

Expert-led video learning libraries for *world-class* brands.

Expert-led video learning libraries for the world's most admired brands.

750+ Experts

8000+ Lessons

400+ Courses

Welcome to *Madecraft*

At Madecraft, we love learning. When people learn well, they feel valued. They flourish and they thrive.	And finding the right learning takes time. Attention spans are short and no one wants to sift through reams of content that doesn't engage or inspire.
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Madecraft creates superb, expert-led digital learning, made with world-class production and decades of experience.

Explore our engaging catalog of ready-to-go courses. Or join some of the world's most admired brands to build custom learning that unlocks potential.

If you want to shape *exceptional people*, offer them *exceptional learning*.

Seamless video learning

Since our early days at Lynda.com and LinkedIn Learning, we've been in pursuit of video perfection.

We've since refined everything we know into a seamless process.

We'll walk you through script-writing to presentation skills, filming to mastering audio and beyond.

With purpose-built sound stages and custom studio sets, we offer ready-to-go content for licensed libraries, bespoke courses for brands, or your own certification program.

The result is a modern, expert-led video *learning library customized to your learners*

What we *offer*

License

Our **licensed content library** works in partnership with some of the world's biggest learning providers. If you've ever browsed courses on LinkedIn Learning or Udacity, you've met Madecraft.

Custom

Our **custom courses** are personalized to your brand voice and learning goals. Nimble made, and with everything taken care of, we've developed bespoke content for Adobe, Meta, Google, and Microsoft.

Certification

Our **custom certification** programs test knowledge and endorse your learners, inspiring them to further success. They're a great way for your company to stand out by offering expertise to your employees or audience...

Licensed content *library*

A ready-to-go content catalog for licensed distribution

- 500+ micro-learning courses
- Led by experts, not actors
- New courses added daily
- Diverse content library spanning the most in-demand Business and Technology topics
- Easy access through Madecraft's course library or your LMS Influence Madecraft's library with a build fee



Custom *courses*

Create a bespoke course, with Madecraft expertise. Yours to own or share.

- Personalized micro-learning that's entirely on-brand
- Custom content mapped to your goals
- A streamlined process that's tried and trusted
- Backed by 20 years of industry experience

Custom *certifications*

Create a branded certification program that inspires learners to grow.

- Personalized to your own brand and learning goals
- Test knowledge with quizzes and exercises
- Inspire learning and brand loyalty through expert content
- Own or sponsor world-class certification programs

The pursuit of
excellence.

Our 14 steps to
video perfection

— *One*

Start with the
end in mind.

Topic, title, idea,
outcome. In
partnership with
you, we lay a tailor-
made foundation
that covers every
detail, based on your
audience and goals.

— *Two*

Work with the
best.

Actors are fine, but
experts are best.
That's who we find
to work with. Every
one of our expert
authors has deep
expertise and we
coach them for the
best presentation.

— *Three*

Understand
engagement.

To teach well, we
think hard about
how people learn.
Our flexible 2-5
minute micro-
lessons are a proven
route to engage
learners.

— *Four*

Get a
contract.

Permits, contracts,
and asset rights can
be a headache. We
handle all of it on
your behalf.

*— Five***Write a great script.**

Along with a producer and instructional designer, we'll guide the scriptwriting method. To date, we've written and refined thousands of authentic scripts.

*— Six***Get the set right.**

No green screens. We engineer sets with elegance at our Santa Barbara sound stages which are purpose-built for filming.

*— Seven***Look the part.**

We make stylish work, maintaining our library so that it's always fresh and up-to-date. Award-winning artists and stylists make sure presenters look and feel their best.

*— Eight***Record with excellence.**

Only 4K cinema quality will do. Our team of live-action specialists seek excellence in everything from lighting to sound.

*— Nine***Storyboard intensely.**

No detail is too small. Word by word, sentence by sentence, scene by scene, we make sure that what happens on screen is exactly what you had in mind.

*— Ten***Edit with purpose.**

We edit with our eyes on the prize: instructional content that's engaging, valuable, enjoyable, and easy to digest.

*— Eleven***Master motion and audio.**

Not too much, not too little. We use tables, charts and animation to help, not overwhelm and strive for clear, clean, crisp sound.

*— Twelve***Check, check, check.**

Details matter. Independent third-party reviewers give us a sensitive, smart, and thoughtful second opinion on every video.

*— Thirteen***Create a media kit.**

And make it comprehensive. Author headshots, bios, course descriptions, SEO titles, and more. It's all tied to your learning goals and mapped to the Table of Contents.

*— Fourteen***Your course, delivered.**

Done, as promised, just as the package you ordered. The delivery of the finished course includes all video files.

Contact *us*

We're here to listen and create the learning you need. Get in touch to explore ready-to-go or bespoke video learning libraries.

If you want to shape exceptional people, offer them exceptional learning.

Your key *contacts*:

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