

# Camtasia Studio Workshop

Institute for Extended Learning



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# CAMTASIA :: INTRODUCTION

## Workshop Description, Goals, and Outcomes

This workshop will introduce you to Camtasia Studio, a powerful screen capture program, and its most useful features. The workshop will also offer suggestions for the appropriate uses of screen computer movies in education and an overview of seven researched-based principles for multimedia design.

### Goals:

- ✓ Create instructionally effective tutorials or demonstrations using Camtasia.
- ✓ Make projects that are accessible to students using dial-up Internet accounts.
- ✓ Apply multimedia design principles to Camtasia projects.
- ✓ Use Camtasia to narrate PowerPoint presentations (if time permits).

### Outcomes:

- ✓ Develop a storyboard for a project that will achieve desired student learning outcomes.
- ✓ Record, narrate, and enhance a screen capture movie for classroom use.
- ✓ Determine and apply settings for final project to make it as accessible for students with dial-up accounts.
- ✓ Create a script and add narration to a PowerPoint presentation (if time permits).

### Workshop Web Site:

<http://iel-camtasia.blogspot.com/>



# CAMTASIA :: INTRODUCTION

## Schedule

9:00 — 9:05am	Introductions and overview
9:05 — 9:20am	Examples of educational uses of Camtasia
9:20 — 9:35am	Overview of Camtasia and tips for good projects
9:35 — 10:15am	Record and edit screen capture movie
10:15 — 11:30 am	Enhance movie with callouts, zooms, titles, etc.
11:30 — 11:50am	Produce accessible project
11:50 — 12:05pm	Multimedia principles
12:05 — 1:00pm	Narrating PowerPoint
1:00 — 2:00pm	Lunch
2:00 — 4:00pm	Lab time for Camtasia projects

## 4 Stages of Training

Stage 1: Unconscious and Incompetent

Stage 2: Conscious and Incompetent

Stage 3: Conscious and Competent

Stage 4:



## **CAMTASIA :: INTRODUCTION**

### **How can screen capture videos be used in teaching?**

- ✓ **Tutorials**
- ✓ **Demonstrations**
- ✓ **PowerPoint lectures**
- ✓ **Feedback on student work**
- ✓ **Online orientations**

### **What are the potential benefits to students?**

- ✓ **See and hear – 2 communication channels used**
- ✓ **24/7 availability**
- ✓ **View and review as often as desired**



## CAMTASIA :: SCREEN CAPTURE TIPS

### 10 Tips for Good Screen Capture Projects

1. Create a storyboard (see page 11 for example) that includes
  - a. Learning outcome(s) of your project
  - b. List of what students will see and hear
  - c. Detailed plan for each scene
  - d. Script for narration
  - e. Plan for callouts and other special effects
2. Limit presentation to 10 – 15 minutes **MAXIMUM**.
  - a. Chunk longer content into shorter, logical sections then use web menu tool to produce a Camtasia Theater project.
3. **NEVER** record the entire screen - PowerPoint is the only exception to this rule.
  - a. Resize window to 800 by 600 to create smaller file sizes and ensure that presentation will fit in most screens.
4. Create and use a script for your narration.
5. Rehearse **BEFORE** recording. This will save you time in the long run.
6. Use “hotkeys” to start/pause and stop recording.
  - a. **F9** to **Start** or **Pause**
  - b. **F10** to **Stop**
7. Don't go too fast (students won't have enough time to process what they're seeing and hearing) or too slow (students will get bored).
8. Projects for web delivery should be produced in the Flash format.
9. Use mouse wisely – no extraneous movement.
10. Know when your project is good enough.

