

## ABSTRACT

*Education in Indonesia continues to face challenges in improving quality, particularly in literacy, numeracy, and science, as reflected in the PISA (Programme for International Student Assessment) 2022 report, which ranks Indonesia below the international average (OECD, 2022). One contributing factor to this issue is the lack of teachers' understanding of formative assessment and the limited availability of digital-based learning media. This study aims to design an interactive educational video to support the implementation of the Merdeka Curriculum, specifically in assisting teachers in comprehending and applying formative assessment. The research employs observation, documentary study, and an analysis of educational video production references. The video was developed through three key phases: pre-production, production, and post-production, incorporating visual communication principles and the 5C cinematography concept to enhance narrative clarity and visual aesthetics. The educational video is exclusively accessible via the Merdeka Mengajar Platform, designed for teachers as part of their professional development. By integrating structured cinematographic techniques and visual communication elements, this video aims to facilitate teachers' understanding of formative assessment and enhance their engagement in digital learning. The video also serves as a reference for future digital learning media development.*

**Keywords:** *Visual Communication, 5C Cinematography, Educational Video, Merdeka Mengajar Platform, Formative Assessment.*