



HERFF JONES | NYSTROM

StrataLogica®

The learning is in the layers

A revolutionary, web-based product that delivers layers of curriculum-based content in a secure and collaborative environment.



HERFF JONES
NYSTROM



Start your **FREE TRIAL**.
Go to **www.stratalogica.com**



Available on the
App Store



The learning is in the layers

For over 100 years, educators and students alike have used our content to learn more about our world. Now the same content and more is available in a rich, one-of-a-kind experience designed for the classroom, library, media center and home using a computer, interactive whiteboard or iPad®.

NEW DESIGN

Featuring a new, more intuitive design, content is presented in a ground-breaking interactive format—allowing teachers and students to go beyond traditional materials. From the desktop application to the iPad app, we have listened to educators and incorporated their feedback to improve the educational experience for teachers and students.

StrataLogica's dynamic cross-curricular environment intrinsically motivates students to develop skills for meeting the Texas Essential Knowledge and Skills.

Educators continue to see the benefits of StrataLogica because it integrates multiple reference resources and interactive tools for

- Exploring
- Researching
- Writing
- Collaboration
- Assessment

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- Content for K–College
- Supports the TEKS
- Qualifies for federal funding



See Google's video about StrataLogica on their official blogs and YouTube channel.

<http://googleenterprise.blogspot.com/2011/06/google-earth-api-and-stratalogica.html>

“With the release of StrataLogica, Herff Jones | Nystrom is enriching the educational experience for teachers and students. Google is excited to work with them in providing hands-on, interactive access to Google's comprehensive global mapping data.”

—Daniel Chu
Product Manager of Google Maps API Premier
Google Enterprise

LAYERS OF LEARNING

StrataLogica changes the way students learn about our world by delivering dynamic, content-rich layers of learning. Using a laptop, interactive whiteboard or iPad, StrataLogica users experience and interact with our world with the click of a mouse or touch of a finger or stylus.



Start your **FREE TRIAL**.
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For your interactive
whiteboard

"When a story has a particular setting, the students can actually 'go there' and see the place first-hand when they zoom in from the Nystrom age-appropriate globe view."

—Christine Stanford
4th Grae Teacher
Pleasantville, New Jersey



For your desktop or
laptop computer

For your
iPad or iPad Mini



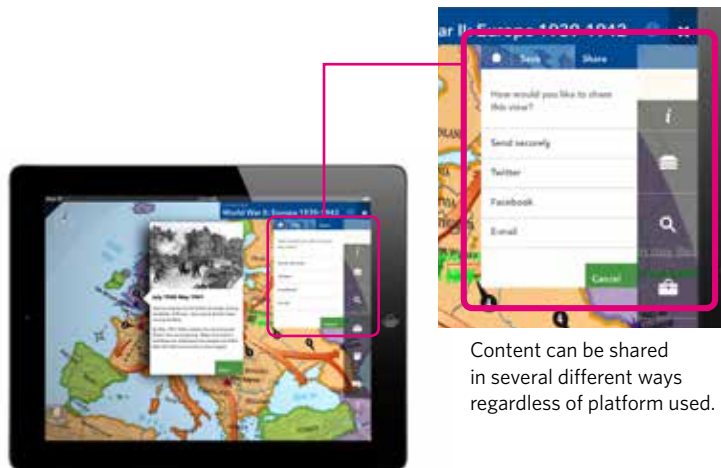
CREATE, SEND AND SHARE

CUSTOM VIEWS AND DYNAMIC PRESENTATIONS

StrataLogica gives teachers and students the opportunity to interact with content while also fostering a 21st century learning environment by allowing users to share and collaborate with each other. In a few clicks it's easy to create, save and send content and be alerted to custom views and assignments being received.



Teachers and students use the Tool Bar to digitally mark, add symbols, text labels, pushpins with photos or videos, explanatory text.



Content can be shared in several different ways regardless of platform used.

Create custom views, lessons, assignments, presentations or collaborative projects

- Teachers can create and share their own lessons and content
- Send out assignments and receive students' completed work in a secure space
- Manage your own gallery of content—including name, type, description, tags, last saved by and date
- Initiate projects that allow students to work together

Send and share three different ways

- **Secure Send.** Educators can share content with their classrooms or with their colleagues in the same school or district using our secure send feature.
- **Social Sharing.** Share beyond your classroom or district using social media sites like Twitter™ and Facebook™. You can also copy a shortened URL to post on your blog or website.
- **E-mail Sharing.** Prefer to e-mail content? StrataLogica can e-mail a link to your content without leaving the application.



