

Screencasting with Camtasia Studio 7

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Camtasia Studio v. 7.0

August 2010
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Screencasting with Camtasia Studio

What is a Screencast?

While a *screenshot* is a still picture of a computer screen, a *screencast* is a recording of a screen over time, often with accompanying narration, that is distributed, typically, online.

Screencasts are popular for capturing PowerPoint presentations, creating tutorials on how to use software, and for demonstrating how to locate resources on the Web.

Camtasia Studio is one of several tools for creating screencasts available for Microsoft Windows. In our experience, Camtasia Studio is the product of choice for capturing lectures, whereas Adobe Captivate may be a better choice if you primarily create training and demos of software.

Instructors can either record “live,” in a classroom or lecture hall, or record in the privacy of their office.

Screencasting is frequently combined with “inking” technology, for instance using a Tablet PC, to annotate PowerPoint slides.

What Do I Need to Create a Screencast?

Camtasia Studio provides the **software** for recording, editing and publishing screencasts.

In addition to Camtasia you will need

- **A microphone** to record narration.
- **A webcam** to record video of the narrator/presenter that can appear in a corner of the screencast window.
- **A way to share** your screencast movie, such as a SPARK site, a UDrive account, a blog, or another sort of Web site. Screencast movies can also be distributed on DVD, if needed.

Two Ways to Create Screencasts in Camtasia Studio

Camtasia Studio provides two primary methods for recording screencasts; you can record any area of the screen and any activity that takes place in that area, or you can record within PowerPoint.

Screen recording

The default method records all activity on the screen, or a selected area of the screen. You can record either within a single application, or across any software in use.

This is the preferred method for creating screencasts of most computer activities such as software demonstration or guide to finding resources on a website. (See page 4.)

PowerPoint Add-in

Camtasia Studio includes a **PowerPoint Add-in** that facilitates creating screencasts of PowerPoint presentations. This is the preferred method for capturing screencasts of PowerPoint presentations, as long as the presentation does not include links that take you out of PowerPoint, for instance, if your presentation has a link that opens a Web page in a Web Browser . (See page 8.)

Screencasting Process Overview

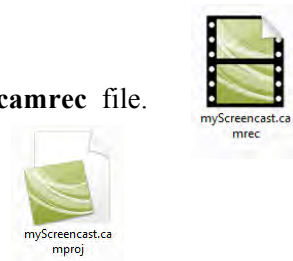
There are three distinct steps to creating a screencast in Camtasia is, with different *file types* for each step.

1. Record

The first step is to create your recording in Camtasia; this creates a **.camrec** file.

2. Edit

To edit your recording, open the **.camrec** file in Camtasia Studio, then save the project in the editable **.camproj** format.



3. Produce & Share

Finally, before you share your screencast, it must be exported to a file format that can be posted to the web or burned on a CD.

When you publish for the Web (to upload to SPARK, a blog, or UDrive, Camtasia produces a group of files in a folder. Make sure to upload all the files to your Web site. Though the main movie is the **.mp4** file, you should link to the **.html** file.



If you publish to YouTube or TechSmith's hosting service (screencast.com), Camtasia will not save local files, but will upload video to be hosted by the service.

Before you Start

Prepare your narration

It is useful to have an outline or notes to work from when recording narration for a screencast. Depending on your needs and personal style, a well-organized outline may be as useful as a detailed script in ensuring that you cover the relevant material and still sound natural and engaging.

Set up your computer screen and recording environment

Do you need to record the entire computer screen, including application menus, or just the inside of a document window or browser window? Will your computer's desktop show in the demo? Do you need to clean it up?

Are you recording a software or Web site demo? If so, avoid custom settings or add-ons in your application or browser that your audience may not have on their own computers.

Don't forget to silence your cell phone, close the door if you are recording in your office, turn off fans or other background noise.

Check your recording hardware

There's nothing worse than going to start your lecture only to discover your audio/video hardware is not connected.

- Make sure your microphone is plugged in to your computer.
- If you will record video, make sure your camera is plugged in to your computer.

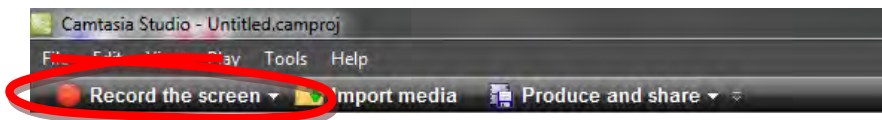
Record the Screen with the Camtasia Recorder

Set up the recording

1. Arrange the open application windows to show what will be onscreen at the beginning of your recording.
2. Launch Camtasia Studio. The first time Camtasia Studio opens, a *Getting Started* project appears. Go to **File > New Project** to close the *Getting Started* project and begin a new one. You do not want to record into the *Getting Started* demonstration project!
After the first time you use Camtasia, only the *Welcome Screen* will open.
3. On the *Welcome Screen*, or, if Camtasia is already open, from the Camtasia Studio *Task Bar* (at top), click **Record the Screen**.



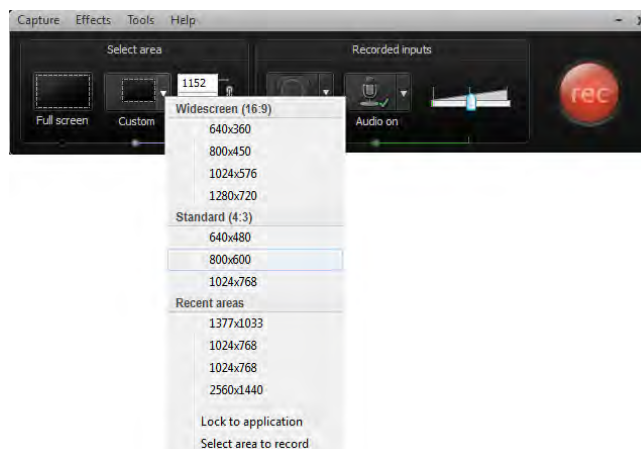
The *Welcome Screen* provides an easy way to get started with the different ways of creating screencasts, such as recording the screen, creating a PowerPoint recording, or importing images for a slide show (*Import Media*).