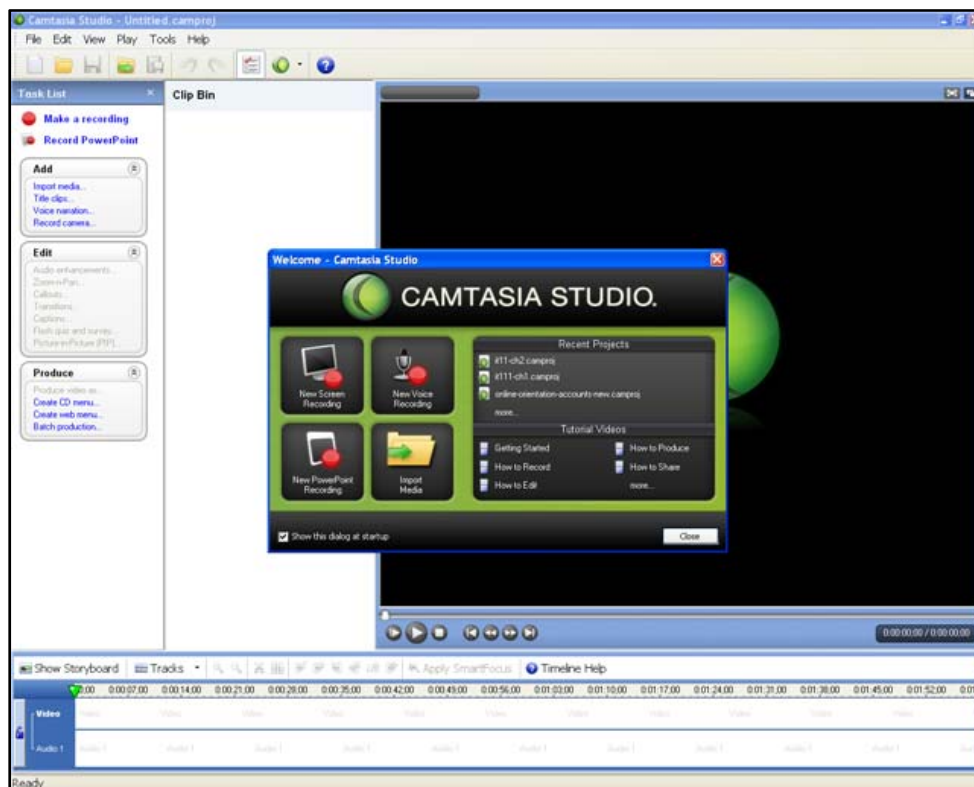


# CAMTASIA :: QUICK START GUIDE

## Getting Started with Camtasia

Camtasia uses its own software to create tutorials that show you how to use all of its features so I don't need to make step-by-step instructions for you. I do want to give some general getting started instructions that will make your project production go much more smoothly.

1. Before you launch Camtasia, open the application(s) you'll be using for your tutorial or demonstration.
2. Resize each application window to 800 by 600. A free program called "The Sizer" lets you resize windows to your exact specifications. Go to <http://www.brianapps.net/sizer.html> to get it.
3. When you launch Camtasia, the opening screen displays a dialog box with options for the type of recordings you can make. It also has links to tutorials that guide you through the production of a project.





## CAMTASIA :: QUICK START GUIDE

- If you select **New Screen Recording**, another dialog box will open where you can choose the area of the screen you want to record and configure your audio options.



