

MAGNETIC + LEARNING

E-learning and interactive design has become a tool of choice for a lot of corporate and client based training, it's important to understand the target audience. E-learning has a direct effect on boosting morale, satisfaction and longevity. We all strive for a happy workforce and for happy customers. To make E-learning as engaging as possible for your learners you need to have a varied choice of film, infographics, animations and presentations.



Your learning champion – and partner

We are learning experts, reimagining quick and easy ways to get your information across to both clients and employees in a creative and compelling way. Our strength lies in our working knowledge and appreciation of what performs in the real world.

Here's a few businesses that we've helped.





OUR EXPERTISE

People learn and absorb information in different ways and at different speeds, providing a flexible and versatile educational solution is important.





OUR EXPERTISE

Here are some key areas of **our expertise**:



- Online handbooks
- Company handbooks
- On-site handbooks
- Health & Safety guides



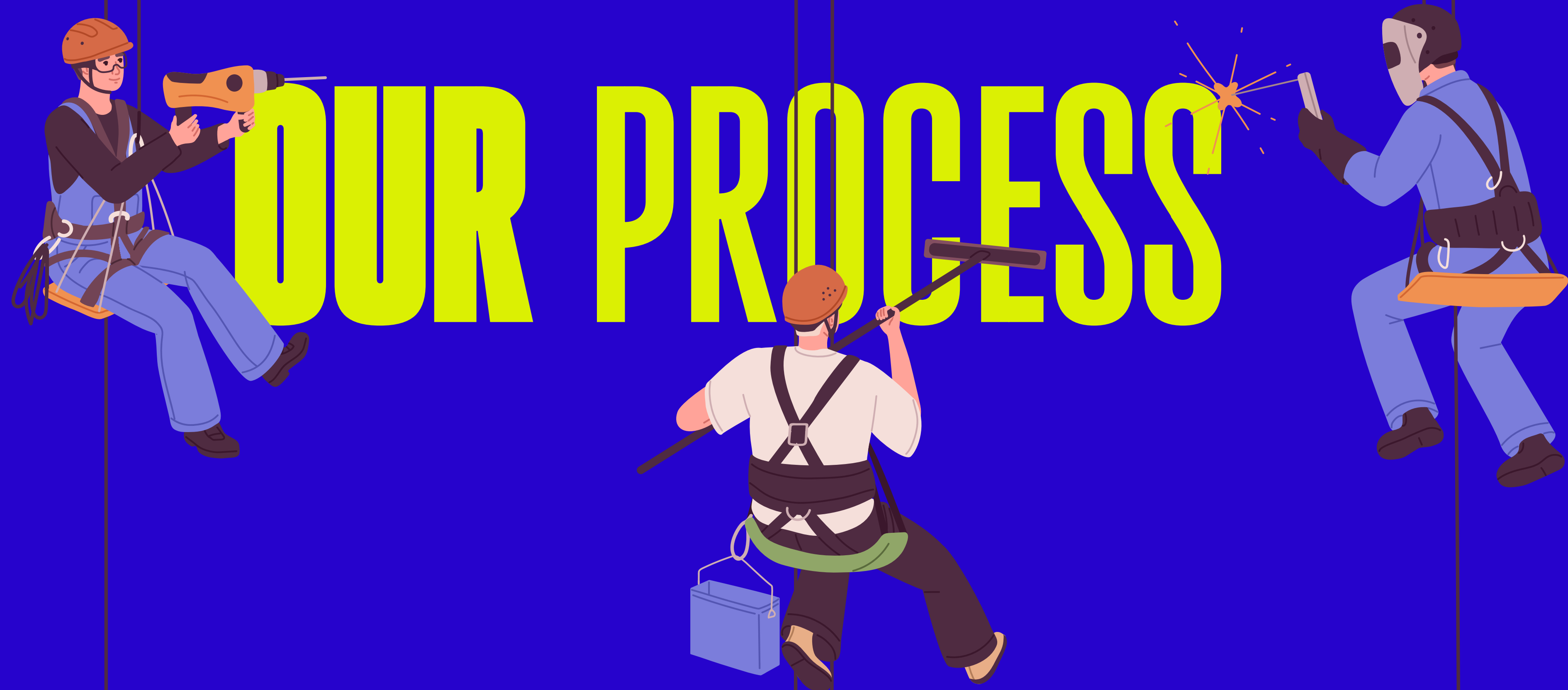
- E-learning courses
- Explainer videos
- How to guides