4.

The *Camtasia Recorder* window will open.

5. In the *Camtasia Recorder* window:
 - a. **Select the area of the screen to record:**
To record the entire screen, click **Full Screen**.
To record a selected area of the screen use the **Dimensions pop-out** to choose a preset size, either *Wide Screen* or *Standard* aspect ratio (proportions).



Tip: This step sets the dimensions for the **recording area**. Later, after you are done recording and you go to produce your actual movie, you can reduce the dimensions for the **produced movie**. Depending on the level of detail you need in your final movie, scaling down a large capture area may make details such as small text difficult to see. When you go to produce the movie, you may want to employ Camtasia's *zoom-n-pan* feature, which temporarily magnifies the areas of the screen where you clicked or typed while recording.

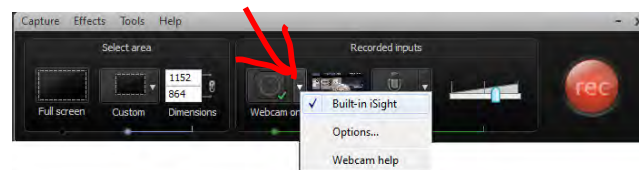
Because you are not recording yet, you can still fine-tune the capture area. You can:

- Rearrange the windows on the screen to fit inside the capture area
- Relocate the capture area by dragging the *crosshairs* at its center
- Enlarge or reduce the capture area by dragging a *handle* at its edge.

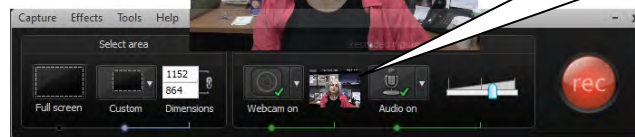
b. **Select and adjust video input devices:**

To choose whether to include video in your recording click the *Webcam* button to toggle video on and off the camera (by default, camera input is set to off).

Use the camera pop-out menu to select the video source (for example, a built in Webcam, or a camera you have attached to your computer to record, for instance a lecture hall).



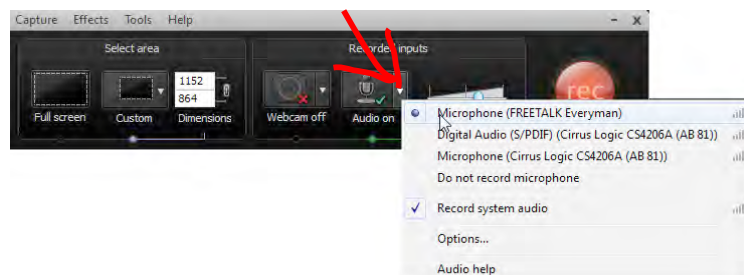
When the camera is on, a preview image will display if you roll the cursor over the tiny thumbnail next to the camera button.



c. **Select and adjust audio input devices:**

To choose whether to record narration along with the screen, click the *Audio* button to toggle on and off any mic connected to your computer (by default, audio is set to on.)

Use the audio pop-out menu to select your audio source. A portable mic or headset may not be automatically recognized by your computer-- you may need to select it from the audio menu.



Perform an audio test by speaking into the mic:

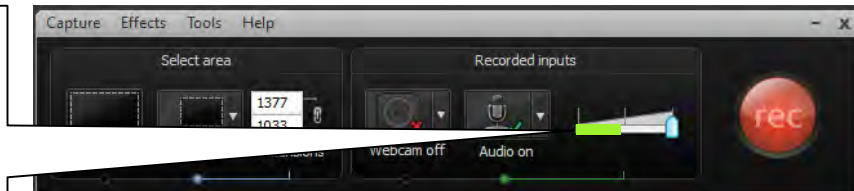
You should see a fluctuating green-to-yellow bar under the *Audio Input* slider.

- If the color under the slider is orange-to-red, slide the volume control to the left to lower the volume.

Audio Input Test

When you speak, you should see a fluctuating green bar here.

Use the slider to adjust the volume



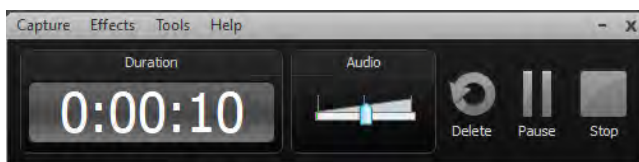
- If you do not see any fluctuating color under the *Audio Input* slider:
 1. Check that your mic is plugged in.
 2. Confirm in the audio pop-out menu that your mic is selected.
 3. If audio input is still not registering, open your computer's system Control Panel and go to *Sound*, then *Recording* and select your mic.

Make and Save the recording

1. When you are ready to begin recording, click the large, red **rec** button (or hotkey **F9**).

TIP: Count to 5 before you start to speak or navigate around the screen; this will avoid clipping off the beginning of your presentation.

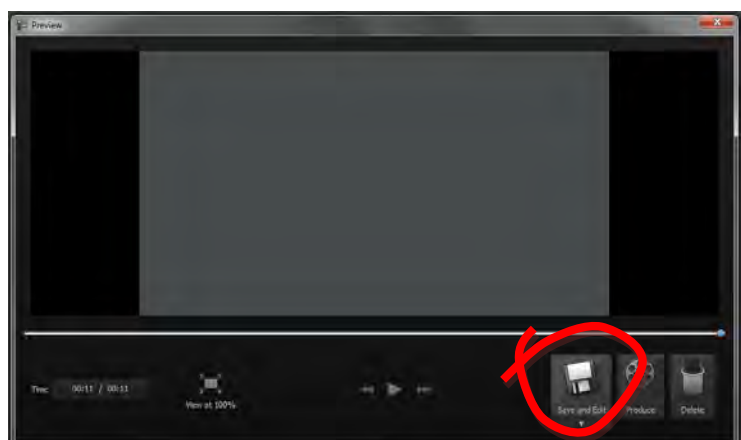
2. When recording starts, a video-style controller will appear.



