



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.
- ✓ Use Camtasia to narrate PowerPoint presentations and make them available in a web-friendly format.
- ✓ Apply multimedia design principles to Camtasia projects.

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.
- ✓ Create a script and add narration to a PowerPoint presentation.
- ✓ Determine the most appropriate delivery options for a project and implement them.

Workshop Web Site:

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



CAMTASIA :: INTRODUCTION

Schedule

8:00 – 8:45am	Breakfast and overview of day
8:45 – 9:00am	Examples of educational uses of Camtasia
9:00 – 10:30am	Record and narrate a screen capture movie
10:30 – 11:15am	Enhance movie with callouts, zooms, titles, etc.
11:15 – 11:30 am	Produce project for the Web
11:30 – 12:00pm	Multimedia principles discussion
12:00 – 1:00pm	Lunch
1:00 – 2:30 pm	Narrate PowerPoint and produce for the Web
2:30 – 2:45pm	Break
2:45 – 5:00pm	Complete Camtasia project

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
- ✓
- ✓
- ✓



CAMTASIA :: SCREEN CAPTURE TIPS

Tips for Good Screen Capture Projects

1. Create a storyboard (see page 10 for example) that includes
 - a. Learning outcome(s) of your project
 - b. List of what students will see and hear
 - c. Plan for each scene (e.g., mouse movements, typing, new windows, etc.)
 - d. Script for narration
 - e. Plan for callouts and other special effects (e.g., zooms, etc.)
2. Limit presentation to 10 – 15 minutes MAXIMUM.
 - a. Chunk longer content into logical sections and use Camtasia Web menu tool to produce the project.
3. NEVER record the entire screen - PowerPoint is the only exception to this rule.
 - a. Resize window to 800 by 600 (or 688 by 520) to create smaller file sizes and ensure that presentation will fit in most screens.
4. Rehearse BEFORE recording. This will save you time in the long run.
5. Use “hotkeys” to start/pause and stop recording.
 - a. **F9 to Start or Pause**
 - b. **F10 to Stop**
6. 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).
7. Projects for web delivery should be produced in the Flash format.
8. Know when your project is good enough.
9. Use mouse wisely – no extraneous movement.



CAMTASIA :: QUICK START GUIDE

Getting Started with Camtasia

Camtasia uses its own software to create videos that show 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 video 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 or 688 by 520. A free program called "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 videos that guide you through the production of a tutorial.



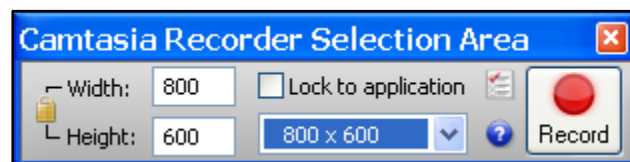


CAMTASIA :: QUICK START GUIDE

4. 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.



5. Click the **Audio options** link and make sure your microphone is selected and that the volume is loud enough.
6. Then click the **“Select area to record”** button. Use your mouse to mark the area you want to record. Start in the upper left corner and move to the lower right corner. If you don't like your selection, you can redo it till you're satisfied.
7. 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.



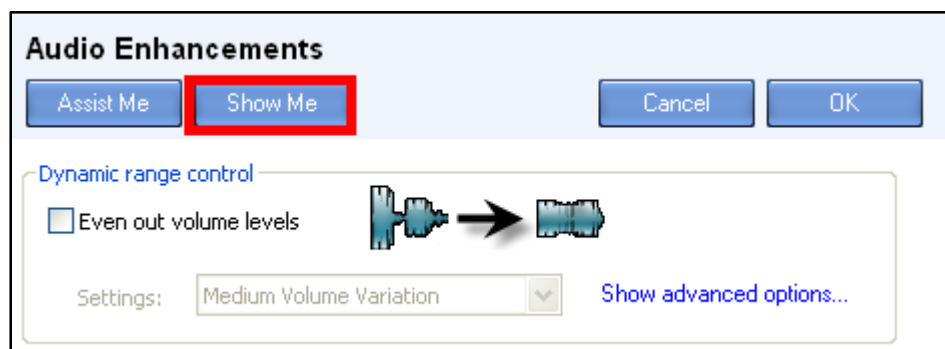


CAMTASIA :: QUICK START GUIDE

- Green colored 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 and either press **F10** or click the **Stop** button, your recording will be played back to 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. Use a meaningful file name with no spaces when you save it. This project file keeps track of all the pieces of your project and if you want to re edit it in the future or produce it using a different delivery option, all you have to do is open the project file.



