

## **ABSTRACT**

*Innovation in the field of Information and Communication Technology (ICT) allows computer media to disseminate information. The development of ICT and the high needs and challenges in education have triggered the development of e-learning. One of the difficulties in creating online learning video content is how to design video content that is both informative and interesting to watch. This activity aims to produce instructional video content that is both informative and interesting to watch. To attract students to study online, video content must be attractive and also animate. One solution to the existing problem is to apply several theories and principles. These theories and principles include five cognitive processes from the journal Cognitive Theory of Multimedia Learning, color theory, and 12 basic animation principles from a book called The Illusion of Life: Disney Animation. From activities that have been carried out for almost one year, CCT can produce learning video assets that are not only informative but also interesting to watch, and this is based on the number of assets created and the use of assets that CeLOE has used as the developer of the online learning platform at Telkom University. Based on the activities that have been carried out, it can be concluded that the video assets made are more informative and visually attractive. This is because the material displayed is a moving 2D object (animate).*

*Keywords: Motion Graphics, E-learning, LMS, CeLOE*