CONFIDENTIAL CLIENT / NATIONAL K-12 EDUCATION PUBLISHER

3,100+ VIDEOS IN 5.5 YEARS



End-to-end educational video production – creative direction, filming, post, and delivery – built as a timeless K-12 library still being sold in 48 states.

3,100+	540	48	40+	25+
videos delivered	videos / year avg	states selling today	crew at peak	subject-matter experts

01 SCOPE OF WORK

CREATIVE DIRECTION
Turned client curriculum scripts, direction, and SME input into finished video concepts.

PRODUCTION
Filming and asset capture at volume – 420+ science videos built from scratch in under a year.

POST-PRODUCTION
Editing, motion graphics, branded templates, and fast full-rebrands.

DELIVERY & ASSETS
AWS uploads, live in minutes, masters archived, logged, and tracked.

02 WHAT WE MADE

- ELA lessons, K–12
- Phonics for early readers
- ELA for English-language learners
- Listening comprehension
- Quiz videos
- Writing & essay revision
- Science, grades 3–12 (TEKS)
- Biology / Chemistry / Physics
- Spanish versions, 3–8
- LMS training for teachers
- Student onboarding
- Parent information
- Student success stories
- Polished Zoom webinars
- LMS update & feature videos

Average runtime: 5-10 min for K-8 · 15-20 min for high school

03 HOW IT SCALED

2020
Two people — one editor, one art director. Sales in a single state.

2021
Volume climbs. SOPs, templates, and training system replace hand-holding.

2022–24
Implemented Dropbox Teams for remote workflow. Core team of 15–20, fully remote. Peak: 40+ crew for Texas state deadlines. Science library delivered to TEA.

2024–2025
Created science PLP videos. Produced & updated ELA & Phonemic videos to match revised standards.

THE SYSTEM

- **Trello** — workflow video tracking & team management
- **Frame.io** — internal & client review, asset database & archival
- **Slack** — team + client comms
- **Monday.com** — client facing project management
- **Google Suite** — workflow, team collaboration, project and asset management
- **AWS** — auto-transcoded delivery, consistent file naming structure for immediate updates
- **Dropbox Teams** — synced editor storage

04 IMPACT

48
STATES
ELA content, built region-neutral, expanded from one state to 48 in six years.

5+
YEARS LIVE
2020–2021 ELA videos are still in active classroom use, largely unmodified.

10
YEAR CYCLE
Science library built to Texas's adoption cycle — roughly 8 more years of use ahead.

DELIVERED ON TIME AND ON BUDGET EVERY YEAR –
WITH CLIENT BONUSES FOR HITTING MAJOR STATE MILESTONES.

WATCH OUR WORK: YOUTUBE.COM/@LEGACYVISUALGROUPLLC