Create presentations one scene at a time using history, reference and thematic content, plus satellite imagery.

INTERACT WITH LAYERS OF CONTENT

USING THE MAP CHOOSER, LEGENDS, TOOLS AND SYMBOL BANKS

StrataLogica gives teachers and students numerous ways to navigate and interact with content. Use the map chooser to fly to a 3D location while also loading the 2D map. Use the intuitive tool bar for unprecedented interaction and customization—pop it up when needed, tuck it away when finished.

- Open map tips, activities and lessons
- Turn content layers on and off
- Use drawing tools for marking places or routes
- Insert your own text elements
- Add unlimited multimedia placemarks—with video, photos and text
- Choose from numerous symbols to drop into globe views
- Activate terrain, 3D buildings, historical imagery and more
- Search and zoom to continents, regions, cities or communities
- Apply thematic content to the globe
- Turn labels and placemarks on and off



Use the Tool Bar to digitally mark on the globe.



Start your **FREE TRIAL**.
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Focus on countries, continents and regions and interact with layered content. Fly there using the map chooser.



Interactive legends explain and enhance content.

DUAL-MAP VIEWER

MAKE SIDE-BY-SIDE COMPARISONS

Use the Dual-map Viewer to display physical and political content, thematic maps or history content in a side-by-side format to stimulate classroom discussion and develop critical thinking about a variety of relationships.



Compare map view and actual place.

Keep both views at the same scale, or unlink them to zoom in on one or the other.

- Zoom in or out to choose your focus—from the whole world to your own neighborhood
- Keep a world, regional or local view on one side and city or neighborhood on the other to show near and far
- Compare and contrast content, such as conflicts in history and current political boundaries
- View thematic content—land use, population, rainfall—to foster critical thinking
- Use satellite and historical imagery to see then and now

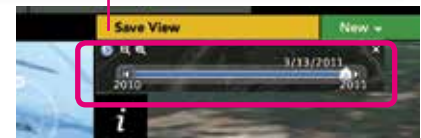


“It is so simple to quickly project and toggle between age-appropriate maps while talking about current events.”

—Cheryl Durso
5th Grade Teacher
Honolulu, Hawaii



Use historical imagery slider to explore then and now.



Compare the present to historical content like the Silk Road.

COLLABORATIVE PROJECTS

Get small groups or the entire class working together on innovative collaborative projects—identifying explorers' routes, tracking energy efficient cities and countries and endless other topics.

- Teachers invite student participants
- Refresh to see student content appear on one globe
- Disable content you don't want students to see
- Perfect for project-based learning
- Works in multi-platform environment



“Our world is constantly getting smaller, and it is important to have the right tools for students to learn about our world.”

—Nancy Moss
Media Specialist
Montgomery, AL

COLLABORATIVE PROJECT ON THE ARAB SPRING

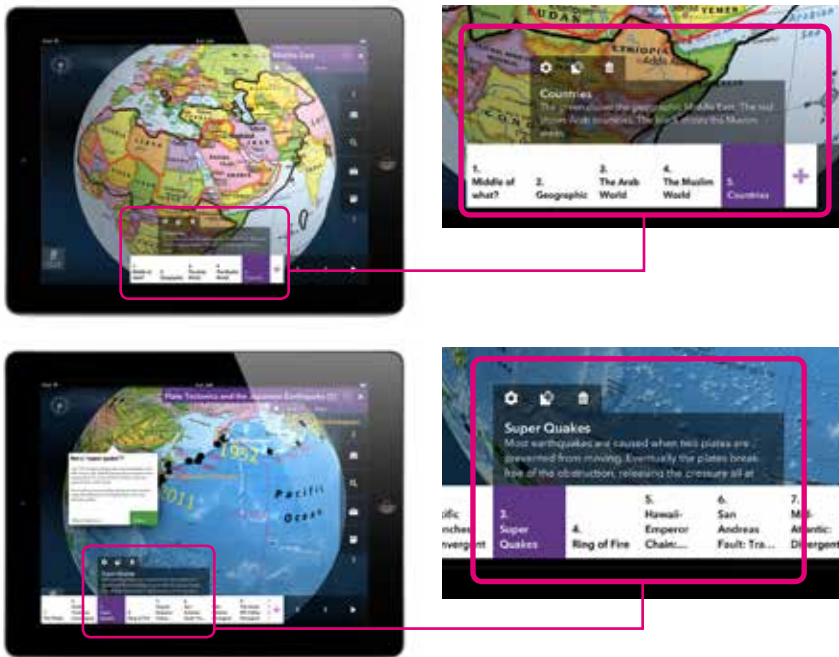
The small screen images above show the significant chronological events plus video and text added by each student; the large image shows all student work combined.