- To pause recording click the **Pause** button (or **F9**).
 - To resume recording, click the **Resume** button (or **F9**) again.
3. When you have finished recording, click the **Stop** button on the recording controller (or hotkey **F10**). Camtasia Studio will generate a preview of the screencast in the *Camtasia Recorder Preview* window.
 4. Under the preview window is a playback controller, and buttons to save or delete the recording.

You can choose to produce the recording straight to a shareable format, but we recommend instead that you save the recording so that it can be edited in Camtasia Studio.

Click **Save & Edit**. A *Save* dialog box will open.



5. Choose a **filename** and a **location** to save the file.

Note: By default, files will be saved in **MyDocuments** in the **Camtasia Studio folder** (or the last location where you saved Camtasia files).

You can change the location, but regardless, we suggest you create a new folder in which to store the files for each project.

The file will have a **.camrec** extension (e.g., myscreecast.camrec).

Click **Save**. Camtasia Studio will open and the *Editing Dimensions* dialog box will ask what size to make the produced video.

6. In the *Editing Dimensions* dialog, pop-out the **Dimensions** drop down to select the best size for your use.

TIP: *Automatic is a good general-purpose choice for posting videos on the Web.* It will avoid the black borders that can appear if you choose a preset where the aspect ratio doesn't match the aspect ratio of your recording.

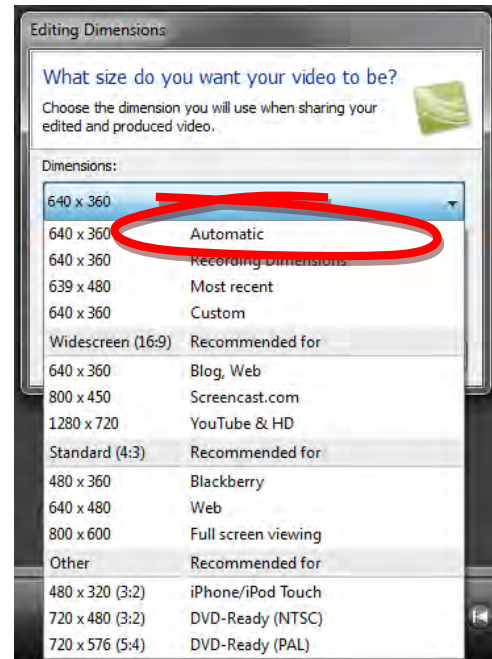
If you need to produce both a Web and a CD version of your movie, choose the larger dimensions here. Later when you produce your sharable files, you have another chance to choose a different movie size. At that point you will only want to scale down, not scale up, the movies.

Choose your dimensions and click **OK**.

After a few seconds delay, your recording will open in Camtasia Studio, with the screen capture, audio, and web cam video (if you recorded it) each in it's own track on the timeline.

In the preview window, if you used the Webcam feature, the video will appear to bottom-right of the screen recording. You can change the position of the Web cam video later (see page

7. Go to **File > Save Project** to save the project as an editable **.camproj** file.



To learn how to edit and produce your project, go to **page 10-- Edit Your Recording**.

Record with the Camtasia PowerPoint Add-In

TIP: The PowerPoint Add-In is only useful if your entire presentation takes place within PowerPoint. If your presentation includes hyperlinks to Web pages or other applications, use the Record Screen method.

Prepare PowerPoint Presentations for Screencasting

Visual Design for Screencasting

Screencasts of PowerPoint will be improved by facilitating the readability of your PowerPoint slides:

- Use large type (32pt for example).
Your screencast movie will be much smaller than the full screen presentation.
- Use Sans serif fonts. (Arial, Verdana, Tahoma, etc.)
- Use high contrast text and background combination
- Use a simple backgrounds with minimal texture (this will also reduce file sizes)
- Minimize use of slide transitions

PowerPoint features that Camtasia can use

- **Presenter Notes** for PowerPoint slides can be imported into your screencasts as captions. Importing notes improves accessibility for all audiences.
- **Slide Titles** can be used by Camtasia to create a table of contents for your screencast.

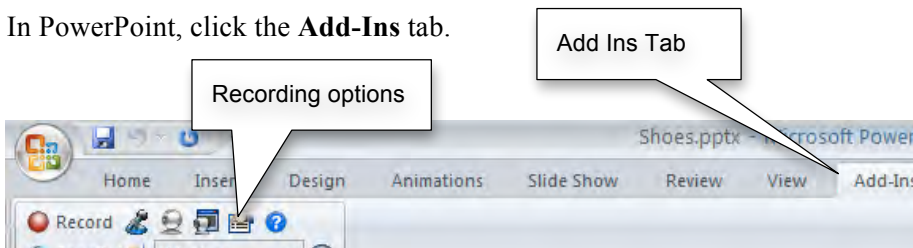
Recording the Presentation

You may wish to print out notes or an outline for your PowerPoint slideshow in preparation for recording a screencast of your slides.

1. Launch PowerPoint. **Note:** The first time you use PowerPoint with the Camtasia Add-In enabled, you will see a welcome screen inviting you to view a 3 minute introductory screencast on getting started with the Add-In. On subsequent uses this screen will not appear.

You can also initiate a Camtasia PowerPoint recording from the *Camtasia Studio Welcome screen*, or from a new Camtasia project, in which case PowerPoint will launch and ask you to locate your PowerPoint presentation file.

2. In PowerPoint, click the **Add-Ins** tab.



A series of recording buttons for Camtasia should appear at the left side of the PowerPoint ribbon.

