CONCENTRIC
Learning

INTRODUCTION

Concentric Learning is a boutique consultancy that develops contemporary online education and training courses for our clients.

Led by Chief Learning Designer, Erik Styles, we provide a client-focused service, offering end-to-end course design and development in-house with team continuity throughout each project.

Our team has extensive instructional and learning design experience across the tertiary sector, having led the development of online learning projects in Australia, North America and Europe. Our offering also includes the expertise of Chief Graphic Designer, Sarah Linklater, to ensure an engaging student experience in a well-designed, contemporary learning environment.

Our aim is to create an engaging learning experience with clear narrative structure that honours the learning process. We apply visual design principles to create a compelling, distraction-free environment that allows the learner to focus on learning.

"The expertise and quality of service provided by Concentric Learning was amazing. Staff established a collegial and supportive working environment. The patience and understanding of workload demands demonstrated by Concentric staff was commendable."

Associate Professor Sonia Ferns
Adjunct Curtin University and
Managing Partners LearnWork Consulting

WHY CONCENTRIC LEARNING?

A MULTI-DISCIPLINARY TEAM

We create learning experiences that are engaging, effective and enjoyable by combining learning design principles with the talents of a graphic design and user experience expert.

OUR SUCCESS IS YOUR SUCCESS

Our success is measured by your success and the success of your students. Our focus is to provide the highest quality, most engaging online learning solutions tailored to the specific needs of our clients.

A BOUTIQUE SOLUTION

Concentric Learning offers the depth of experience of a larger company with the consultative approach and attention of a boutique firm.

CUSTOMISED SOLUTIONS

We do not believe educational solutions ever come in one-size-fits-all packages and will work with your experts to ensure they are able to tell their unique story online as well as they do in the classroom.

RECEIVE OUR UNDIVIDED ATTENTION

Concentric Learning provides our services to a limited number of clients, which allows us to truly focus on your specific needs .

IN-HOUSE CAPABILITY

Our core team can design and build your course in-house, providing a seamless process and team continuity from creative vision through to final delivery.

LEARNER-DRIVEN SOLUTIONS

We believe the learning should drive the technology, rather than the other way around.

WORKING FOR YOU AND YOUR STUDENTS

We see our role as both consultant to the educator and advocate for the student.

WHO WE ARE

Concentric Learning is led by **Learning Designer, Erik Styles** and **Graphic Designer and Multimedia Developer, Sarah Linklater**.

Our team delivers full turn-key course development in-house, but also has a network of expert instructional designers and developers that allow Concentric Learning to scale projects when necessary through a flexible and collaborative team structure.

Our approach is:

- collaborative and consultative;
- strategic;
- lean / cost-effective;
- clean and contemporary;
- creative; and
- honours the client's vision and the subject matter expert's (SME) knowledge.

Our approach combines Erik's learning design, writing and project management experience with Sarah's brand and visual expertise to create an engaging, focused learning experience.

Our approachability to both professional and academic staff and ability to 'pull the best out of an academic and tell their story' provides a collaborative, highly creative working environment that results in top-quality finished courses.