PRESENTATIONS

Teachers and students alike can create and share dynamic presentations that take users on a tour of the world or through key events in history.

- Use presentations to demonstrate immigration patterns, environmental impact, explorations and more
- Easily import custom views
- Tap through slides or choose auto-play
- Share presentations with other users who can edit and add additional scenes and content



“Interactive learning is the key to teaching with technology. . . . StrataLogica enhance[s] the teaching and subsequently the learning in the classroom.”

—Tina Favre
Facilitator, Math and Social Studies
Pleasantville, NJ

STRATALOGICA COMMUNITY

DISCOVER. SHARE. INTERACT. REMIX.

Collaboration is key to acquiring skills for a 21st century learning environment. StrataLogica offers educators a community of peers to connect and collaborate with, making it easy to publish and acquire content.



Search and sort content in multiple ways. View title, author, number of views and times copied, date created, ratings.



Save time—instantly copy content from our community of users to your gallery and edit for your classroom needs.

Preview and “test drive” content. Rate and comment. Instantly copy to your gallery or share it.

Discover innovative ideas from the Herff Jones | Nystrom team as we create content and lesson ideas for you to instantly copy and use with your students.

- Search and sort content multiple ways
- View title, author, number of views, times copied and date created

Think of the Community as an online teacher’s lounge!

STRATALOGICA PACKAGES

Choose the StrataLogica packages on the following pages that best fit your classrooms' grade levels and curriculum focus.

The packages on pages 15–21 provide the opportunity to:

INTERACT

- Powered by the Google Earth API on the desktop for a rich, interactive 3D experience
- Move the globe and drill down through layers of content to satellite imagery using your mouse, finger or stylus
- Use interactive legends with pictorial glossaries to unpack meaning of content layers
- Launch Dual-map Viewer to compare and contrast content side by side

CREATE

- Teachers and students use the Tool Bar to digitally mark, add symbols, text labels, pushpins with photos or videos, explanatory text
- Create and save custom views, presentations, lessons and more
- Launch collaborative projects that involve students working together and learning from each other

COLLABORATE

- Use the secure send feature to give assignments, send lessons, extend classroom discussions
- Students send completed assignments to teacher
- Exchange lesson ideas with colleagues
- Teachers can post content via social media to share with others



STRATALOGICA: EARLY LEARNING & READINESS DIGITAL PACKAGE

Designed for teachers and young learners—features bright, vivid colors and up-to-date content for K-3. Age-appropriate content to help teachers teach young learners about our world.

EARLY LEARNING CONTENT LAYER

- Introduces young learners to the world
- Focuses on land, water, continents, oceans, their country and states

READINESS CONTENT LAYER

- Adds intriguing details for advancing young learners
- Focuses on countries, states, bodies of water and landforms
- U.S. content layer features capitals, cities, interstate highway system plus longitude and latitude lines

STRATALOGICA CLASSROOM LICENSE INCLUDES:

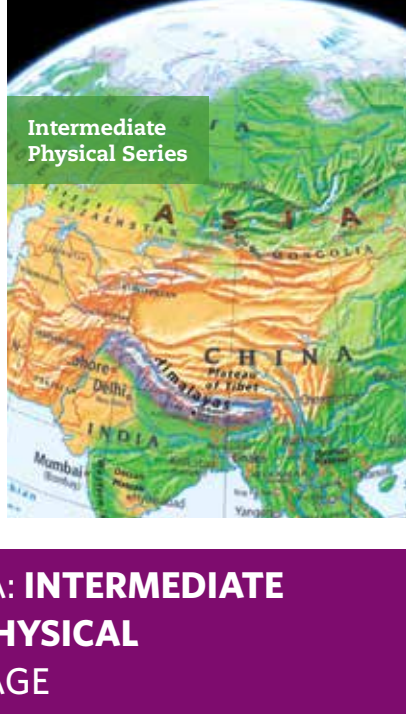
- Early Learning & Readiness Series 3D & 2D content layers
- New Discovery Series 3D content layers
- Outline Series 3D & 2D content layers
- Flag and Symbols of Our Country chart
- Texas State map
- 1 teacher login account
- 40 student login accounts
- Secure file storage and collaboration on our servers
- StrataLogica Community access

Contact us for more information about pricing.



