

THE FLICK LEARNING CUSTOM PRODUCTION PROCESS

a simple guide to creating custom e-learning



STEP 1

the brief: what's the occasion?

We'll meet with you to clarify exactly what you need this course to do, and what you want your learners to know and understand as a result of it.

We'll explain the overall process to you, outline the various components, and talk you through the options.

taking measurements

We'll ask lots of questions to get a good feel for your organisation, and to understand who the intended audience will be. This helps us with fit in terms of the design, style, and tone of your course.



STEP 2

the proposal: how's this for size?

We reflect on what you've said, read any material you've given us, and do some thinking of our own.

We'll devise the layout of the course – in flick-sized topics, outlining the content of each, the overall narrative, and any other components – such as assessment, interactivity, special features and so on.

We'll include our thoughts on the look, design and style of your course.

We'll tell you how much it's going to cost, and provide you with a timescale.



STEP 3

pattern making

We write the content for the entire course, map it to screens, and plan all the activities.



STEP 4

stitching and weaving

We start to build each learning topic combining copy, design, animation, illustration and imagery.



STEP 5

more layers

We add in a number of games/activities to bring the contents to life, and we create the assessment to make it robust.



STEP 6

first fitting and alterations

We share the course internally, we play, we test, we discuss. We edit, we refine, we repeat.



STEP 7

second fitting and further alterations

Once we're happy with it, we'll share it with you.

We make adjustments if you need us to, and final alterations based on your feedback.



STEP 8

finishing touches

We add professional voiceover.

We prepare a Pinterest board and YouTube playlist; we gather or create useful additional resources



Ta- Daa

Give us a twirl – your custom e-learning course is ready to launch.

