LUMINA DATAMATICS
WE MANAGE KNOWLEDGE

Content Development

In today's everevolving educational landscape, it is imperative that both traditional print and digital products—and, in fact, programs as a whole—are streamlined throughout the development and production process. This allows for a true familiarity with both the content structure and product itself.

Lumina Datamatics, as a provider of full service production digital services, and content creation and development, is well positioned to deliver such a product within both the higher-ed, careers, and K12 realms.

Lumina Datamatics' content services run the full gamut. We utilize in-house writers, editors, and select subject matter experts in both the United States and offshore. This highly experienced internal base is further supple-mented by more than 5,000 freelancers ranging across multiple disciplines and content types. These writers and editors are vetted through a   rigorous testing process and receive extensive training prior to being assigned live work

Lumina Datamatics' overall content offerings include:

- Writing/editing of core and supplemental content
- Writing/editing of digital-first content (or conversion from print to digital)
- Modular course development
- Curation of OER for course creation (whether discipline or institution-specific)
- Subject matter technical review/revision of highly technical content
- Market review and analysis
- Accessibility services (e.g., alternative text descriptions, closed caption/transcript writing,
  ADA-PowerPoint creation/conversion, WCAG 2.1 compliance, JAWS testing)
- Assessment/item authoring (both static and adaptive, and with or without psychometric   validation as required)
- Storyboarding for videos/animations/simulations
- Instructional design tying content development directly to production, media, and technology needs
- Taxonomy Knowledge Map creation

Additionally, Lumina Datamatics offers skilled editorial, or "upstream," project management, where highly experienced project managers manage part or all of the authoring process, whether legacy authors write the content, new author teams contracted with publisher clients, or with directly contracted authors/writers. Upstream project management may be handled on an individual à la carte basis or as part of an entire program, in which managers oversee all print and/or digital components, including a core product and all related supplements.

To inquire further regarding this service, see samples of our work, or to have us price a project, please contact your Lumina Datamatics representative.

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North America (Norwell,MA) I Europe (Munich) I Asia (Bengaluru, Chennai, Mumbai, Noida, Puducherry)