3. Click the **Recording Options** button. For *Audio Source* select your mic. Perform a sound check by speaking into your mic. You should see a **fluctuating green bar**. Adjust the volume as needed (the colored bar should stay in the green-to-yellow range, and should not go into the orange-to-red range).

Troubleshooting: If audio does not register, go to your System Control Panels, and to the Sound settings and confirm your Mic is selected for audio input.

To capture both microphone and system audio, for instance if your presentation includes embedded audio or video, on the *Add-Ins* tab under *Recording Options*, check **Record System Audio**.

Note: Some soundcards, and versions of Windows prior to Windows 7, may not accommodate recording both mic and system audio. For a troubleshooting guide and work-arounds see: <http://www.techsmith.com/learn/camtasia/6/faq/system-audio.asp>

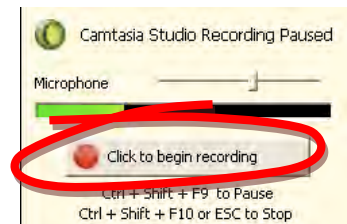
To record video from a Web cam, under *Picture in Picture* check **Record from camera**.

Important: Click **OK** before leaving the Recording Options window.

4. Click **Record**.

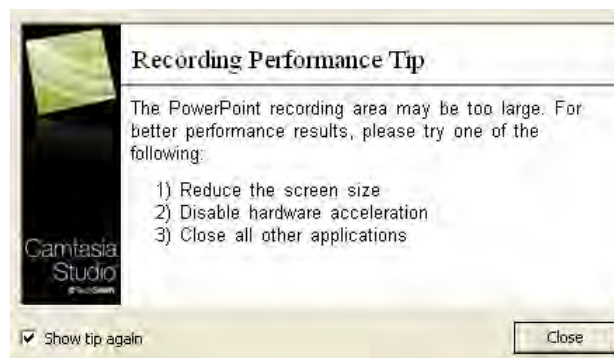


PowerPoint will launch in presentation mode, overlaid by a box saying Camtasia Recording is paused. You have one more chance for a sound-check here.



5. Click **Click to Begin Recording**.

You may see a warning screen.



Because PowerPoint presentation mode is full-screened, it commands a lot of computing resources to record. Click **Close** to cancel the warning and attempt to record your presentation. If your computer is performing poorly, follow the suggestions in the tip to improve performance.

6. Advance through the PowerPoint slides as normal, narrating into the microphone.
To **pause/resume** recording: press **CNTRL + SHIFT + F9** on your keyboard.
7. At any time press the **ESC** key (or **CNTRL + SHIFT F10**) on your keyboard to exit the presentation and stop recording. Or, when you reach the end of the presentation, Camtasia will give you the option to **Stop recording**.
8. You will be prompted to choose a **filename** and a **location** to save your recording as a **.camrec** file.
9. Choose to either **Edit** in Camtasia, or **Publish** without editing.
10. Camtasia will ask if you wish to **Include Notes**. This is recommended for universal accessibility (see tips below for *Closed Caption* controls). When editing you can setup the captions to appear only if the user clicks a CC button (see Editin section of this handout).

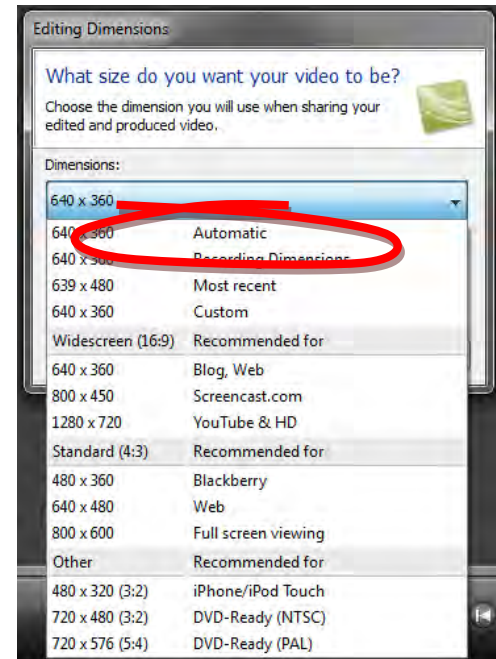
11. The *Editing Dimensions* dialog will open. Pop-out the **Dimensions** drop down to select the best size for your use.

TIP: *Automatic is a good general-purpose choice for posting videos on the Web.* It will avoid the black borders that can appear if you choose a preset where the aspect ratio doesn't match the aspect ratio of your recording.

If you need to produce both a Web and a CD version of your movie, choose the larger dimensions here. Later when you produce your sharable files, you have another chance to choose a different movie size. At that point you will only want to scale down, not scale up, the movies.

Choose your dimensions and click **OK**.

After a few seconds delay, your recording will open in Camtasia Studio, with the screen capture, audio, and if you recorded it, video--each in their own tracks on the timeline.



If you used the Webcam feature, the video will appear to bottom-right of the presentation.

Edit Your Recording

Why edit? At minimum, you may want to trim off the beginning and end of your screencast.

Camtasia Studio also lets you combine recordings, overdub audio, add titles, and create effects such as transitions between segments

Main Interface

After recording, if you choose to **Edit**, or, if you open a *.camrec*, or *.camproj* file from your desktop, you'll be taken to Camtasia Studio, where you'll edit and produce your recording. Once an editing project is underway, save a working copy as a *.camproj* file. When you are finished editing, you'll export a sharable movie file to post online or burn to a CD.