- Interactive guides & brochures
- Interactive PDFs
- iPad editions



- Interactive experiences



Kick off meeting and briefing

Defining the content

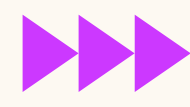
Initial findings and conceptual thoughts

Initial design and creation

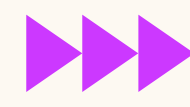
Design refinement

Final approval and handover

1



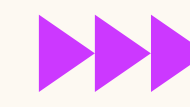
2



3



4



5



6





OUR PROCESS

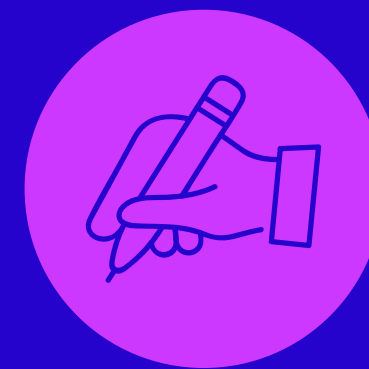


1 ▶▶▶

Kick off meeting and briefing

We listen, ask questions and learn all we can during this stage to enable us to best answer the clients brief.

At this point in time we will request brand guidelines and any previous work that might be relevant to the project.



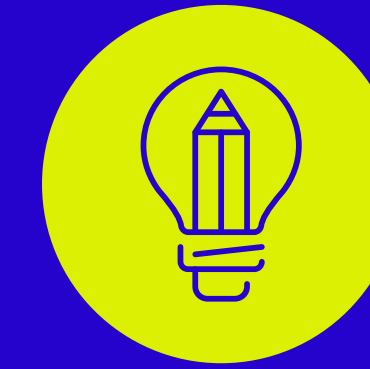
2 ▶▶▶

Defining the content

During this phase we will ask lots of questions to get the best results for your project.

Things like:

- Who is the project aimed at?
- How will they access it?
- Is it to go online or LMS system?
- Is it scripted?
- Is a storyboard required
- Does it require animation or video?
- Does it require the user to pass or complete?



3 ▶▶▶

Initial findings and conceptual thoughts

Once we have a clear view of the content and how best to present it we will research your business and the learning sector thoroughly and begin to put together some early conceptual thoughts and designs.





OUR PROCESS

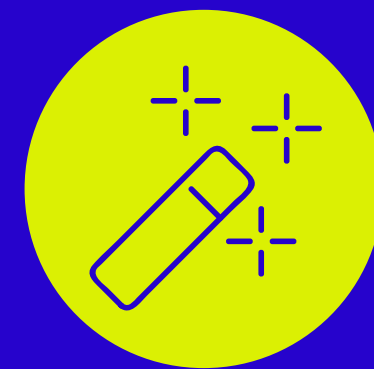


4 ▶▶▶

Initial design and creation

Once we have completed the initial stages we will start to put together designs for your project, if a storyboard is required this will be worked on during this stage and supplied for sign off before the rest of the project.

If the project requires a voice over then it's time to bring the script to life with the help of the right narrator. In this phase of the animation production process, you'll listen to some carefully selected examples and select your favourite.



5 ▶▶▶

Design refinement

We are committed to satisfying our clients to the fullest, so, as part of the production workflow, we'll send you a fully working version of the project for review for you to let us know if you would like to change anything.

It is important to remember that any changes to the script at this point could have knock-on effects to timeframes as well as add in additional costs, which is why we like to get sign off before storyboarding to limit the chances of this happening.



