YOUR  
LOGO

**COMPANY NAME**

E-LEARNING DESIGN PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Name/Company] for your e-learning design needs. We create engaging, interactive, and instructionally sound e-learning modules that enhance digital learning experiences.  
  
This proposal outlines how we will support [Client Name] in developing custom e-learning content aligned with your training goals.

# Problem or Opportunity

[Client Name] is looking to modernize training, improve knowledge retention, and offer flexible learning through high-quality digital courses that are scalable and accessible.

# Proposed Solution

We propose a custom e-learning solution that includes instructional design, multimedia integration, and LMS compatibility.  
  
Key Benefits:  
- Self-paced, interactive digital learning  
- Increased learner engagement and retention  
- Scalable training across teams or locations

# Scope of Work

Our e-learning design services include:  
  
- Instructional needs assessment and learning objectives  
- Storyboard creation and scriptwriting  
- Interactive slide design with visuals and animations  
- Voiceover integration and narration  
- LMS packaging (SCORM/xAPI formats)  
- User testing and feedback integration

# Timeline

Estimated timeline for design, development, and final delivery:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery & Planning | Define learning objectives and delivery format | [Start Date] |
| Design Phase | Storyboard and prototype development | [Date] |
| Development Phase | Create final course content | [Date] |
| Testing & Delivery | User testing and LMS packaging | [Completion Date] |

# Pricing

Estimated pricing for e-learning design services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Instructional Design | Needs analysis and storyboarding | [Amount] |
| Content Development | Slide design, interactivity, media | [Amount] |
| Final Packaging | SCORM/xAPI formatting and QA | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Name/Company] specializes in digital learning solutions that combine design, pedagogy, and technology.  
  
- Experience: [X] years in instructional design and e-learning  
- Tools: Articulate Storyline, Rise, Adobe Captivate, Camtasia  
- Mission: To help organizations educate and empower through smart, interactive learning

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Compliance training course for remote teams  
- Outcome: 98% completion rate and improved learner satisfaction scores  
  
Testimonial:  
“[Your Name/Company] delivered an e-learning experience that was both educational and enjoyable. Our team loved it.” — [Client Name], [Title], [Organization]

# Terms and Conditions

Payment Terms: 50% deposit, 50% upon delivery.  
Revisions: Two rounds of revisions per module included.  
Delivery Format: SCORM 1.2, SCORM 2004, or xAPI as required.

# Acceptance

To proceed with the e-learning design engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_