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.

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	Narration
<p>VARK web site</p> <p>Add text callout with VARK web address about 15 seconds into narration.</p>	<p>Hi, I'm your instructor, _____.</p> <p>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.</p> <p>Open your favorite web browser and type in the following address to go to the VARK web site: www.vark-learn.com</p>



CAMTASIA :: STORYBOARD EXAMPLE

Visual	Narration
<p>VARK web site</p> <p>Point to link and add red arrow callout that points at the 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 mouse on scroll bar to the beginning of the questionnaire.</p> <p>Now you'll need to pause the recording using the F9 key and take the questionnaire yourself. When the results page appears, press F9 to resume recording.</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>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>Point to another preference like visual and add a red 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 Study Strategies page as an example.</p>



CAMTASIA :: STORYBOARD EXAMPLE

Visual	Narration
<p>Visual Study Strategies page</p> <p>Slowly scroll down screen using mouse on 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 :: 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 or narrating, 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

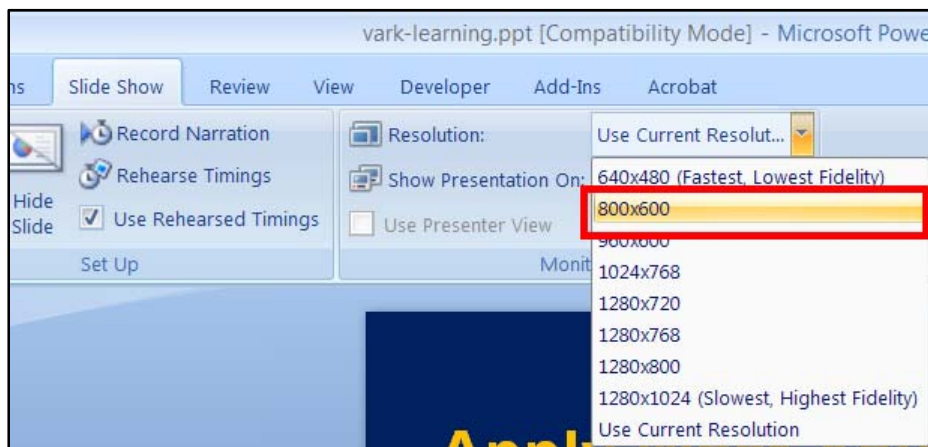
Low knowledge students gain more from well designed multimedia projects than high knowledge students.



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 slow 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.

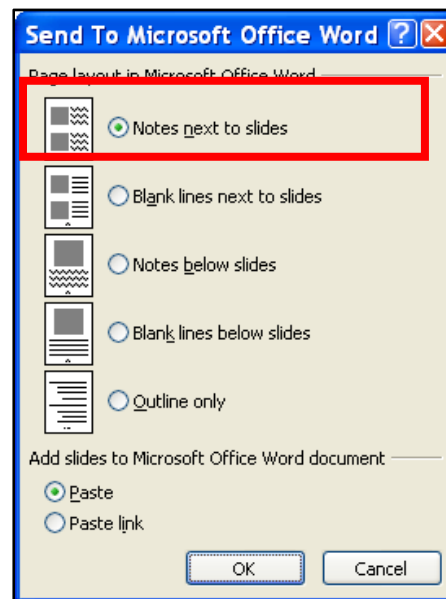


CAMTASIA :: POWERPOINT TIPS

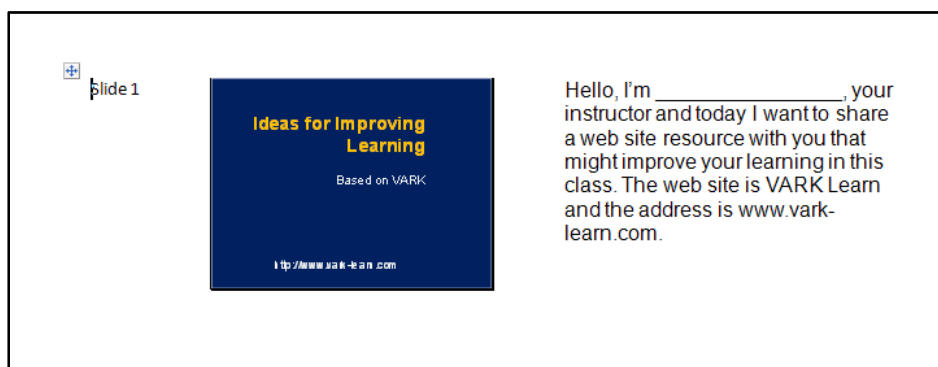
9. Create your script using the speakers notes feature. See below for instructions.