6 ●●●

Final approval and handover

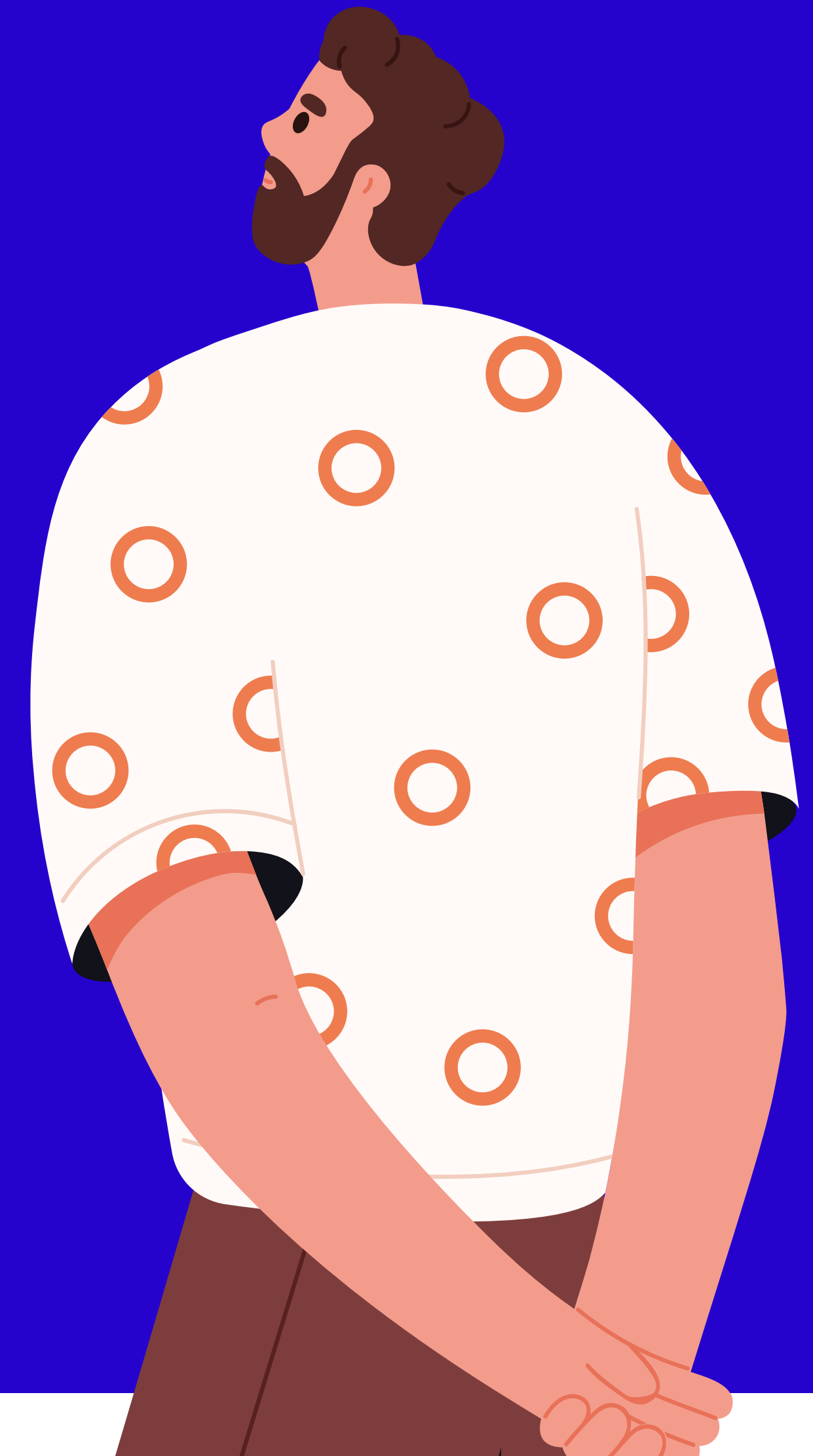
When both parties are happy with the project outcome we will supply all relevant files for project roll out. If you require files for your LMS system these can be supplied to your specifications.





GET IN TOUCH

Please don't hesitate to reach out for assistance, questions, or just a chat. We'd love to help to make your E-learning requirements a reality.



MAGNETIC.