Delivering Multilingual Online Learning Experiences at Scale

Client & Context

A multinational company with operations in 70 countries planned to roll out ten specialized e-learning courses (each lasting approximately 2-3 hours) to its global workforce, suppliers, and clients. Originally developed in English and hosted on the Open edX platform, the courses needed to be localized into Spanish, French, and German–replicating the quality, interactivity, and brand consistency of the original courses in each target language. This was not a simple translation task, it was a **full-scale localization project involving multimedia adaptation, interactive elements, and technical integration.**

Challenge

The courses combined multiple content formats–HTML pages, interactive H5P modules, images with embedded text, and videos–each with its own technical and creative requirements. The goal was to adapt all content into three languages while keeping design integrity and platform functionality.

Key constraints included:

- Technical knowledge of the Open edX platform.
- Coordination of a multi-skilled team, including linguists, desktop publishing (DTP) specialists, and technical experts.
- Managing a total of ~150,000 words across three languages.
- Ensuring consistency in terminology and user experience across all versions.

Approach

We assembled a dedicated team of six linguists, a DTP team, and one project manager who also served as the technical lead.

Our workflow included:

- **AI Translation & Post-editing:** Leveraging specialized translation tools to ensure linguistic accuracy and consistency across all content.
- **Multimedia & DTP:** Recreating images containing text using Adobe InDesign and Photoshop to align with brand guidelines.
- **Video Localization:** Creating and synchronizing subtitles in all target languages using a specific technical tool for this task.

- **Interactive Content:** Localizing and testing H5P modules to ensure they worked seamlessly in each language.
- **Technical Integration:** Recreating the courses directly into Open edX using HTML coding and testing its functionality.
- **Final eye:** A final full-course review in each language to verify accuracy, formatting, and overall learner experience before delivery done by our SMEs and linguists.

In total, the DTP component required around 130 hours of work, and the final editing for the 10 courses took around 25 hours per language. The entire process was supported by rigorous quality assurance to catch and resolve any linguistic or technical issues before launch.

Results

We delivered fully localized, functional courses in three languages within the agreed timeframe. The learner experience remained consistent and smooth across all versions, with all interactive elements kept as is. Thanks to a robust QA process, post-deployment revisions were minimal. The simultaneous release of all three versions allowed the client to expand access to specialized training across their global workforce, suppliers, and clients, improving knowledge accessibility and ensuring compliance readiness.

Takeaway

Large-scale e-learning localization demands a balance of linguistic precision, multimedia expertise, and technical adaptability. By integrating these capabilities under a coordinated project workflow, we were able to deliver a solution that was both technically flawless and engaging for learners worldwide.