The screenshot shows the Camtasia Studio 7 interface. At the top is a menu bar with 'View', 'Play', 'Tools', and 'Help'. Below it is a toolbar with buttons for 'Record the screen', 'Import media', and 'Produce and share'. The main area is divided into several sections:

- Workflow steps:** Record, Import, Produce.
- Preview window:** Shows a preview of your screencast. It displays a slide titled 'What is Cryptozoology?' with the subtitle 'the study of hidden animals' and an image of a dinosaur.
- Task tabs & Editing options:** Click the tabs below to select a task. This area will display the options available for each task. The tabs include 'Clip Bin', 'Library', 'Callouts', 'Zoom-in-Pan', 'Audio', 'Captions', and 'More'.
- Preview controller:** A set of playback controls (play, stop, previous, next, etc.) and a time display showing '0:00:28:12 / 0:02:10:21'.
- Timeline & Tracks:** On the timeline you can cut recordings into clips, delete sections, rearrange sections, and control when to add effects. Each kind of content (audio, video, call outs, captions, markers, transitions, etc.) is on its own horizontal track in the timeline. The tracks shown are 'Markers', 'Caption', 'Video 1', 'Callout', and 'Audio 1'.
- Timeline playhead & In and out points:**
 - Gray**, center slider shows location in movie.
 - Green**, left slider marks *in* point, and **red**, right marker marks *out* point.
 - Highlighted blue** area between markers is selected to edit (cut, copy, process audio, etc.).

Note: Editing material on the timeline, does not affect corresponding clips in the bin. Clips in the Clip Bin maintain the original recording. If you need to start over you can delete everything from the timeline and drag now a new instance of your recording.

Opening Files for Editing

Immediately after recording...

1. When you choose to **edit** at the end of a recording session, you'll be sent directly into the editing mode in Camtasia Studio. Camtasia will automatically place the recording in the timeline, and you'll be asked to choose a project size (see *above*).
2. Save the project as a *.camproj*.

Open or import a saved *.camrec* file

1. You can open a saved *.camrec* recording at any time:
 - Double-click on a *.camrec* from the desktop and Camtasia will launch. The recording will be placed in the timeline, and you'll be asked to choose a project size (see *above*).
 - Or, if you Launch Camtasia, skip past the *Welcome screen*, and go to **File > New Project**, then click the Import Media button on the Workflow bar. Locate and open the *.camrec* file. The recording will be placed in the timeline, and you'll be asked to choose a project size (as *above*).
2. Save the project as a *.camproj*.

Open a saved *.camproj* Project

To continue editing a project you have already saved, double-click on a *.camproj* file from the desktop, or launch Camtasia, skip past the *Welcome screen*, and go to **File > Open Project**.

IMPORTANT! For each project, keep *.camrec* and *.camproj* files in the same folder!

In order for a *.camproj* file to open, you must keep the *.camrec* files used in the project in the same folder. If you move the *.camproj* file or any of the *.camrec* files out of the folder into which you first saved them, or make a copy of just a *.camproj* file and move it out of the folder without also copying the *.camrec(s)* to the same place, you will not be able to open the project for editing.

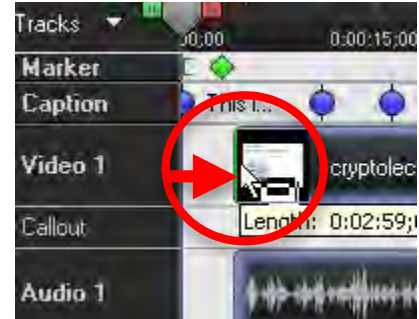
Note: Your final product will be a *.mp4*, or other sharable movie file. These cannot be edited in Camtasia. To make changes to a movie you will have to start from scratch with the *.camrec* recording or reopen the *.camproj* project, then export (produce) the movie again.

Basic Editing

Trim off the beginning or end of a recording

Here's a convenient method for removing unwanted frames from the beginning or end of a lecture:

1. Position the mouse in the Video track, at the very **beginning** or **end** of the *video track*: you should see a **double- arrow cursor**.
2. Hold down the mouse button and drag the cursor on the video track of the timeline (the cursor will change to look like inset boxes).
3. When you release the mouse, the material before the cursor (if editing the beginning of the recording) or after the cursor (if editing the end of the recording), will be removed and the entire timeline will snap back to the 0:00:00.

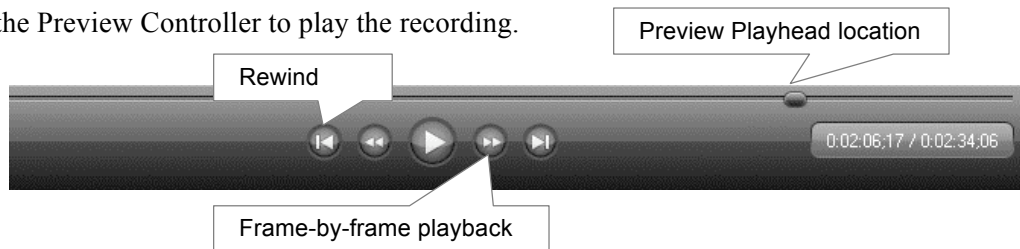


Insert Markers

Before you make edits to a recording, it can be helpful to play through the video and mark the locations on the timeline where you will make a cut, adjust the audio, insert a title slide, etc.

Note: Recordings made with the PowerPoint add-in arrive in Camtasia studio with a marker between each slide.

1. Use the Preview Controller to play the recording.

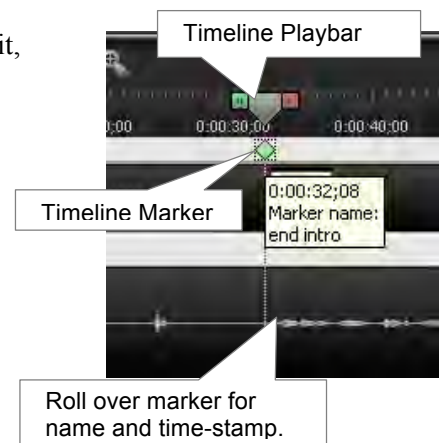


To fine tune your location in the timeline use the frame-by-frame playback buttons on the Preview controller.