Start your **FREE TRIAL**.
Go to www.stratalogica.com

Visit stratalogica.com for current technical specifications.



STRATALOGICA: INTERMEDIATE POLITICAL & PHYSICAL DIGITAL PACKAGE

Designed for teachers and their intermediate students—features prominent country and state names, major rivers, natural region colors and easy to understand thematic content layers. Helps teachers teach and students learn about their state and country, natural vegetation, landforms and other features.

INTERMEDIATE POLITICAL CONTENT LAYER

- Supports learning more about your state, country and world in greater depth
- Focuses on population along with shapes, sizes and locations of states and countries

INTERMEDIATE PHYSICAL CONTENT LAYER

- Supports learning about the history of your state, country and our world
- Focuses on natural vegetation, landforms and big patterns

STRATALOGICA CLASSROOM LICENSE INCLUDES:

- Intermediate Political & Physical Series 3D & 2D content layers
- New Discovery Series 3D content layers
- Outline Series 3D & 2D content layers
- Our Country's Government chart
- Texas State map
- 1 teacher login account
- 40 student login accounts
- Secure file storage and collaboration on our servers
- StrataLogica Community access

Contact us for more information about pricing.

STRATALOGICA: LAND COVER, POLITICAL AND SCULPTURAL RELIEF DIGITAL PACKAGE

Designed for teachers and advancing students—learn about our world using land cover, advanced political content and detailed physical features.

LAND COVER CONTENT LAYER

- Helps students understand what events affect global impact
- Focuses on cropland, natural vegetation, landforms and water features along with vivid relief shading for land and sea
- Thematic content layers include Growing Season, Population, Rainfall

POLITICAL RELIEF CONTENT LAYER

- Advanced content and level of detail—political boundaries for countries and states show with exceptional clarity
- Highly accurate and dramatic relief shading reveals context of human activity on both land and sea
- Thematic content layers prompt inquiry and help explain patterns that affect our world

SCULPTURAL RELIEF CONTENT LAYER

- Detailed depiction of physical features along with political information
- Land colors show elevation, ocean colors show depths
- Thematic content layers help explain factors that influence global situations

STRATALOGICA CLASSROOM LICENSE INCLUDES:

- Land Cover, Political and Sculptural Relief Series 3D & 2D content layers
- New Discovery Series 3D content layers
- Outline Series 3D & 2D content layers
- Texas State map
- 1 teacher login account
- 200 student login accounts
- Secure file storage and collaboration on our servers
- StrataLogica Community access

Contact us for more information about pricing.



World History
Series

STRATALOGICA: WORLD HISTORY SERIES DIGITAL PACKAGE



Land
Cover
Series



Political
Relief
Series



Sculptural
Relief
Series

WORLD HISTORY SERIES CONTENT LAYERS

- Features bright colors, bold graphics and embedded pop-up content
- Each of the 32 history layers comes with teacher's guide content to provide help in preparing lessons along with notes to help understand the content

LAND COVER, POLITICAL AND SCULPTURAL RELIEF CONTENT LAYERS

- Provides rich content for use when comparing and contrasting with history content (for more details see page 17)

Visit stratalogica.com for current technical specifications.



PERFECT FIT

- Use with interactive whiteboards
- 1:1 classrooms—laptops or iPads
- LCD projectors and screens
- 24/7—anywhere with an internet connection

32 content layers on civilizations, empires and conflicts from early Mesopotamia to present day.

- 1 Empires of the Fertile Crescent
- 2 Kingdoms of Ancient Egypt
- 3 Dynasties of Ancient China
- 4 Religions of Ancient India
- 5 Ancient Greece
- 6 Alexander's Empire
- 7 Roman Empire
- 8 Barbarian Invasions of Roman Empire
- 9 Silk Road and Eurasian Trade, 400–1500
- 10 Byzantine Empire
- 11 Medieval Europe
- 12 Spread of Islam, 622–1500
- 13 The Crusades
- 14 China in the Middle Ages
- 15 Mongol Conquests
- 16 Shogun Japan, 552–1868
- 17 Age of Exploration
- 18 Maya, Aztec, and Inca
- 19 Europe in the Americas, 1492–1750
- 20 Ghana, Mali, and Songhai
- 21 Ottoman Empire, 1300–1683
- 22 Reformation and Counter Reformation
- 23 European Trading Empires, 1770
- 24 India and the Mughal Empire, 1526–1818
- 25 Independence in the Americas
- 26 Napoleon's Europe
- 27 Europe After the Congress of Vienna, 1815–1878
- 28 Africa Under Foreign Rule, 1875–1914
- 29 World War I
- 30 World War II
- 31 Cold War Conflicts
- 32 World Conflicts Since 1991

