac{1}{6}$
Day 2	$\frac{1}{3}$	$\frac{1}{6}$	$\frac{1}{4}$	$\frac{1}{6}$

Use the data in the table to show two ways to represent the distance travelled both days by one of the hikers.

**Turn and Talk** Compare your visual model with the visual models of your classmates. How are they the same? How are they different?

Module 1 • Lesson 1

## Print and Digital Production Services

Transforming your program from manuscript to market-ready product is easy with KGL's production prowess. KGL has a 130-year history of providing print production services to publishers worldwide. Today, through the use of state-of-the-art technology, print production continues as one of KGL's core competencies. Our production team uses the latest tools, and workflows to maximize efficiency and create high-quality products for our customers.

From web-based platforms to mobile applications and everything in between, our team is experienced in today's technologies.

“Transforming your program from manuscript to market product is easy with KGL's production prowess.”

We also specialize in providing the entire range of digital development and maintenance services. We offer:

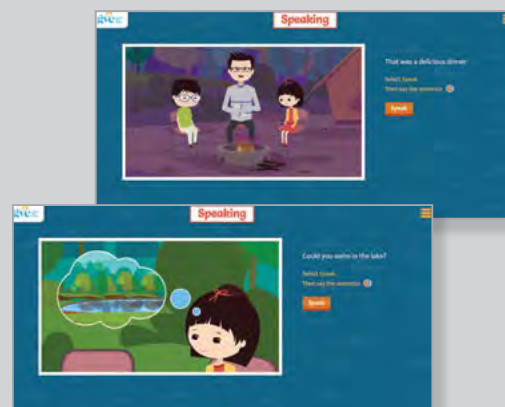
- conceptualization of new learning products
- creation of applications and ebooks
- delivery of lesson content through an LMS
- production of interactive widgets
- development of digital assessments

KGL provides production services using both onshore and offshore resources. KGL is committed to ensuring that the most appropriate team members—be they offshore, onshore, or hybrid—work on your products to deliver the highest quality results.

### SELECTED RECENT PROJECTS

#### Golden Voice English Online Education, English as a Second Language, Grades 1–9

KGL partnered with GVE to create an innovative eLearning approach for English instruction for Chinese students. Our instructional design and technology teams prototyped and presented some 1,500 animations and interactives to bring the content to life. Interactives featured audiovisual elements along with practice for traditional reading, writing, and grammar. GVE's program, which enhances speaking and listening skills, has received industry accolades for its forward-thinking approach.



## TEAM SPOTLIGHT



### **SANDEEP KAPOOR** *Vice President, Operations, Noida*

Sandeep has nearly 30 years of experience, including 3 years with PreMediaGlobal and 17 years with Aptara. Sandeep has rich experience in handling book and journal production, media, and e-conversion projects. His strong background in technology includes system analysis and design for developing MIS and workflow tools while developing productivity, quality, and profitability benchmarks.



### **RAJEEV BAROWALIA** *Vice President, Operations, Mumbai*

As Vice President, Operations at our Mumbai, India facility, Rajeev is responsible for all digital services. Rajeev has 20 years of experience in eLearning and localization. He has worked in leadership roles in eLearning/digital content development companies such as Tata Interactive Systems, Lionbridge, NIIT, and as founding member of Praxis Technologies.

## IN A TYPICAL YEAR, OUR DIGITAL TEAM DEVELOPS



more than

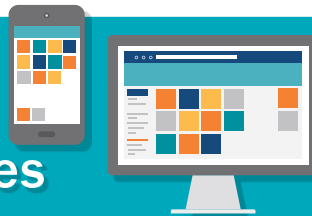
**10,000** hours  
of rich media content

AND

**converts**  
more than

**15,000**  
learning hours  
of interactive  
**Flash-based**  
content to **HTML5**

**hundreds** of  
mobile and web games



**tens** of **thousands**  
of **assessment items**



# KGL

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CJK GROUP

KGL is a global content solutions developer and a member of the CJK Group. We offer industry-leading, end-to-end content and learning product development services aimed at learners of all ages and used in a broad range of markets around the world. These include PreK–12, higher education, professional development, English Learning, professional and technical journals, academic and scholarly materials, and vocational learning among others.



## KnowledgeWorks Global Ltd. Your First Choice Partner!

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