



Introducing kadenze.com and our response to COVID-19 Kadenze Virtual Studios (KVS™)

Kadenze, Inc. (“Kadenze”) is the global leader for online learning in the creative arts, design and technology for creative education. Since 2015 kadenze.com has produced over 150 courses and 3000 hours of content for global learners.

Our success is based on our pursuit of **three foundational priorities**:

1 We are committed to taking only **the finest creative arts and design content** to the world

We are proud to partner with over 35 leading universities and colleges from around the world including: Rhode Island School of Design; Goldsmiths, University of London; Berklee College of Music, Boston; Paris College of Art; School of Art Institute Chicago; Columbia University; Maryland Institute College of Art; UNSW, Australia; CALARTS; and the National University of Singapore. We also partner with leading Company and Industry organisations such as Lincoln Center Education, Sparkfun electronics and Adobe.

2 The kadenze.com platform stands as **global digital infrastructure** specifically made for the arts and design disciplines.

Kadenze has patiently prioritized, pioneered and patented a number of field-defining features for our online platform which means we are best able to meet the complex interactions aesthetic learning demands.

3 Kadenze courses are underpinned by a learning design based on the established principles of **arts and design** learning.

Kadenze’s Technology Enabled Creative Learning (TECL™) framework fuses the longstanding principles of arts learning with technological innovations to amplify the reach and scale of the creative disciplines like never before. We understand learning needs to be creative, complex, telling and playful.



Introducing **Kadenze Virtual Studios**SM **(KVS)** for artists, freelance arts-educators, and teaching artists everywhere.

Thousands of individual creatives are facing a bleak future; struggling and apprehensive as their gig economy has collapsed. COVID-19 has meant gigs, teaching sessions and contracted projects have been cancelled and anticipated income has dried up, almost overnight. Most do not have the infrastructure and support of a large organization to carry them through; as sole traders they are needing to establish other potential revenue streams (such as teaching) or use this time of physical distancing to virtually collaborate on new creative projects which prepare for a prosperous future. Kadenze Virtual Studios addresses this situation.

Kadenze Virtual Studios (KVS™) are repurposed and reimagined from kadenze.com's learning platform which, up until now, has been used to run courses online. However, in the spirit and invention demanded by the COVID-19 emergency, we believe the features of the learning platform can be reused and applied more broadly to meet the pressing needs of artists, freelance arts-educators, and teaching artists.

A KVS may for instance be used to:

1. Undertake **creative development** for future artistic/creative projects with online collaborators
2. Conduct **skills-based lessons** in the arts, for example in Music, the Visual Arts
3. **Collaborate with colleagues and peers** to plan future community based initiatives, such as an Artist-in-Residence Project with a local school or hospital
4. Facilitate a **team-based approach** to preparing funding applications and pitches (including multi-media support materials) to funding bodies for future work
5. **Reflect**, with fellow artists and mentors, on past creative works in order to advance and inform future creative projects

A KVS host will have access to the following online features to execute projects:

- Full **multimedia content** delivery and sharing. Upload and embed videos for viewing, (e.g. from YouTube/Vimeo), embed live streams (e.g. from Zoom or Google Hangouts Meet)
- **Multimedia galleries** for sharing and discussing works and ideas with your guests/collaborators/students
- Interactive **discussion forums** for guest/peer-critique and comment
- Create **pathways or sequences** of activities to guide and keep everyone on track
- Build or repurpose **resources** to share and enrich collaboration including multi-media content, worksheets, external bits and pieces

- Set **assignments** for assessment including forum posts, videos of progress, check-in quizzes
- Review assignments or work-in-progress for peer review or to give **public or private feedback** between the host and participant(s)
- Award digital **badges** to recognise progress and achievement
- Use **messenger** to instantly communicate with collaborators and among project groups
- Use **portfolio** to build a repository of resources (such as recordings of livestreams), works-in-progress, documents, and accomplishments or to showcase finished creative outputs
- Be fully **mobile** with your guests so everyone can connect/share/learn on the go
- Use **analytics** to inform actionable insights and engagement for future projects
- Deploy many of these features to build a **community of collaboration** around your subject matter or project

Advantages

- In the rush to communicate remotely with professional networks many have seized on familiar technologies. Often this results in a hotchpotch of partial technical solutions. In contrast, hosts of their **KVS** have access to a comprehensive and integrated technical suite of capabilities with the means to scale opportunities as they arise.
- Appropriate support materials mean the host can set up their **KVS** and be working online within a day or two. For those seeking to offer courses for sale, Kadenze's **Technology Enabled Creative Learning (TECL)** framework details a learning design model built specifically for the creative disciplines and injects the dynamics of arts-learning into the online world of learning.
- Independent and freelance workers in the arts and creative industries will quickly build their professional digital skills hosting their own **KVS**.

Financials

- After registering with kadenze.com and establishing their **KVS**, hosts will have unlimited use of their studio for 45 days, after which time they will pay a fee of \$US25.00 per month.
- All financial transactions between hosts and their learners/collaborators/guests will be between those parties and not involve Kadenze in any way.

Next Steps

Kadenze is conducting a test sprint of its **KVS** operation from April 14 to April 21 and will fully launch the initiative during the week of April 27. We welcome those with preliminary ideas to unleash their creativity by participating in our test sprint. Please register with us ASAP by contacting jane@kadenze.com or brad@kadenze.com.