

ABSTRACT

Innovations in the field of information and communication technology open opportunities to be utilized in various areas of human life, including education. The use of technology in the learning process gives birth to IT-based learning or commonly known as e-learning. Center for e-Learning and Open Education (CeLOE) is a program that focuses on the transformation of education with the use of information technology owned by Telkom University. The learning video at Telkom University was created by CeLOE. In e-learning, many online learning media are used as learning media, one of which is through learning videos. Learning video is a medium that presents audio and visuals containing learning messages both containing concepts, principles, procedures, theory of knowledge applications to help understanding a learning material. However, relying on learning videos alone is ineffective. Therefore, the application of motion graphics in learning videos is required. Motion graphics are a combination of visual media that combines the language of a movie with a graphic design. By applying motion graphics can provide interactive learning videos that are innovative, interesting and easy to understand.

Keywords: e-Learning, CeLOE, Learning Videos, Motion Graphic