



CUSTOM LEARNING
— design —

Services overview

Enabling businesses to advance
through the design of effective
learning programs



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As a leading training consultancy and elearning developer, we specialise in designing and delivering bespoke learning solutions that empower organisations to achieve their full potential in an ever-evolving business landscape.

At Custom Learning Design, we understand that each organisation has unique training needs. That's why we offer a wide range of services that are tailored to your requirements.

Our approach focuses on understanding your objectives and creating tailored training solutions that are suited to your needs.

We pride ourselves on designing engaging, interactive, and effective learning experiences that not only meet, but exceed, your expectations.

Explore our services and discover how Custom Learning Design can become your trusted Learning Solutions Partner.

Expertise and Experience

Our team of experienced consultants and instructional designers bring a wealth of knowledge and expertise to every project.

Our experience spans a wide range of industries, including healthcare, universities, transport, utilities, Government, finance, manufacturing, and more.

We have a proven track record of success in designing and developing learning solutions that increase the capability of a wide range of learners.

Innovative Approach

At Custom Learning Design, innovation is at the heart of everything we do.

We leverage the latest technologies and learning methodologies to create learning experiences that are not only proven to increase capabilities, but are also interactive and enjoyable.

Our approach ensures that learners remain engaged and apply skills and knowledge in a practical way.



Service Catalogue

Custom Learning Design offer a comprehensive range of learning services designed to meet the diverse needs of modern organisations. **Our services include:**

Learning Strategy and Consultation

Training Needs Analysis (TNA)

Identify learning gaps, audience needs, and business objectives.

Capability Mapping and Skills Matrix Design

Align learning goals with workforce competencies.

Learning Strategy Development

Roadmaps for scalable learning solutions across modalities.

Curriculum Architecture

Sequencing of learning pathways and program scaffolding.



Instructional Design and Content Planning

Instructional/Learning Design

Applying adult learning principles to structure engaging experiences.

Storyboarding

Detailed planning of screen-by-screen learning interactions, narration, and visual elements.

Assessment Strategy

Design of formative and summative assessment tools (interactive activities, gamification, simulations, quizzes, reflections).

AI-Enhanced Design Workflows

Use of artificial intelligence and automation for personalised learning pathways, voiceovers, bespoke videos, unique character development and rapid prototyping.



Multimedia and Asset Development

Voiceover Production

Advanced AI voiceover in multiple styles, accents and languages.

Click on the microphone to hear an example:



Graphic Design

Custom illustrations, characters, icons, infographics, and many other visual themes.

Example of a branded character designed for course narration:

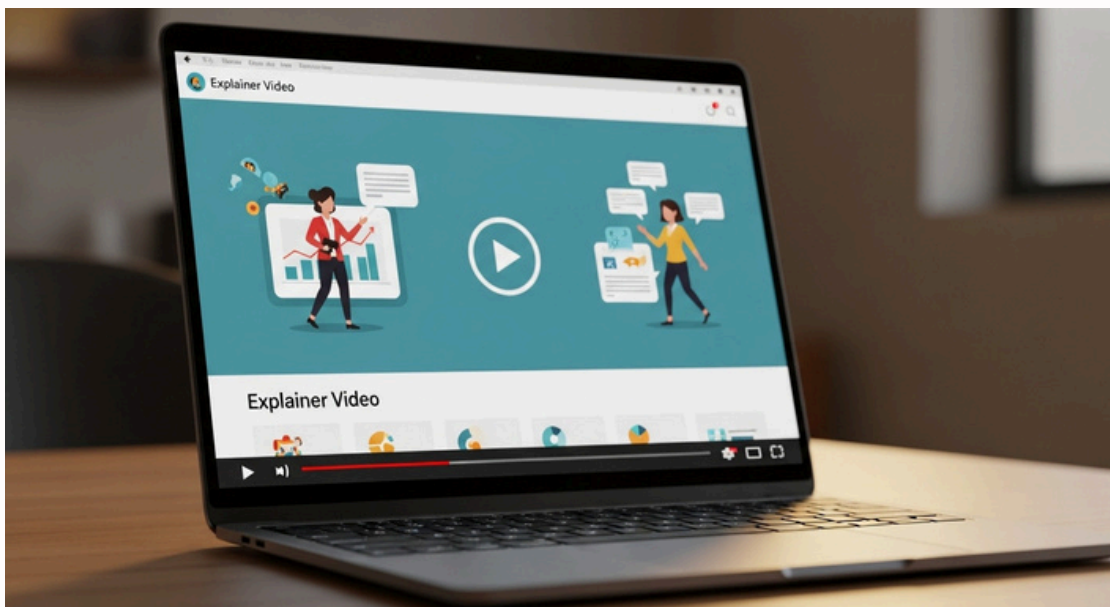


Multimedia and Asset Development

Video and Animation

Scenario videos, explainer animations, screen recordings, and branded intros/outros.

Examples of explainer videos:



eLearning Development

SCORM/xAPI Course Development

Responsive modules using Articulate Rise, Storyline, or preferred tools.

Microlearning and Scenario-Based Learning

Bite-sized lessons designed for just-in-time learning or on-the-job application.

Compliance and Induction Courses

Custom modules for onboarding, safety, and so on.

Examples of Articulate Storyline:



Learning Management Implementation

LMS Setup and Configuration

Branding, theming, enrolments, user roles, and dashboard design (e.g. Moodle, LearnDash).

Course Upload and Tracking Setup

SCORM/xAPI upload, completion tracking, reporting and badges/certificates.



Learner Experience Optimisation

Navigation support, mobile compatibility, language accessibility.

Automation and AI Integration

Auto-feedback, voice generation, and user journey optimisation.

Instructor-Led and Blended Training

Facilitator-Led Session Design (F2F/Virtual)

Session plans, presentation decks, activities, and participant workbooks.

Train-the-Trainer Programs

Support internal teams to deliver sessions confidently and consistently.

Blended Program Design

Combine eLearning, virtual workshops, and self-guided activities into a cohesive journey.

Evaluation and Continuous Improvement

Training Package Evaluation

Review and improve existing training against best practice and impact.

Learner Feedback Analysis

Post-course surveys, engagement analytics, and reporting.

Refresher Strategy and Update Planning

Maintain course relevance and keep content aligned with regulatory or business changes.

Featured Clients



dta



NAA



ARTC



V/Line



INLAND
RAIL



verizon



Premium
FLOORS AUSTRALIA



NEW
TECH
PEOPLE



Relationships Australia.



Our Commitment to Reconciliation

We acknowledge the Traditional Custodians of the lands on which we live and work, and we pay our respects to Elders past and present. We recognise the enduring connection of First Nations peoples to Country, culture, and community, and we honour their ongoing contributions to knowledge, learning, and leadership.



Custom Learning Design is proud to have an Innovate Reconciliation Action Plan. Through our RAP, we are committed to fostering respectful relationships, creating meaningful opportunities, and embedding culturally appropriate practices in all aspects of our work.

Our Innovate RAP is registered with Reconciliation Australia.



Let's Chat!

Whether you're planning a new learning initiative or enhancing existing programs, we're here to help.

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