

Berkleemusic.com

Berklee College of Music extends music education opportunities online for a global student body—using Adobe® Acrobat® Professional and Adobe Flash® software

Berkleemusic.com

www.berkleemusic.com



Industry

Higher education

Challenges

- Extend access to Berklee College of Music's curriculum and faculty to engage a global student body

Solution

- eLearning
Berkleemusic.com uses Adobe technology to provide professional, online training to aspiring music students in more than 70 countries.

Results

- Delivered college-level education to more than 12,000 music students worldwide
- Generated new revenue stream
- Created high-end, interactive content that is easy to build and deploy to students
- Leveraged integrated set of easy-to-use applications to create a high-quality educational experience for students

Systems At A Glance

- Adobe Acrobat 8 Professional
- Adobe Flash 8 Professional
- Adobe Creative Suite® 3 Design Premium. Components used include:
 - Adobe Photoshop® CS3
 - Adobe Illustrator® CS3
 - Adobe InDesign® CS3
- Adobe Dreamweaver®
- Platform: Apple Mac G4, G5, and MacBook Pro computers running Mac OS X Tiger and Dell desktop computers running Microsoft® Windows® XP

From Boston campus to globe

Berkleemusic.com is the continuing education division of Berklee College of Music, the world's premier institution for the study of contemporary music. For more than 60 years, Berklee has been helping aspiring musicians develop the practical, professional skills needed to build successful, sustainable music careers.

Although the school's philosophy has never changed, contemporary music and the music industry certainly have. By extending its curriculum into online learning, the college has established a new delivery system to meet the needs of a global student body.

In addition to a custom-made learning management system, Berkleemusic uses Adobe technology, including Adobe Acrobat Professional and Adobe Flash software, to teach music online. Berkleemusic.com puts the Berklee educational experience within practical reach of musicians around the world. More than a traditional college experience, Berkleemusic.com is a crossroads where technology meets contemporary music and culture—a kind of learning lab for musicians of today and tomorrow.

"Adobe Flash technology is an important component of our online music education program," says Debbie Cavalier, dean of continuing education at Berkleemusic.com. "By delivering media-rich, interactive content online, we have provided music education opportunities to thousands of aspiring musicians from 70 countries around the world."

Adobe Portable Document Format (PDF) documents and Adobe Flash video are used throughout the lessons in Berkleemusic's courses and certificate programs on the web. Students study with Berklee faculty; communicate with their classmates and instructors through discussion boards; and chat, complete assignments, and collaborate on projects and assignments online. Embracing such an enhanced college experience, students are engaged in soaking up new ideas in innovative ways and become part of a supportive online learning community available to them anytime, anywhere.

Rich media in a collaborative learning environment

Accredited by the New England Association of Schools and Colleges, Berkleemusic offers more than 75 courses and 30 certificate programs online. Lesson content is based on Berklee College's curriculum, with a focus on music production, music business, songwriting, arranging, guitar, improvisation, and core musicianship studies. Taught by Berklee faculty, courses run four times a year, with a maximum of 20 students per online class. Berkleemusic has taught more than 12,000 students online and expects to teach nearly 8,000 students annually. Students gather virtually to build strong, collaborative online communities through discussion boards and forums, as well as Flash Chats—where faculty hold office hours and online class meetings each week.

"In addition to our own custom learning management system, we decided early on that Adobe Flash Professional, Adobe Acrobat Professional, and Adobe PDF were among the tools we needed

Berkleemusic uses Adobe technology to teach music online to thousands of aspiring musicians from 70 countries around the world. Adobe Flash Professional, Acrobat Professional, and Adobe PDF are some of the tools that help enable students to gauge their understanding of musical concepts being presented throughout the lessons.

“Adobe Flash technology is an important component of our online music education program. By delivering media-rich, interactive content online, we have provided music education opportunities to thousands of aspiring musicians from 70 countries around the world.”

Debbie Cavalier,
Dean of continuing education,
Berkleemusic.com

For More Information

www.adobe.com/products/acrobatpro/



to teach music successfully online. These tools enable students to gauge their understanding of musical concepts being presented throughout the lessons,” says Cavalier.

Hundreds of different Flash interactions are embedded with audio and animation clips throughout Berkleemusic’s online lessons. “Flash is an incredibly helpful educational tool for students to reinforce skills and concepts learned because they can practice with the Flash interaction over and over until they truly grasp the material,” says Cavalier. In a traditional classroom setting, students might be hampered from moving forward until everyone in the class understands a given concept. However, with the use of Flash in online courses, students can run through a concept as often as needed until they have mastered it. “Flash provides the perfect solution for self-assessment and drill-and-practice, and provides students with an opportunity to gauge their understanding of a concept before submitting weekly projects or assignments to their instructor for a grade,” adds Cavalier.

During a guitar class lesson, for example, music notation can be presented in Adobe Flash interactions that challenge students to play certain scales or chords. “By using Adobe software for our online curriculum, students are engaged with their lessons in a very rich and dynamic way,” says Cavalier.

Berkleemusic also uses Adobe Flash to teach a variety of music production concepts such as how to wire a MIDI studio or the concept of audio signal flow. In person, it can be difficult to get 20 heads behind a mixing board or MIDI keyboard, but these concepts become very easy to present when done online.

Free music lessons and student outreach

The college runs another very popular, affiliated music site—Berkleeshares.com—which offers free downloadable music lessons to everyone. That site includes more than 200 free lessons in music production, theory, songwriting, arranging, and business; the lessons are interactive Adobe PDF files embedded with movies created with Flash software. Berkleeshares.com also contains a library full of free, downloadable QuickTime movies and MP3 files.

In addition to using Adobe technology for eLearning, Berkleemusic uses it for marketing projects and website development that benefit the broader organization. A prime example can be found on the Berkleemusic home page, which features an online tour of the school developed in Adobe Flash software.

According to Barry Kelly, director of marketing for Berkleemusic, Adobe software is a viable technology option because it is so easy to deliver information and content without giving a second thought to the technology capabilities on the receiving end. “Everyone can access an Adobe PDF file on any platform without installing special software, while we keep the quality of our message intact,” he says. “It’s a no-brainer to use Adobe software when we’re working in an online environment with students worldwide.”

Berkleemusic also uses Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and Adobe Dreamweaver software for print and web development, including photo editing, layout, and design work. “Using Adobe software is simply part of the process for any online-focused business,” adds Kelly. “Particularly ours.”



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