DESIGN AND DEVELOPMENT TIERS

	TIER 1: BASIC	TIER 2: Mid	TIER 3: Bespoke
Modules	✓ Up to 4	✓ Up to 6	✓ Up to 8
Time for Development	✓ 6 months	✓ 6-8 months	✓ 8-12 months
Course Mapping	✓ Included	✓ Included + light alignment to outcomes & assessments	✓ Full instructional design mapping + pedagogical strategy
Workshops	✓ 1 Mapping ✓ 1 Scripting ✓ 1 Presenters	✓ 1 Mapping ✓ 1 Scripting per course ✓ 1 Presenters per course ✓ 1 Course design, Interactivity and assessment	✓ 2 Mapping ✓ 1 Scripting ✓ 1 Presenter ✓ 1 Course design, Interactivity and assessment
Style Guide	✓ Basic colour template ✓ Intro/outro/lower thirds	✓ Custom template within brand ✓ Logo ✓ Intro/outro/lower thirds ✓ Basic background animation option	✓ Fully custom course identity ✓ Logo ✓ Intro/outro/lower thirds ✓ Advanced animation option
Assessments & Activities	✓ 1 MCQ per module ✓ 1 final MCQ	✓ 1 assessment per module ✓ 2 interactive activities per module ✓ 1 final course MCQ	✓ 2 assessments per module ✓ 4 interactive activities per module ✓ 1 final course MCQ ✓ Intro MCQ option ✓ Formative + summative mix ✓ Final graded task
Scripting	✓ Max 8 reviews per module	✓ Max 26 reviews per module + light editing support ✓ PLUS animation scripts	✓ Max 56 reviews per module + editing ✓ PLUS animation scripts
Paper Edits	✓ Max 8	✓ Max 26 ✓ PLUS animations	✓ Max 56 ✓ PLUS animations
Course Templates	✓ Included – academic populates	✓ Included – CILT populates structured pages	✓ Fully customised design templates – all content loaded by CILT
Graphics	**PER MODULE:** ✓ 5 simple ✓ 3 medium ✓ 1 complex ✓ Includes AI and Getty ✓ PPTs top & tail (2 per module)	**PER MODULE:** ✓ 10 simple ✓ 5 medium ✓ 3 complex per module ✓ Includes AI and Getty ✓ PPT design or redesign - max 26	**PER MODULE:** ✓ 20 simple ✓ 10 medium ✓ 5 complex ✓ Custom infographics ✓ Includes AI and Getty ✓ PPT design or redesign - max 56
Animation	–	✓ 3 per course	✓ 1 per module (max 8 per course)
Video Production	✓ OB1 only – 2 per module (total max 8) ✓ TOTAL VIDEOS 8	✓ OB1 – 2 per module (total max 12) OB2/podcast/vodcast studio - 2 per module (total max 12) ✓ On location - 2 per course (total max 2) ✓ TOTAL VIDEOS 26	✓ OB1 – 2 per module (total max 16) OB2/podcast/vodcast studio - 4 per module (total max 32) ✓ On location - 1 per module (total max 8) ✓ TOTAL VIDEOS 56
Video Editing	✓ VO added to PPTs	✓ Included	✓ Included
Build	✓ Shell build ✓ Content loaded by academic	✓ Full course build by CILT ✓ Academic reviews ✓ Accessibility check	✓ Full course build by CILT ✓ QA by CILT ✓ Accessibility check
Review	✓ 1 LD review (includes feedback cycle)	✓ 2 LD reviews (includes feedback cycle)	✓ 3 LD reviews (includes feedback cycle)
Extras	–	–	✓ Marketing banners ✓ Analytics dashboard setup ✓ Maintenance handover and training