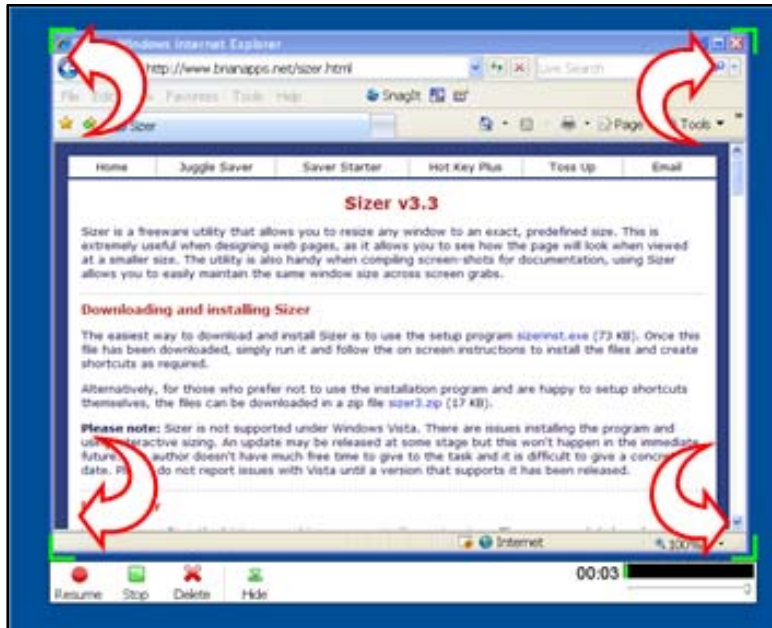
- Click the **Audio options** link and make sure your microphone is selected and that the volume is loud enough.
- Then click the **“Select area to record”** button. As you move your mouse over the screen, Camtasia will detect sections of the screen which makes it easy to select a window. If you want to select an area, click and drag your mouse from the top left to the bottom right corner of the area.
- A red **Record** button appears in the dialog box shown below. You can click it with your mouse or press the **F9 key** to start recording. I strongly recommend you use the **F9 key** to start your recording.



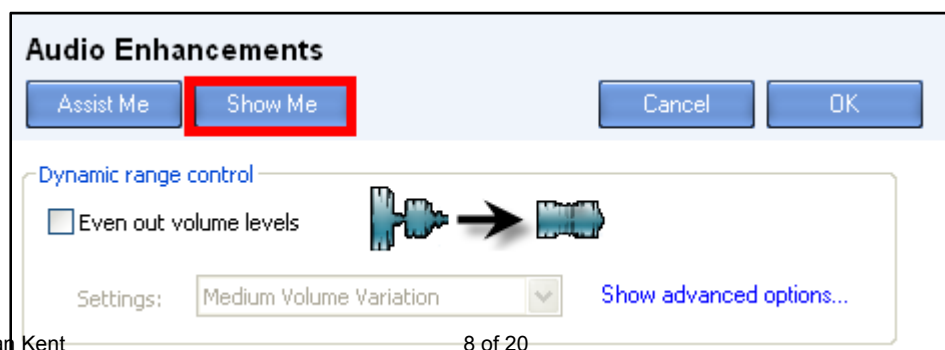


## CAMTASIA :: QUICK START GUIDE

- Green lines will appear around each corner of the area you're recording and when they begin to blink on and off, you are recording. I recommend you pause for three or four seconds before you begin narrating and again when you've finished. See figure below.



- After you complete your recording, press **F10** to stop and your recording will automatically be played back for you. If you like it, click the **Save** button. If you don't, click the **Delete** button and re-record.
- Most of the time, you'll want to edit and enhance your video after you've saved your recording. And, most of the time, you'll select **Web** from the Project Settings dialog box.
- Each editing task or enhancement feature has an **Assist Me** and a **Show Me** option. If you click the **Show Me** button, a tutorial will show you how to use the tool or feature.





## CAMTASIA :: QUICK START GUIDE

12. Last but not least, ALWAYS save your recording as a Camtasia Project BEFORE you begin editing it.

- a. Use a meaningful file name with no spaces when you save it. For example, a tutorial on using the format painter in Word might be called **word-format-painter-tutorial**.
- b. Pay attention to the location of the project file so you can find it again. Camtasia will automatically save all your files into a folder named Camtasia Studio in My Documents. But you can override this if you want to.
- c. The project file keeps track of all the pieces of your project so you can re-edit it in the future or produce it using a different delivery option.



## CAMTASIA :: PRACTICE SCRIPT

Hi, I'm your instructor, \_\_\_\_\_.

This quarter, in addition to our course content, I want you to learn more about how you learn. You'll use the VARK guide to learning styles to find out your preferences for taking in and putting out information in a learning context. Then you can apply some of the tips the web site offers for improving your studying and test taking in the class.

Open your favorite web browser and type in the following address to go to the VARK web site: [www.vark-learn.com](http://www.vark-learn.com).

