

# Client Story

LearningMate **Develops, Updates, & Maintains** an Entire Library of Illustration-based **2D Nursing Skills & Procedure Animations** for STM Publisher

## INDUSTRY

Higher Education  
Publisher

## SOLUTION

Illustration-based 2D  
Nursing Animations

## PROJECT SIZE

1,400+  
Animations

## PROJECT DURATION

Ongoing

## Background

Fast-paced advancements in the nursing field require publishers to update educational materials just as quickly. A leading STM publisher offered more than 1,400 evidence-based skills and procedures videos for nurses, therapists, and other clinicians—all in a comprehensive clinical skills platform. While their current library served as an effective solution in the past, the process of developing and updating videos to align with new nursing advancements was cost-prohibitive.

The publisher required a pedagogically sound, scalable, yet cost-effective solution capable of expanding their skills library across various subject areas and providing the tools necessary to update demos on a yearly basis. Having partnered on multiple successful projects over the years, the publisher approached LearningMate, a trusted advisor, to assist with developing a new solution.



*By leveraging the reusable asset library, the newly designed animations player, and updated workflow, the publisher significantly reduced its time to market and decreased overall costs by an astounding 60%.*

# The Solution

LearningMate was tasked with updating the animations to deliver a more authentic and contemporary animation style and developing a mobile-compatible and responsive video player. With a deep understanding of the needs of the target audience and how animations integrated with the overall skills platform, LearningMate built a searchable, reusable asset and image library containing over 1,400 nursing skills and procedures animations.

First, LearningMate established a realistic, life-like animation style using a blend of illustrations and photographs to create a library of characters and environments, including nurses, patients, hospital rooms, operating rooms, and medical equipment. The library was designed as a searchable repository hosting assets and images tagged with keywords. This helped make them easily discoverable by authors when developing new skills videos.

Using subject matter experts, LearningMate defined a workflow for animation

development, which included visualization, storyboarding, and review cycles to ensure quality and accuracy.

Then, a responsive, XML-driven animation player was developed in HTML5. The player provided options to localize content using multiple languages. It also supported a wider range of systems and devices, including Mac®, PC®, iOS®, and Android® platforms.

In total, LearningMate developed over 1,400 nursing skills and procedures animations across multiple categories, including adult skills (emergency, critical care, general and oncology nursing), pediatric skills (emergency, critical care, and general nursing), maternal-newborn, neonatal, perioperative, respiratory care, physical/occupational therapy, and home care nursing.

# Impact & Outcomes

Through their partnership with LearningMate, the publisher received over 1,400 modern, life-like nursing procedure animations and a searchable asset repository containing over 4,000 reusable assets. This solution provided a cost-effective way for the publisher to maintain and update their demo videos to ensure nursing skills and procedures were up-to-date with current standards and practices.

By leveraging the reusable asset library, the newly designed animations player, and updated workflow, the publisher significantly reduced its time to market and decreased its overall costs by an astounding 60%.

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