2. As the Preview playhead reaches each place you will make an edit, press **M** to insert a Marker in the timeline.
3. Name the marker with a short but informative name.
4. Click on a **Marker** in the Timeline to move the playhead to that location, and then make your edit.

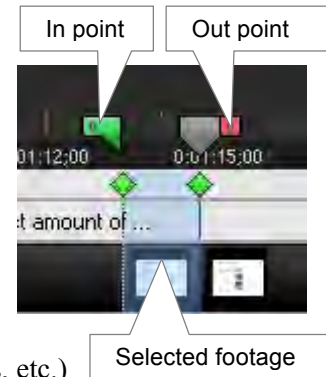
Note: Markers are associated with a time on the timeline – not a frame in the video.

Advanced Tip: You can also add a Marker while recording by pressing CTRL+SHIFT+M.



Select a section of the timeline to edit

1. Click in the **Time Ruler**, or on a **Marker**, at the top of the *Timeline* where you want the selection to begin. The playhead will move to that location.
2. **Drag the Out point** slider through the Time Ruler, releasing where you want the selection to end. (It will *snap* to Markers)
The area between the green In point and the Red out point will be highlighted (and selected).
3. To fine-tune your selection, drag the In or Out markers.
4. You can now edit the selection (cut, copy, adjust volume, edit Smart Focus, etc.)

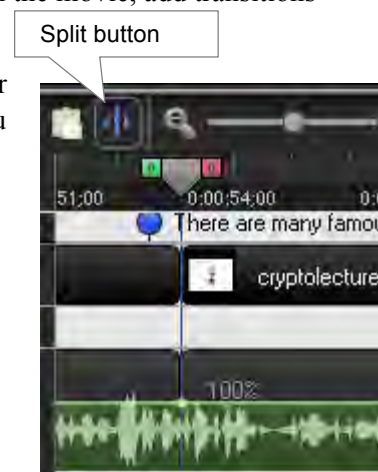


Split into clips

Splitting a track into segments, or “clips,” lets you to add title slides within the movie, add transitions between segments, or delete a clip.

1. Click in the **Time Ruler**, or on a **Marker**, at the top of the timeline, or use the Preview controller to move the play head to the spot where you wish to make a division.
2. In the toolbar above the timeline, click the **Split** button, or press **S** on the keyboard.
You see a vertical line across all the tracks in the timeline once the split is made;

Note: If you split the timeline while a selection is made, the split will be made at the **Out** marker.



Delete a clip from the timeline

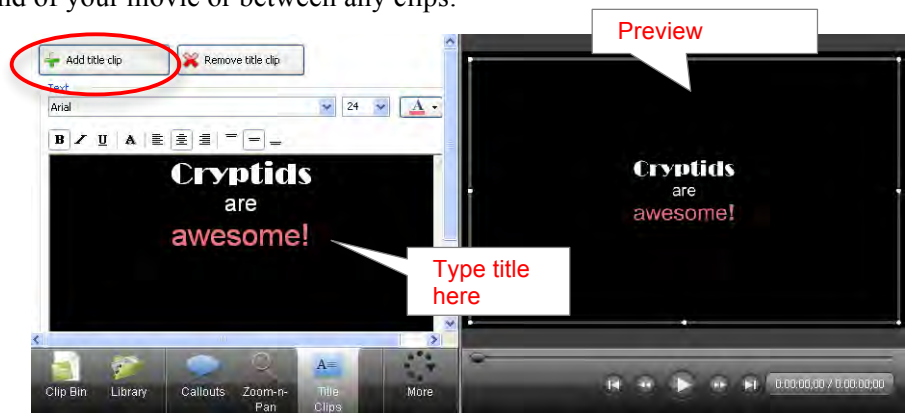
Once a recording is split into clips, you can delete sections.

1. Right-click on a clip in the video track of the timeline and choose “Remove From Timeline.” (Audio for that clip will also be removed.)
The movie content will snap closed to remove the time gap.

Add titles to your presentation

To add a title clip to the beginning or end of your movie or between any clips:

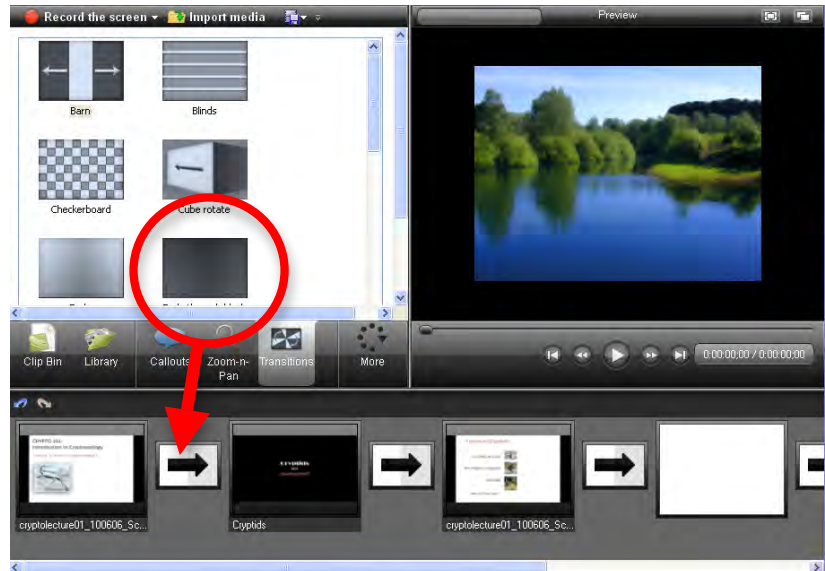
1. Click the **Title Clip** tab above the timeline. The *Title Clip panel* will open.
2. In the *Title Clip panel*, click **Add Title Clip**. The screen will change to show a text editor in the Title Clip panel, and a Preview of the clip in the Preview area.
3. Enter the desired text in the entry box. A preview of the slide will show to the right.
4. Format the text size and font, and adjust the background color as needed.