After the VARK home page opens, click on the link labeled **Questionnaire** on the right side of the screen.

There are 16 questions and you can select as many answers as best explain your preferences. You can leave ones that don't apply blank. Completing the questionnaire should take about 5 minutes.

After you submit the questionnaire, you'll get a results page that looks like this. Many people, over 60% in fact, are multimodal meaning they have a variety of preferences.

If you're multimodal, take a few moments to read about this preference. Then select another preference to review. Let's look at the Visual Study Strategies page as an example.

The first part of this page has tips for taking in information and the next part has tips for preparing for tests and studying without tears.

Review the aural, read/write, and kinesthetic study strategies pages if they apply.

Here's what I want you to do next. Submit your short preferences summary and implementation plan in an email message to me. At the end of the quarter, I'll ask you to reflect on how useful the VARK learning guide was to you.



## CAMTASIA :: STORYBOARD EXAMPLE

### Project

#### VARK Web Site Demo

- Learning Outcomes
1. Students will take the online VARK questionnaire to determine their preferences for taking in and putting out information in a learning context.
  2. Students will examine the VARK helpsheets that pertain to their preference(s) and adopt some of the strategies provided.

### Assessment

At the end of the quarter, students will write a short reflection paper about using the VARK learning guide.

### Visual

VARK web site

When editing, add text callout with VARK web address.

### Narration

Hi, I'm your instructor, \_\_\_\_\_.

This quarter, in addition to our course content, I want you to learn more about how you learn. You'll use the VARK guide to learning styles to find out your preferences for taking in and putting out information in a learning context. Then you can apply some of the tips the web site offers for improving your studying and test taking in the class.

Open your favorite web browser and type in the following address to go to the VARK web site:  
[www.vark-learn.com](http://www.vark-learn.com)



## CAMTASIA :: STORYBOARD EXAMPLE

Visual	Narration
<p>VARK web site</p> <p>Point to link. When editing, add red arrow callout pointing at link.</p>	<p>After the VARK home page opens, click on the link labeled Questionnaire on the right side of the screen.</p>
<p>VARK questionnaire</p> <p>Scroll using the scroll bar to the beginning of the questionnaire.</p> <p>Pause with <b>F9</b>. Bring the window with your results to the front then press <b>F9</b> to resume</p>	<p>There are 16 questions and you can select as many answers as best explain your preferences. You can leave ones that don't apply blank. Completing the questionnaire should take about 5 minutes.</p>
<p>VARK questionnaire results page</p> <p>When editing, zoom in to scores. Zoom back out after 5 seconds.</p>	<p>After you submit the questionnaire, you'll get a results page that looks like this. Many people, over 60% in fact, are multimodal meaning they have a variety of preferences.</p>
<p>Multimodal Study Strategies page.</p> <p>When editing, point to another preference like visual and add a red callout box around it.</p>	<p>If you're multimodal, take a few moments to read about this preference. Then select another preference to review. Let's look at the Visual (or Read/Write or Aural) Study Strategies page as an example.</p>



## CAMTASIA :: STORYBOARD EXAMPLE

Visual	Narration
<p>Visual Study Strategies page</p> <p>Slowly scroll down screen using scroll bar.</p>	<p>The first part of this page has tips for taking in information and the next part has tips for preparing for tests and studying without tears.</p> <p>Review the aural, read/write, and kinesthetic study strategies pages if they apply.</p>
<p>Visual Study Strategies page</p> <p>Create a text callout that says: Write a short summary of your preferences and include a plan for implementing some of the Intake and Output suggestions this quarter.</p>	<p>Here's what I want you to do next. Submit your short preferences summary and implementation plan in an email message to me. At the end of the quarter, I'll ask you to reflect on how useful the VARK learning guide was to you.</p>



# CAMTASIA :: DELIVERY OPTIONS & TIPS

## Production Options and Tips for Smaller Files

The best thing about Camtasia is you can create, edit, and enhance a video and then produce it multiple times using different delivery options. So, you can produce a video for web delivery first then produce it for iPod delivery and then for CD delivery if these options make sense for your audience.