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.”



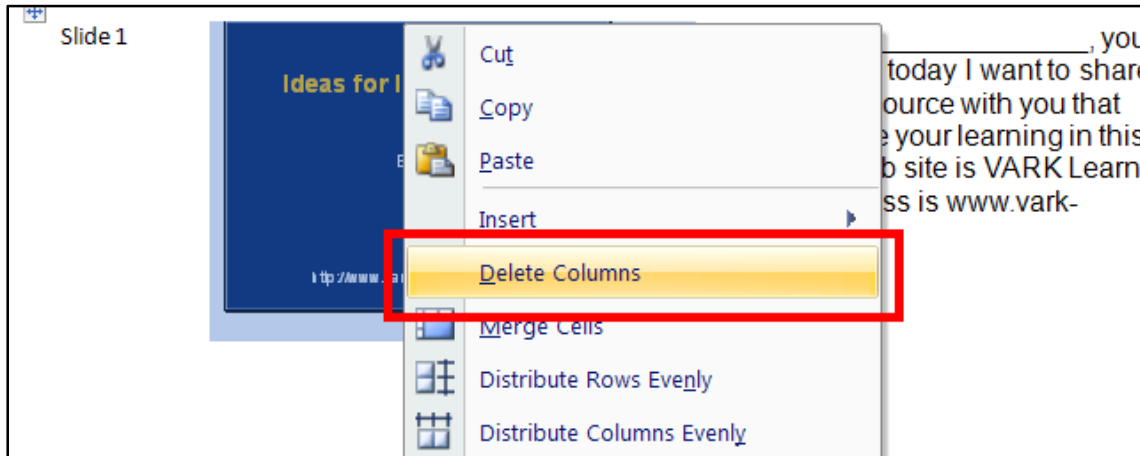
5. MS Word opens and your script is created. The left column has the slide number, the middle column has a thumbnail of the slide, and the right column has your narration text.



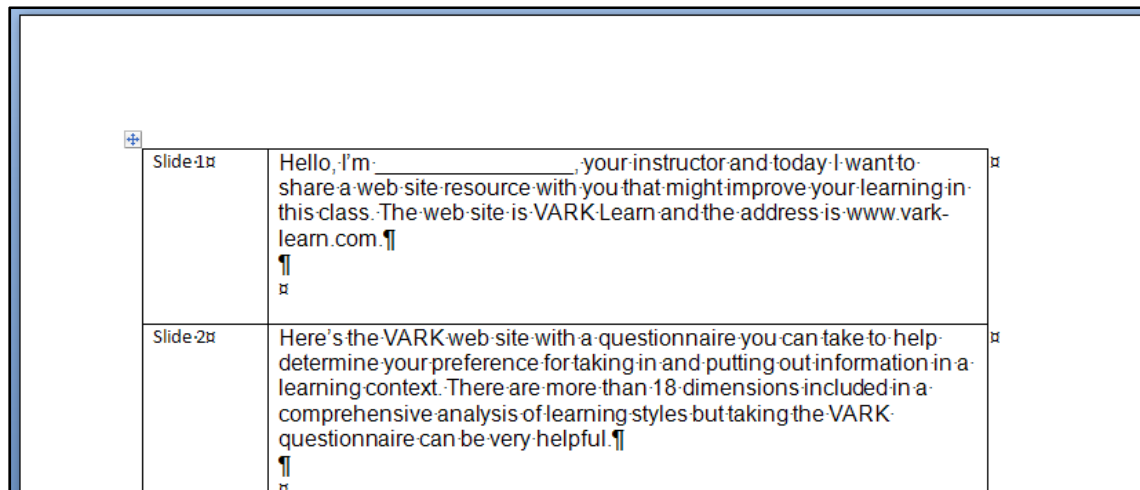


CAMTASIA :: POWERPOINT TIPS

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.





CAMTASIA :: DELIVERY OPTIONS

Production Options and Tips

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.

Web Menu

- ✓ Files must be saved in legacy Flash format.
- ✓ Good when you want to chunk content into logical steps.

Windows Media

- ✓ Must be used If your video includes within it 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.