



Education Publishing

Turning vision into value

Cognition
Education

cognitioneducation.com

Welcome

We are committed to developing, creating, and designing effective and engaging resources that are fit for purpose, and providing services that effect positive change.

We work across the public, private, and not-for-profit sectors using a full range of media: digital blended products, graded literacy programmes, animated resources, website development, curriculum support materials, and promotional collateral. We are experienced at aligning resources to curricula and converting printed learning materials to interactive digital/online formats.

Here's what you can expect from our expert education publishing team:

1

Our team is innovative and creative and our services and products are grounded in academic excellence, research, and market knowledge, from early childhood to post-secondary and vocational education.

2

We have a long track record of delivering cutting-edge content to diverse audiences, using the most appropriate media.

3

Our people are highly experienced educators – open, friendly people who listen and form collaborative relationships and partnerships. We follow thorough processes and structures to deliver quality outcomes.



Making a difference

The Education Publishing team works together to produce quality resources and services that make a difference and support growth, development, and success.

We can work with you to achieve your goals through:

- consultancy and evaluation
- concept development and project scoping
- writing, editing, and design
- pre- and post-testing
- pre-production, printing, and distribution.

To do this, we leverage:

- the principles of effective teaching and learning
- current local and international literacy research
- a deep knowledge of instructional design
- robust resource development processes and methodologies.

We are building great tomorrows, providing children, teachers, and education professionals with the skills, knowledge, and resilience to succeed in today's world.

A unique approach

We recognise that every resource or service is different and requires its own development pathway. Our approach to effective development involves a four-step process: discover, plan, create, and evaluate.



Discover

As a first step, we will engage with you to discover your vision for a resource, whether it's a product or service, and to make sure we understand your brief and the exact needs of your audience. We aim to build an environment of trust with you and your key stakeholders, the audience, and project teams, and promote open and collaborative discussion and cooperation.



Plan

From day one, our team aims to ensure a successful project pathway, looking for efficiencies and economies of scale, and being open and honest about our perceptions of how elements of the project might be improved or carried out in a more financially beneficial way.



Create

We follow a stringent process to project manage your work through planning, editing, design, and logistics. We determine from the outset who needs to be involved at each stage of the project (and who does not) to ensure effective resourcing and use of time.

We can deliver materials and services in digital, web, or print format, or in a blend of these.



Evaluate

Where requested, we can measure and analyse the quality and impact of a resource or service, determining gains, identifying potential next steps, and providing tools and data for your future planning.



Recent clients

Cognition's Education Publishing team have worked with a broad range of educational institutions and corporates in New Zealand and offshore.

Fonterra

McGraw Hill

Commonwealth Education Trust

Life Education Trust

5+ A Day Charitable Trust

AUT Millennium Institute

**Ministry of Education,
New Zealand**

Ministry of Education, Singapore

Children's Action Plan Directorate

**Te Kura:
The Correspondence School**

EduMaxi

New Zealand Heart Foundation



Projects for these clients include:

- consultation and development of an online hub for delivery of inquiry-based modules for students in years 1 to 6
- coordinating translation and re-versioning of existing materials into Spanish, French, and Scandinavian languages
- creating, designing, and prototyping core reading programmes for international clients
- writing and designing materials for parents, teachers, and children to provide student-led projects and experiments in the area of nutrition
- writing and designing staff training programmes, with course materials and facilitator presentations
- reviewing and analysing existing websites and materials to propose methodology for change
- developing 1500+ e-books for an international online platform
- instructional design for the redevelopment of national Secondary School course materials into online interactive modules
- prototyping, writing, and designing a multimedia programme for kindergarten students in China (years 2 to 6), including original songs, e-books, lesson plans, student workbooks, manipulatives, and assessment materials.



To discuss your next steps, contact us today

Bill Gaynor, Manager, Education Publishing
BGaynor@cognitioneducation.com

Emma Hopkinson-Sneddon, Manager, Education Publishing
EHopkinson-sneddon@cognitioneducation.com

Head Office Auckland, New Zealand

Ground Floor, Eden 3, 16 Normanby Road,
Mt Eden, Auckland 1024

+64 9 638 4750

info@cognitioneducation.com

Wellington, New Zealand

Level 4, 187 Featherston Street, Wellington 6011

+64 4 499 1571

Al Ain, United Arab Emirates

3rd Floor, Wing C, UAE University, Cnr Mohammed Bin
Khalifa St (120) & Shakhbout Bin Sultan St (131), Al Ain

+971 3 713 4397

United Kingdom

Suite 6, Courthill House, 60 Water Lane,
Cheshire, SK9 5AJ