### Web Delivery for 99% of your videos

- ✓ File will be saved in Flash format.
- ✓ Provides cross platform and cross browser compatibility.
- ✓ Video will be sharp and file will not be too large if video isn't too long.
- ✓ Flash format must be used if quizzes have been added to your video.

### Camtasia Theater Menu

- ✓ Good when you want to chunk content into logical steps.
- ✓ Produce each part of content first and save in Flash format.
- ✓ Use consistent screen sizes when recording and producing your individual movies.

### Windows Media

- ✓ Must be used If your project includes a streaming media video.

### CD Delivery

- ✓ If your audience requires it or your videos are very long and large in terms of file size.
- ✓ Must be saved as AVI using custom production settings.
- ✓ CD will only play on Window's based computers.



## CAMTASIA :: DELIVERY OPTIONS & TIPS

### Tips for Smaller Files

- ✓ Record, edit, and produce your project with the same dimensions (640 x 480 if possible).
- ✓ Make shorter movies and/or chunk content.
- ✓ Produce to **Flash ExpressShow** format for good video quality and smaller file size.
  - ExpressShow options – select 16-Bit (High Color) since fewer colors will create a smaller file size.
  - ExpressShow options – select Frame rate: 5 since less motion will create a smaller file size.
- ✓ Use less motion when recording and editing.
  - In callouts – don't use "Fade in" and "Fade out" effects.
  - In transitions – select 1 second transitions.
  - In zoom-n-pan – select Instant for duration.
  - Avoid all unnecessary mouse movements.
- ✓ Audio
  - Avoid long pauses in audio. Use a script!
  - Record in mono and adjust quality down (but not too far!).
  - Don't include music or sound effects unless they are essential to your topic.
- ✓ PowerPoint projects
  - Use solid backgrounds without design themes or gradients
  - Avoid transitions and animation if possible. Set speed to "Fast" if you must use them.
  - During production, select "Produce multiple files based on my markers." Files will download more quickly even if total production is the same size.
- ✓ Use Windows Compression utility to zip and compress the project files. Allow students to download the compressed files so they can view the project without being connected to the Internet.



# CAMTASIA :: MULTIMEDIA PRINCIPLES

## Multimedia Principles

These principles were developed by Richard E. Mayer and published in a book titled *Multimedia Learning*, Cambridge University Press, 2001. They are important and will help us create sound multimedia content for our students.

### Multimedia Principle

Students learn better from words and pictures than from words alone. Using words and relevant graphics promotes active learning. Students can construct both verbal and pictorial representations of the material and then connect the two representations together. Two channels are better than one.

### Spatial Contiguity Principle

Students learn better when corresponding words and pictures are placed near each other on the page or screen. So, when adding a callout to explain something in your video, make sure the callout is positioned near the item you're explaining.

### Temporal Contiguity Principle

Students learn better when your narration and video are synchronized. For example, if you're explaining a process, make sure your narration is in sync with what students are watching on the screen.

### Coherence Principle

Students learn better when extraneous words, pictures and sounds are removed. Your job is to produce a video that allows students to focus clearly on the task, explanation, demonstration, etc. at hand.



# CAMTASIA :: MULTIMEDIA PRINCIPLES

## **Modality Principle**

Students learn better from animation and narration rather than animation and explanatory on-screen text. When you narrate, your students can use two channels, seeing and hearing. If you use on-screen text instead of narration, one channel – seeing - gets overloaded.

## **Redundancy Principle**

Students understand a multimedia explanation better when words are presented as verbal narration alone rather than both verbally and on-screen text. Consider the PowerPoint presentation that is delivered by reading the text on each slide.

There are some exceptions to this rule, however. When defining technical terms or if you have a majority of non-native speakers you would want to reinforce narration with text.

