

## ***ABSTRACT***

*E-learning based learning has been widely implemented in several education centers. One of them is Telkom University (Tel-U). Through the Center for e-Learning and Open Education (CeLOE) program established by Tel-U e-learning education can be enjoyed by students. However, on the way CeLOE encountered several obstacles, including the very rigid teaching materials which could have an impact on the reduced learning power of students. To solve this, a team called the Creative Content Team was formed through the CeLOE content development team. This team is tasked with providing designs and animations for lecturers' material which is mostly full text. The CCT workflow includes material, design, assets, animation and visualization, testing, export to video. The final goal is that videos watched by students for learning facilities can be more interesting and less rigid. Thus, it will provoke interest in learning for students in the Tel-U area.*

*Keyword: Telkom University, CeLOE, CCT*