STRATALOGICA CLASSROOM LICENSE INCLUDES:

- 32 World History Series 3D & 2D content layers
- Land Cover, Political and Sculptural Relief 3D & 2D layers
- New Discovery Series 3D content layers
- Outline Series 3D & 2D content layers
- Texas State map
- 1 teacher login account
- 200 student login accounts
- Secure file storage and collaboration on our servers
- StrataLogica Community access

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STRATALOGICA: UNITED STATES HISTORY SERIES DIGITAL PACKAGE

Land Cover Series



Political Relief Series



Sculptural Relief Series



UNITED STATES HISTORY SERIES CONTENT LAYERS

- Features bright colors, bold graphics and embedded pop-up content
- Each of the 32 history layers comes with teacher's guide content to provide help in preparing lessons along with notes to help understand the content

LAND COVER, POLITICAL AND SCULPTURAL RELIEF CONTENT LAYERS

- Provides rich content for use when comparing and contrasting with history content (for more details see page 17)

Visit stratalogica.com for current technical specifications.



PERFECT FIT

- Use with interactive whiteboards
- 1:1 classrooms—laptops or iPads
- LCD projectors and screens
- 24/7—anywhere with an internet connection

32 content layers from the time of the original inhabitants to the most recent immigration patterns.

- 1* Native Americans, 1500
- 2* Spanish Explorers, 1492–1543
- 3* English, French, and Dutch Explorers, 1497–1682
- 4 The Great Exchange, 1492–1640s
- 5* European Settlements, 1640
- 6* Thirteen Colonies, 1750
- 7* Slavery in the Americas, 1400s to 1800s
- 8* Revolutionary War, 1775–1781
- 9* American Expansion, 1803–1853
- 10* Explorations of the West, 1804–1844
- 11* Trails West, 1821–1861
- 12 War With Mexico, 1846–1848
- 13 Slavery Divides the Nation, 1820–1857
- 14 Slavery and the Economy, 1860
- 15* The Union and the Confederacy, 1861–1865
- 16* Civil War, 1861–1865
- 17 Indian Wars, 1622–1890
- 18* Railroads Transform the West, 1860–1893
- 19 Resources Feed U.S. Industry, 1860–1900
- 20* Immigrants, 1895–1929
- 21 World War I in Europe, 1914–1918
- 22 Great Depression and Dust Bowl, 1929–1940
- 23 World War II in Europe, 1939–1942
- 24 World War II in Europe, 1942–1945
- 25 World War II in the Pacific, 1941–1945
- 26* The Great Migration, 1940–1970
- 27 Korean War, 1950–1953
- 28 Cold War, 1945–1991
- 29 Vietnam War, 1957–1975
- 30 Persian Gulf War, 1990–1991
- 31 A Shifting Population, 1990–1995
- 32* Immigrants Since 1970

* Elementary U.S. History titles

STRATALOGICA CLASSROOM LICENSE INCLUDES:

- 32 United States History Series 3D & 2D content layers
- Land Cover, Political and Sculptural Relief 3D & 2D layers
- New Discovery Series 3D content layers
- Outline Series 3D & 2D content layers
- Texas State map
- 1 teacher login account
- 200 student login accounts
- Secure file storage and collaboration on our servers
- StrataLogica Community access

Contact us for more information about pricing.

AVAILABLE TEXAS HISTORY TITLES

- Native Americans in Texas
 - Spanish Settlements in Texas
 - Republic of Texas
 - Energy Resources in Texas
- Developed exclusively for Texas schools to support the newest Social Studies TEKS, these titles feature interactive 3D and 2D Texas content designed to engage students in learning about Texas and U.S. History.
- Ask us about our Grade 4 and Grade 7 Texas History Digital Packages.



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The Mysterium ECONOMICS Series
SCARCITY AND CHOICE

What influences your choices?

