

# Jade University

## How movingimage Helped Jade University Drive Video-Learning

### PROJECT HIGHLIGHTS

- ▶ Video integration into Moodle
- ▶ Role-based Access control
- ▶ Security compliance
- ▶ Central video platform for all video assets and use cases

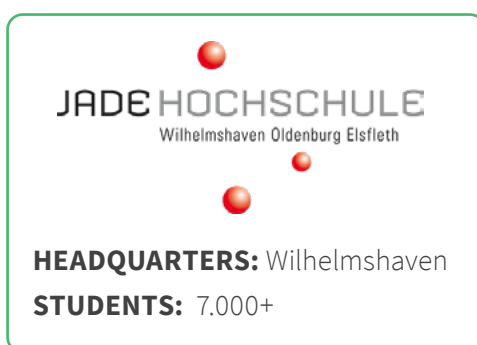


## SUMMARY

Thanks to movingimage, employees at Jade University can now easily incorporate video content into the university's learning management system (LMS) while maintaining both data protection and intellectual property rights. Students, for their part, benefit from a richer learning program that is more flexible, more engaging, and more interactive.

## OVERVIEW

**Jade University of applied sciences**—with locations in **Wilhelmshaven, Oldenburg, and Elsfleth**—and has around **7,000 students**. Founded in 2009, as a **technology-oriented institution**, it actively supports modern, creative approaches to varying subjects, among which such as **architecture, construction information technology, mechatronics, media economics and journalism or ship and port operations**. Like many other universities around the world, Jade University makes use of **diverse online resources in order to deliver its courses and learning content**.



years, along with the rise of the “inverted classroom” approach. Inverted classroom is a type of blended learning strategy. Since nowadays universities tend to offer digital learning material, class time is mainly dedicated to joint exercises and discussions rather than

lecturer-centred class. Students can access the relevant content anywhere, any time and go over it before and after class. This includes full recorded lectures, projects work, and lab tests, to name but a few examples. Video is a medium that is becoming the norm and is proven to be an effective learning aid. One survey found that over 90% of students believe that watching recorded lectures helps their exam performance.<sup>1</sup>

## Why Video for Learning

Video represents a shift that education institutions have undergone in the last few

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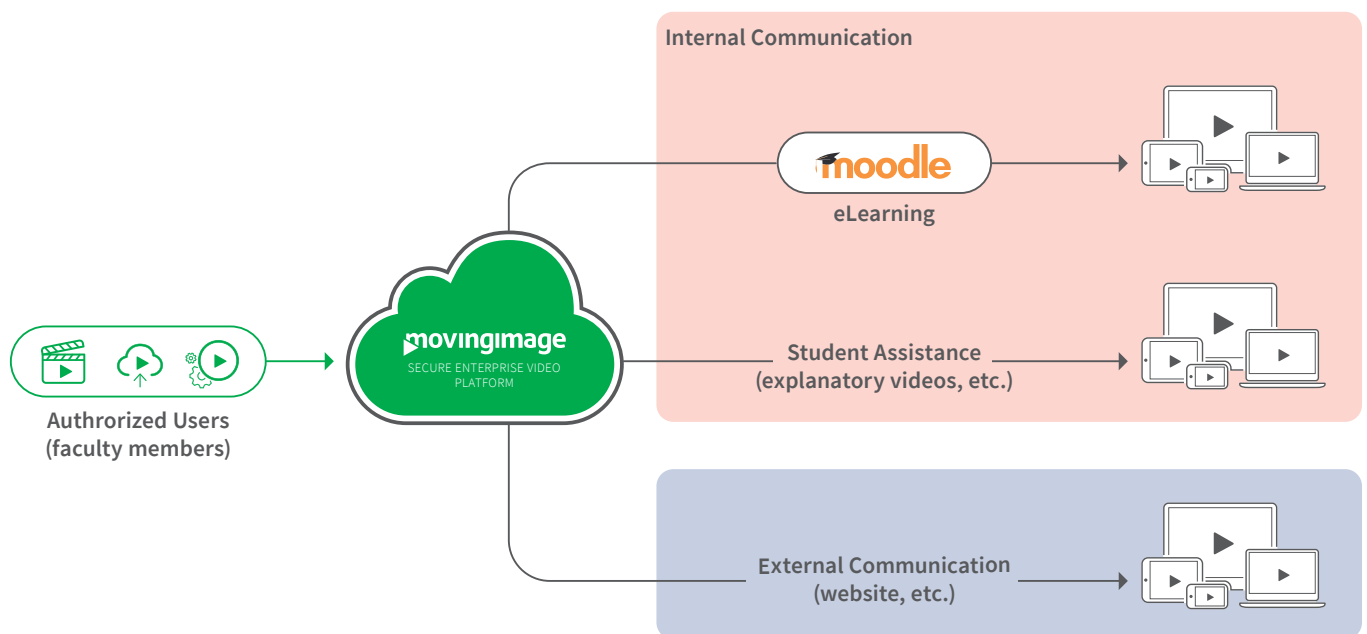