- When you leave the Title Clip panel, the title clip will be placed in your *Clip Bin* (first Task tab). To add the title to the movie, drag it from the *Clip Bin* and drop it between the clips on the timeline where you want it to appear.

Add transitions between clips

- Click the **Transitions** tab. (If the tab doesn't show, click the **More** tab and choose **Transitions**.) The *Transitions window* will open and the timeline will change to "storyboard" mode.
- To apply a transition, drag-and-drop its *icon* onto an *arrow* between clips. (Clips must be split, not just marked.)
- To continue editing, click another tab.



Apply SmartFocus

While you are recording the screen, Camtasia tracks the location of every mouse click and keyboard entry. When *SmartFocus* is applied to a clip on the timeline in Camtasia Studio, the movie will zoom in to wherever mouse or keyboard activity was tracked. This can make menus and text entry boxes or details of an image easier to see when the produced movie will be smaller in dimensions than the recorded clip.

- Click the **Zoom-n-Pan** tab. (If the tab doesn't show, click the **More** tab and choose **Zoom-n-Pan**.)
- To apply SmartFocus to the entire timeline, click **Apply SmartFocus to Timeline**, or to apply it to just a segment of the timeline, make splits (see above), then click **Apply SmartFocus to Clip**.

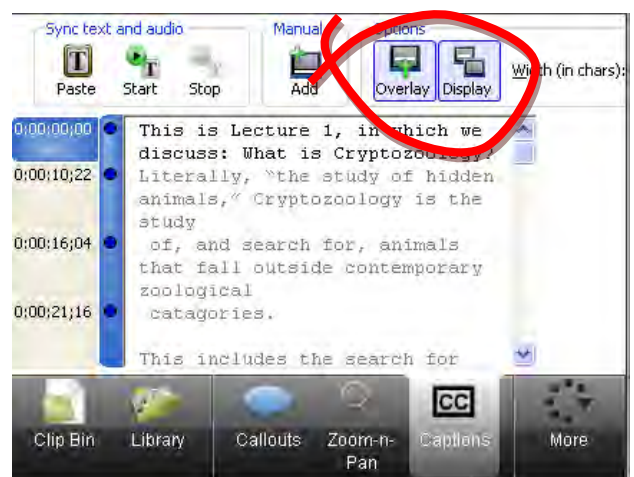
To manually adjust the position of the zoom area, the magnification of the zoom, or its duration, click on a zoom-n-pan key frame in the timeline. You can then reposition or resize the zoom box in the preview in the Zoom-n-Pan tab. You can also edit values for duration of the zoom.

Work with Captions

If you used the PowerPoint add-in and included *Notes* when you brought your recording into Camtasia Studio, The notes text will display, at a relatively large font size over the bottom third of each slide.

To make your published recordings so that your viewers can turn closed captioning on and off by clicking a small **CC** in the movie's controller:

- Click the **Captions** tab. If the tab doesn't show, click the **More** tab and choose **Captions**. The *Captions window* will open



2. You will see a useful **tip** for adjusting the timing on the captions to match events on screen. For now, close the tip window. You can return to this later.
3. Use the **In** and **Out** sliders to select the entire timeline.
4. At the top of the *Captions* panel click **Overlay** and **Display**.

When the movie is published in it's sharable format, there will be a **CC button** in the controller. By default caption will be off, but those who wish to view captions can click to button to make them show.

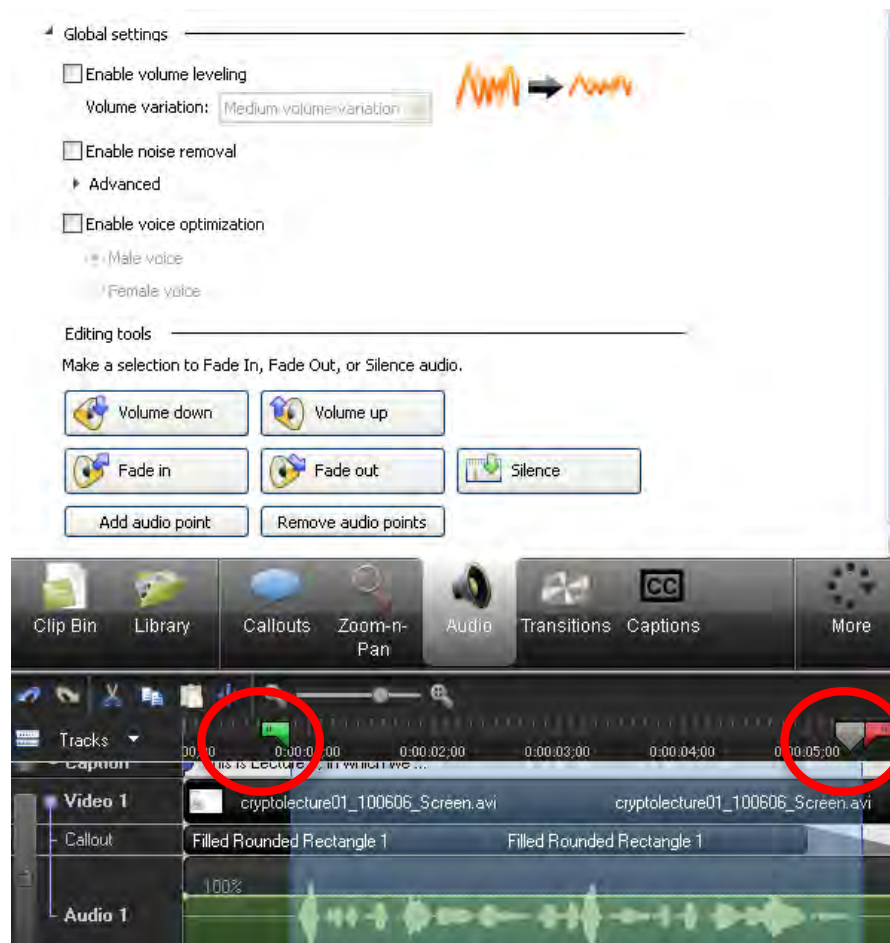


For more on captioning in Camtasia search the *Learning Center* help pages at techsmith.com.