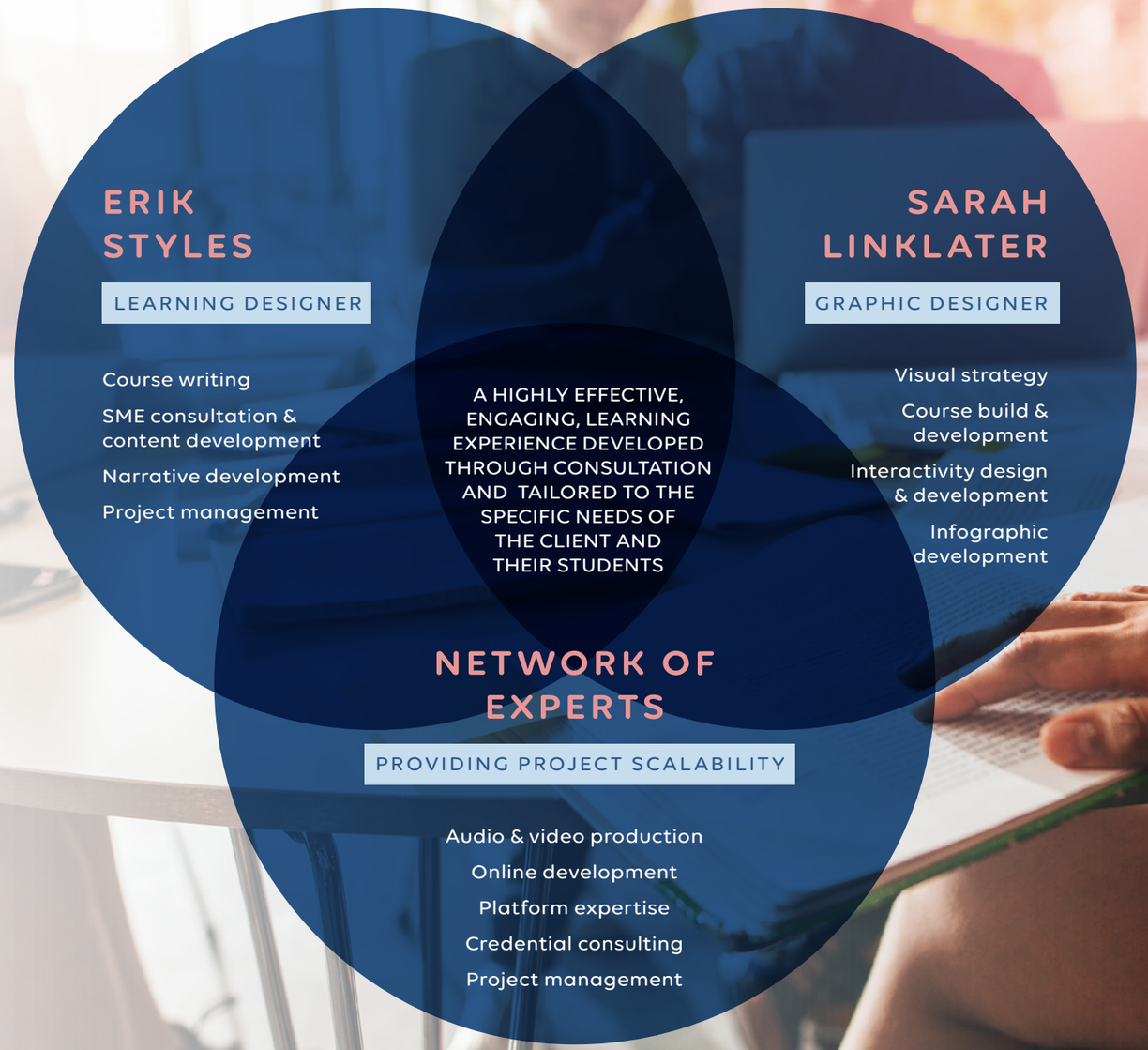
OUR EXPERIENCE

Since founding in 2017, Concentric Learning have worked with clients across Australia, North America and Europe (including RMIT, Curtin, UniSA, QUT, UTS, and Pearson) to deliver high quality learning experiences for students in a variety of subjects.

Prior to founding Concentric Learning, Erik served as Director of Curriculum and Instruction for Pearson USA and Course Development Manager for Pearson Australia, where he established their Learning Design division. Erik has been designing and delivering online learning solutions for higher education clients since 2004.

Through her graphic design business, Sarah's experience includes delivering graphic design and branding solutions for:

- Australian Broadcasting Corporation
- The European Union's EU-Australia Leadership Forum
- The Centre for Workplace Leadership (University of Melbourne),
- Carlton Connect Initiative (University of Melbourne)
- Future of Work Conference (Centre for Workplace Leadership / Faculty of Business & Economics, the University of Melbourne)
- The Study of Australian Leadership (University of Melbourne)
- University of Melbourne Library



"I've worked with Erik on 2 projects now (one internal and one with 4 other Aust unis) and he's very professional, quick to learn and understand our issues and always comes up with innovative and doable solutions. Very thorough and keeps us on track. Both projects have met deliverables with great outcomes."

Leoni Russell
Senior Advisor Learning & Teaching, RMIT University

OUR SERVICES

Concentric Learning specialises in end to end course development.

This includes everything from project scoping and analysis to design, development, implementation into your learning management system, and evaluation and revision of the course after the first teaching period.

We work with our institutional partners to determine the overall structure of the project based on the institution's needs and provides the appropriate level of each service. In some instances, Concentric Learning will provide distinct components of our overall service offering. This generally occurs where the partner institution has course development capability but is limited in capacity. In these instances, Concentric Learning works to seamlessly integrate into the institution's existing process.

Some examples of services provided in these instances include:

- Course design consultation
- Assessment design and creation
- Course blueprinting
- Storyboarding
- Interactivity Design and Development
- Video scripting and editing
- Existing course redesign
- Course branding & visual strategy
- Infographic design

"Erik was highly responsive, professional and supportive through our entire project. As the nature of our project was complex, largely through team structure, his patience and persistence was invaluable. I highly recommend Concentric Learning for their quality and personal attention to every detail."

A. Johns
Project Officer,
Work Integrated Learning, UniSA

METHODOLOGY

OUR APPROACH

There are a number of approaches to developing online learning solutions. While none of them represents a 'one size fits all solution', there are some best practices that Concentric Learning follows when designing an online solution for a learning partner.

These include:

- A thorough Needs Analysis phase to begin every project to ensure that we understand the ultimate goals of the learning solution
- A consultative approach to both designing the solution and the development schedule
- A 'backwards design' approach that establishes learning outcomes and objectives and how those will be assessed prior to design of the instructional component.
- A taxonomy based approach to objective and outcome creation
- A customizable design process informed by hundreds of projects and over decades of experience
- An ADDIE model based development process providing well defined stages and ample review cycles
- A thorough suite of per-designed templates for each process stage that are tailored to the needs of each individual learning partner

"I worked with Concentric Learning on a national project that involved a range of stakeholders. I found Concentric Learning fantastic to work with. They were responsive, adaptable and helped us deliver a top-quality product on time and within budget. I'd highly recommend them."

Natalie Colton
Industry Experiences Manager,
Global Partnerships & Engagement,
RMIT University

Want to learn more about how Concentric Learning can help you to deliver engaging and effective educational experiences for your learners?

Contact us to schedule a free consultation.

OUR PROCESS

Our process for course development is both robust and flexible, allowing for customisation to our client's needs.

BRIEFING PHASE

The briefing phase allows us to understand

DELIVERED ONCE PER PROJECT

COURSE REQUIREMENTS PHASE

Subject Matter Expert (SME) workshop

Course Requirements document developed

Delivery of content by SME

COURSE BLUEPRINT PHASE

Development of course Blueprint

DEVELOPMENT PHASE

Development of course, interactives and graphics within your LMS

Review cycle

Course sign off

DELIVERY

REPLICATED FOR EACH COURSE WITHIN A PROJECT, STARTING AT INTERVALS

concentric Learning

e-learning specialists · course design · content development

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