Needs and Wants
Resources
Scarcity
Choice

Income:
Allowance
Wages
Gifts
Dividends
Interest
TOTAL

Choice 2
Pros

Soft Drinks
Salty Snacks

The Mysterium U.S. GOVERNMENT & CIVICS Series
From Bill to Law

HOUSE OF REPRESENTATIVES
Representative submits
BILL

House gives bill a number
Bill is assigned to committee
Report is submitted to full House
Bill dies
Oil

Government Series Charts

**STRATALOGICA:
SOCIAL STUDIES CHARTS
DIGITAL PACKAGES**

ECONOMICS SERIES CHARTS

- Focus discussion and clarify economic concepts and relationships
- Zoom in and add content
- Teacher's guide with notes and activities included as PDF files

8 Content Layers:

Scarcity and Choice
Supply and Demand
Types of Businesses
Banking and Investing
Measuring the Economy
U.S. Government and the Economy
Comparing Economies
Global Trade

GOVERNMENT SERIES CHARTS

- Ideal for government and civics classes, as well as U.S. History classes
- Students and teachers can zoom in and add their own content
- Teacher's guide with notes and activities included as PDF files

8 Content Layers:

American Democratic Ideals
The Bill of Rights
Amending the Constitution
Branches of Our Government
From Bill to Law
Supreme Court Cases
Comparing Governments
Citizenship in Action

STRATALOGICA: OUTLINE ACTIVITY GLOBE & MAPS

Included with most StrataLogica digital packages, outline content is appropriate for primary through secondary grade levels. Use 3D and 2D outline globe and maps for an endless number of activities, lessons, assignments and presentations.



Use the Tool Bar to add your own content or suggest an activity.



Mark the map using the Tool Bar. Create a PDF to print or save.

3D Outline layers

- Work on a 3D outline activity globe—toggle borders, rivers, relief shading
- Add markings, symbols, labels, pushpins with photos, videos and text
- Create and send lessons, assignments and presentations
- Drill down to satellite imagery and 3D terrain and buildings

2D Outline layers

- Close to 200 maps of continents, countries, states and more
- Use the Tool Bar to mark on maps and add labels and a variety of symbols
- Create PDFs to print, save and e-mail



Start your **FREE TRIAL**.
Go to www.stratalogica.com

STRATALOGICA CLASSROOM LICENSE INCLUDES:

ECONOMICS SERIES*

- 8 Economics Series 2D content layers
- 1 teacher login account
- 200 student login accounts
- StrataLogica Community access

Contact us for pricing information.

U.S. GOVERNMENT & CIVICS SERIES*

- 8 U.S. Government & Civics Series 2D content layers
- 1 teacher login account
- 200 student login accounts
- StrataLogica Community access

Contact us for pricing information.

* Content for desktop only, not available for iPad.



STRATALOGICA: E-BOOK ATLASES DIGITAL PACKAGES

Put a digital atlas in front of every student whether you are using computers or iPads. Simply choose the age-appropriate atlas that supports your curriculum. E-book atlases include access to Outline Series content (see page 23 for more information).

CLICK THROUGH YOUR ATLAS ONE SPREAD AT A TIME— THEN PAN AND ZOOM TO ENLARGE AND FOCUS ON CONTENT

- Display atlas spreads on an interactive whiteboard or projection screen to direct attention and encourage discussion
- Click, tap or pinch to enlarge graphs, timelines, photos and maps
- Use thumbnails or arrows to seamlessly “flip through” the atlas for an overview or reference

USE THE TOOL BAR TO INTERACT WITH CONTENT

- Open student activities and lessons
- Navigate between atlases

Visit stratalogica.com for current technical specifications.



Start your **FREE TRIAL**.
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STRATLOGICA CLASSROOM LICENSE INCLUDES:

- 1 teacher login account plus student logins
- Atlas content for computer or iPad
- Digital student activities
- Appropriate StrataLogica reference package
- Outline Series 3D and 2D content layers

DIGITAL ATLAS PACKS

Block Buddy Atlas, 48 pages
(40 student logins)

World Atlas, 120 pages
(200 student logins)

Nystronaut Atlas, 48 pages
(40 student logins)

Atlas del Mundo, 120 pages
(200 student logins)

Map Champ Atlas, 56 pages
(40 student logins)

Atlas of World History, 2nd ed.,
144 pages
(200 student logins)

Junior Geographer Atlas, 88 pages
(40 student logins)

Atlas of United States History,
128 pages
(200 student logins)

Atlas para los Jóvenes Geógrafos,
88 pages
(40 student logins)

Desk Atlas, 224 pages
(200 student logins)

Atlas of Our Country's History,
88 pages
(40 student logins)

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VISIT stratalogica.com

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HERFF JONES
NYSTROM



GRADUATION



CLASS RINGS &
JEWELRY



YEARBOOKS



EDUCATIONAL
PUBLISHING



MOTIVATION &
RECOGNITION