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







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.

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



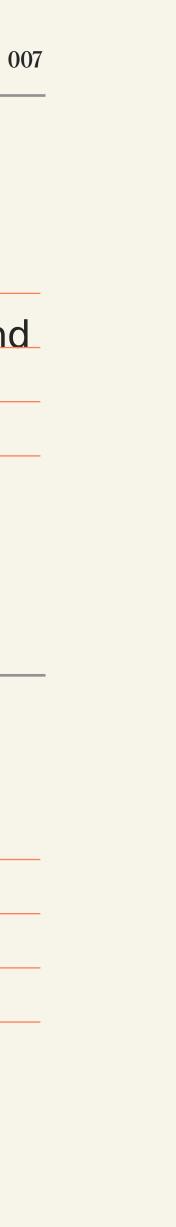
Our licensed content library works in partnership with some of the world's biggest learning providers. If you've ever browsed courses on LinkedIn Learning or Udacity, you've met Madecraft.

Custom

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



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 tailormade foundation that covers every detail, based on your audience and goals.

-Two

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.

Work with the

— Three

Understand engagement.

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



Geta 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 upto-date. Awardwinning 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, check.

Details matter. Independent thirdparty 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.



Your course, delivered.

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



Contact us

If you want to shape exceptional people, offer them exceptional learning. Get in touch to explore our ready-to-go learning libraries.

Your key *contacts*:

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