## THE CHALLENGE

However, and despite its undeniable impact, video needs assistance with regard to Provision and optimal playback in order for it to realize its full potential, both in terms of deliverability and streaming quality. Jade University experienced it first-hand. The university has been using Moodle learning management system (LMS) to deliver virtual classes. And, while the need to incorporate video classes into their virtual setting was clear, video implementation turned out to be more difficult than Jade had expected.

One additional consideration was user-friendliness. The university was interested in an easy, intuitive user interface that would appeal to all users—both faculty members and students—motivate them, excite them, and contribute to a richer learning experience.

After a successful testing phase, Jade University opted for movingimage's video solution.



## THE SOLUTION: MOVINGIMAGE VIDEO PLATFORM

movingimage offers a video platform that can perfectly accommodate various technical requirements such as those of Jade University. Firstly, the platform boasts extensive security features combined with granular rights and roles, allowing the university to fully define its access controls and guarantee compliance.

movingimage operates as a SaaS service, therefore enabling Jade University to remove previous upload limitations. Instead, the

university can now scale data storage up or down, depending on its demands.

Lastly, movingimage offers a Moodle plugin to support a seamless user experience from within the system's familiar interface. Consequently, lecturers at Jade University don't need to familiarize themselves with a new system. At the same time, students benefit from a richer learning program with engaging learning multimedia.

Authorized users can also delve deeper into video management settings from movingimage's backend: VideoManager Pro. By accessing the backend, they can manage metadata and descriptions, edit videos and subtitles, or even view statistics to gain actionable insights about their audience (e.g., which topics resonate best with students, when is the best time to publish videos, etc.)

Jade University uses movingimage's video platform for the following purposes:

### Blended Learning

As a "family-friendly" university, Jade University puts a strong emphasis on flexibility. It offers a variety of eLearning media, including

recorded lectures, lab tests and explanations, machine demonstrations, documentation of student work, and software guidance.

By incorporating video into virtual courses, students at Jade University benefit from a highly-engaging medium that also allows them to practice spaced repetition. Playing a video repeatedly over time, for example, can enhance knowledge retention and result in better academic achievements.

### Student Assistance

***"Here at the library, we use 'explanatory videos' for the discovery system ('library catalog') and also to accommodate the registration process,"*** says Bärbel Gerdes, Head Librarian at the Campus Oldenburg. Using videos for guidance and orientation purposes is a common practice in self-service, not only within universities. At Jade University, this solution is beneficial for both ends: students can quickly and independently find learning material, and staff members can manage their time better.

### Corporate Learning

Internally, the university offers a variety of video services for its employees. „With the video platform, administration can now offer supplementary video tutorials in addition to written documentation, thus supporting familiarization processes," explains Sabine Helmke from the Central Digital Service of the university library and internal contact person for the deployment of the platform.



***„Before using movingimage, students would report difficulty playing videos. Those days are over. I don't need to give video sharing any thought, it's reliable and easy.“***

Sven Tiemann



**movingimage** is the leading provider of secure enterprise video platforms for international enterprises. In 2018 it was recognized as the Enterprise Video Platform with the “highest ability to execute” by the global research and advisory firm Gartner. movingimage is based in Berlin and has locations in Tokyo, New York, and San Francisco. The movingimage cloud-based solution empowers companies to manage their videos centrally and stream them in

the highest quality available and on any device. The platform merges seamlessly with existing IT landscapes—including systems for content, digital asset, and product information management—while safeguarding impeccable security standards. More than 500 companies have already put their trust in movingimage, among which are 20 DAX-listed corporations such as Volkswagen, Allianz, and Bayer.



#### ON-DEMAND WEBINAR:

### Video and Corporate Learning

In our latest webinar, we present exciting use cases. We speak about current trends in the field of video & artificial intelligence and how you can already implement them into video workflows.

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Contact us to learn how to get the most out of your videos.



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