## **Individual Difference Principle**

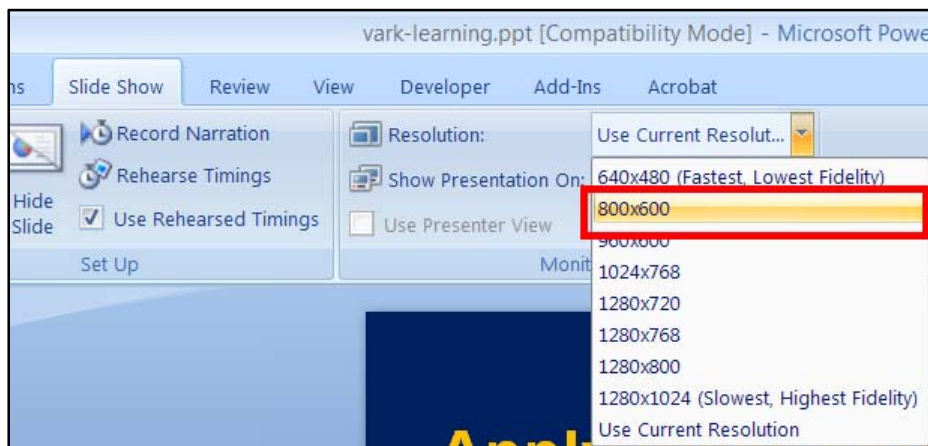
Low knowledge students gain more from well designed multimedia projects than high knowledge students.



## CAMTASIA :: POWERPOINT TIPS

### Tips for Good PowerPoint Projects

1. Limit presentation to 10 – 15 minutes MAXIMUM.
  - a. Break up a long presentation into separate presentations.
2. Slide transitions and animation should be fast or not used at all.
3. Slide background should be solid – use simple or no background images if possible.
4. Slide text should be LARGE and provide good contrast with background.
  - a. Consider using dark background and light text because text appears larger than it is.
5. Avoid “eye candy” In your slides. Don’t include graphics and animations unless they’re important to your content.
6. Use numbered instead of bulleted lists.
  - a. Alternate text colors used in lists.
7. Set show resolution to 800 by 600. **Slide Show → Resolution**



8. Speak for 30 seconds or less on a slide and NEVER read slide text verbatim.

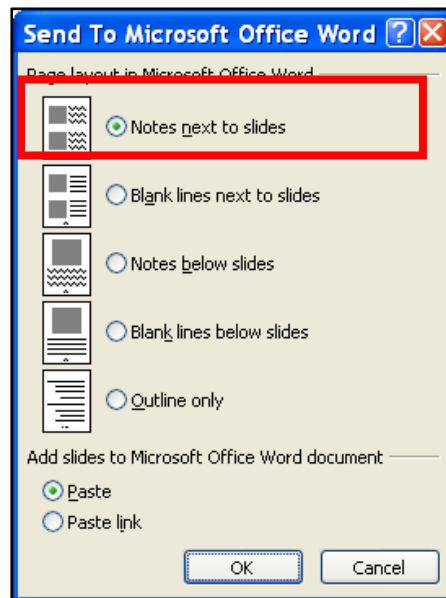


## CAMTASIA :: POWERPOINT TIPS

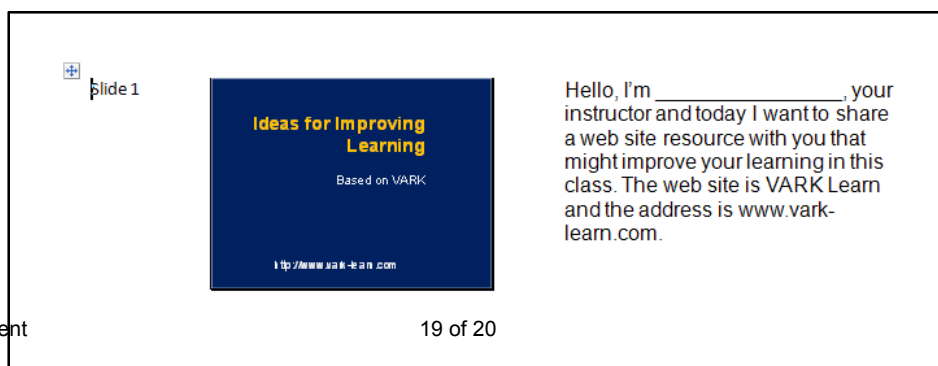
9. Create your script using the “speaker’s notes” feature. See below for instructions.

