

PRODUCT CASE STUDY

Role	Product Name	Authors
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Overview

Talk2Learn is a comprehensive educational product designed to promote and develop oral language skills in early childhood classrooms. The product consists of six themed units, each aimed at helping young children build a strong foundation for verbal communication through engaging, interactive materials.

This case study explores the development of Talk2Learn, detailing the design challenges faced, the creative solutions implemented, and the ultimate success

of the project despite tight deadlines and an unexpected rebranding effort just before finalizing the product.

I was tasked with overseeing the design vision for the entire product. My role involved collaborating closely with the educational team to ensure the visuals aligned with the content's pedagogical goals while maintaining a high standard of visual appeal. I was also responsible for managing the rebranding effort once marketing introduced changes to the product's aesthetic direction.

CHALLENGES

- 1. Initial Design Integration:** At the start of the project, I inherited a product with the first unit already completed. Our challenge was to design the next five units to match the initial design. The task was to ensure consistency while adding creative elements to keep the product fresh across multiple units.
- 2. Rebranding Challenge:** A week before the project was due to print, the marketing team decided to rebrand the entire Talk2Learn™ product. This included redesigning the logo, updating the color scheme, changing the typography, and altering some of the
- 3. Meeting Tight Deadlines:** With the rebranding and additional design work required, the pressure to meet the printing deadline was immense. The process of updating six complete units, reworking the *Teacher's Editions*, and redesigning the picture cards in just three weeks meant managing multiple tasks simultaneously while maintaining a high standard of quality.



SOLUTION

Leading the Design Process

Given the compressed timeline, we maintained constant communication with the marketing team, ensuring we understood their vision for the rebrand. This allowed us to quickly adjust and implement the new brand identity across all design elements, ensuring alignment across the product. I jumped in to create master InDesign templates with master styles for the project to insure consistency.

We involved the content authors in the rebranding process to ensure the changes did not hinder the product's educational objectives. By working closely with the educational team, we ensured that any design adjustments, such as layout changes, did not interfere with lesson clarity or instructional flow.

To meet the deadline, we used agile design techniques, breaking the work into manageable tasks and assigning clear responsibilities. We also held daily check-ins to track progress, identify potential roadblocks early, and adjust our workflow as needed. Having a strong design system in place allowed us to quickly implement changes without needing to redesign from scratch.

■ OUTCOME

The Talk2Learn project was an intense but rewarding experience that required flexibility, creativity, and effective collaboration under pressure. The challenges we faced—particularly the rebranding decision and the tight timeline—pushed the team to innovate and work efficiently. By maintaining a focus on the core educational goals and applying agile design practices, we were able to deliver a high-quality product that met both the brand’s vision and the pedagogical needs of the educators and students it was designed to serve.

Talk2Learn was a success not only because we met the tight deadline but also because the final product effectively supported early childhood educators in promoting language development in the classroom.



■ DELIVERABLES

Each of the six themed units in Talk2Learn™ includes the following components:

Teacher’s Edition: A comprehensive guide for educators with lesson plans, tips, routines and suggested activities to integrate the content into daily classroom routines.

Set of Full-Color Picture Cards: A set of picture cards that illustrate key concepts and vocabulary to reinforce oral language skills. The cards are designed for hands-on, interactive use by both educators and students.