### Creating Script with Speakers Notes

1. Type your narration text in the speakers notes section of each slide.
2. Then, in **Word 2007**, click **Office Button → Publish → Create Handouts in Microsoft Office Word**.
3. Or, in **Word 2003**, click **File → Send To → Microsoft Office Word...**
4. A dialog box will open and you can select the page layout. Select the first option “Notes next to slides.”



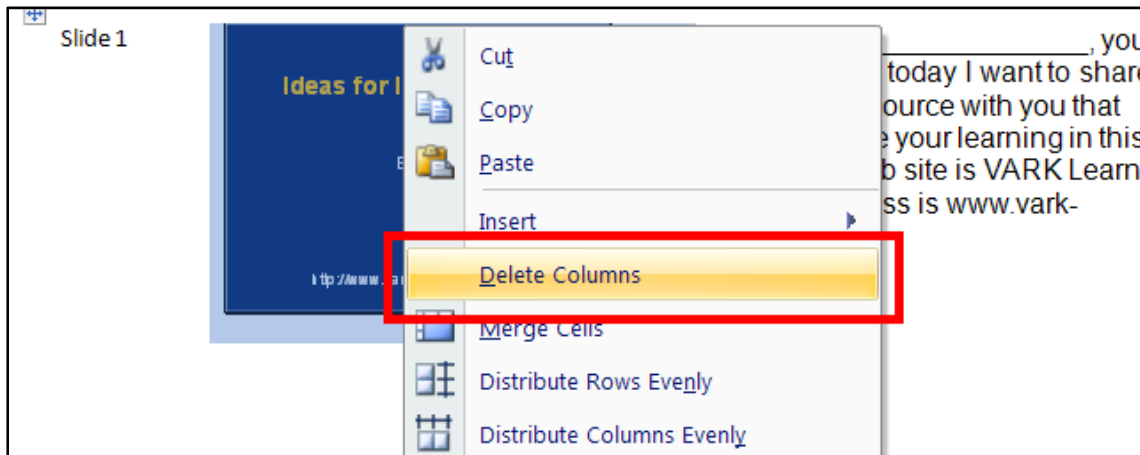
5. MS Word opens and your script is created. The left column has the slide number, the middle column has a thumbnail of the slide, and the right column has your narration text.





## CAMTASIA :: POWERPOINT TIPS

6. If my slide backgrounds are dark, I delete the middle column to save printer ink. To do this, right click at the top of the column and select **Delete Columns** from the menu.



7. With a bit of margin and cell adjustment, you can end up with a script that is very easy to narrate from and doesn't use too much paper.

The screenshot shows a PowerPoint slide with a table containing two rows of text. The first row is labeled 'Slide-1' and the second row is labeled 'Slide-2'. The text in the first row is: 'Hello, I'm \_\_\_\_\_, your instructor and today I want to share a web site resource with you that might improve your learning in this class. The web site is VARK Learn and the address is www.vark-learn.com.¶'. The text in the second row is: 'Here's the VARK web site with a questionnaire you can take to help determine your preference for taking in and putting out information in a learning context. There are more than 18 dimensions included in a comprehensive analysis of learning styles but taking the VARK questionnaire can be very helpful.¶'. The table has a thin border and the text is left-aligned within each cell.

Slide-1	Hello, I'm _____, your instructor and today I want to share a web site resource with you that might improve your learning in this class. The web site is VARK Learn and the address is www.vark-learn.com.¶
Slide-2	Here's the VARK web site with a questionnaire you can take to help determine your preference for taking in and putting out information in a learning context. There are more than 18 dimensions included in a comprehensive analysis of learning styles but taking the VARK questionnaire can be very helpful.¶