Edit Audio

1. Click the **Audio** tab. If the tab doesn't show, click the **More** tab and choose **Audio**.
2. The Audio options will appear.

Note: *Global* settings such as noise reduction are applied to the entire timeline, while the *Editing tools* are applied to a selected section of the timeline.



3. To edit a section of audio you must first select the segment in the timeline (see above).

You may find it helpful to **zoom in on the timeline** to position the In and Out sliders for the selected section of the timeline.

Editing tool options include increasing & decreasing **volume**, and **fading** in and out (useful to ease in or out a music track, for instance at the beginning or end of a project).

The **Silence** button is especially useful. This can be used to remove audio from a section of the timeline without removing the corresponding screen recording.

4. To add an additional track of audio for background music or overdubbing, use the Import Media button at the top of the editing screen. Drag the media clip onto the timeline, a second audio track will automatically appear.



Save the project file

1. Go to **File > Save**.
2. Choose a filename and a location to save the file. The file will have a *.camproj* extension. Return to the *.camproj* file for further editing as needed.

Combine recordings in a project

You can add a Camtasia recording, an audio recording, or a video recording to a Camtasia Project.

1. Click **Import Media** (at top) and browse for the CAMREC, MP3 or other allowable file type.
2. The recording will appear as a clip in your projects Clip Bin. Drag the clip onto the timeline.

Export Your Screencast

The export or publishing process, called *producing* in Camtasia Studio, assembles your screen recording, narration, and effects into a final product that can be delivered to your students. At this point you can choose from presets, or customize your settings.

1. Select an action from the **Produce & Share** menu:



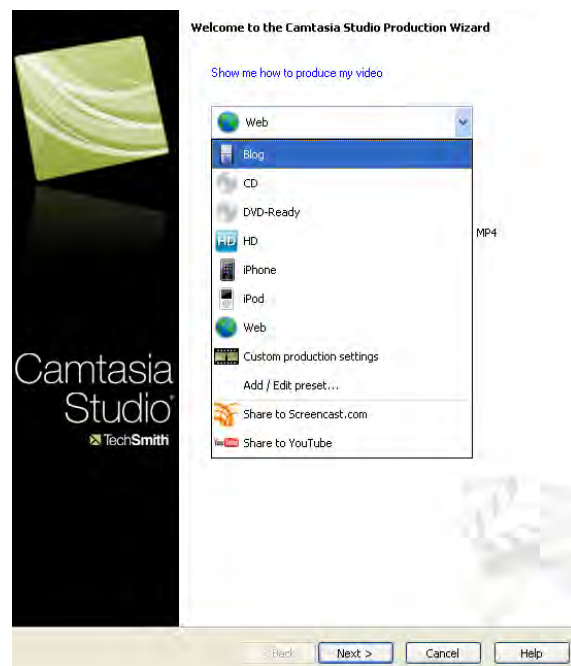
2. You can publish online directly to the Screencast.com or YouTube services. In this case no local files will be saved to your computer: Your files will be stored online only

If you Choose Produce and share, you'll need to select a **Production Preset**.

Production settings will default to what you chose when you opened the project, but you can choose a different preset, or customize your settings at this point.

3. Choose a location to save the file(s).
4. Camtasia Studio will begin to “render” the final product.

Note: The rendering process is slow: generally at least as long as the video.



Share Your Screencast

Depending on your export settings producing your screencast may result in a folder of files (as with *.mp4* or *.swf* files) or a single video file (*.avi*).

IMPORTANT! When working with a folder make sure to always keep the files together in their folder.

Posting a Screencast in SPARK

You can share your screencast with students via SPARK by uploading your files via the SPARK file manager. If your screencast is a folder of files you may find it easiest to zip the folder before uploading it, then using SPARK's file manager tool to unzip the folder.

Once the files are uploaded (and unzipped), create a link to the **.html** file in the folder to make the screencast available to your students.

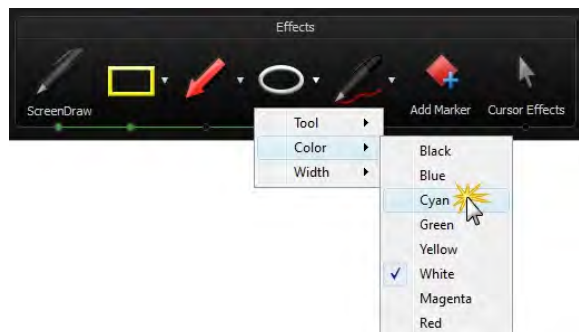
For more on posting content in SPARK see our "Managing Files and Course Content in SPARK" handout, located on the SPARK faculty support site: <http://www.oit.umass.edu/webct/campus-vista/faculty/tutorials/>)

Post a Screencasts on UDrive

If you don't use SPARK, OIT's UDrive is a good place to host files for sharing, either with specific members of the UMass community, such as students or colleagues, or with the public. For more on using UDrive visit the OIT help pages at <http://www.oit.umass.edu/udrive/index.html>.

Appendix 1: Draw on the Screen while Recording

Camtasia Studio includes a feature called *ScreenDraw* that allows you to add notes and drawings to the screen while recording. Most instructors who are serious about “inking” use dedicated technology such as a SchoolPad or Tablet PC rather than this tool.



Note: You cannot remove annotations from the saved recording, so plan accordingly. Unless you are recording a live lecture, you may prefer to add annotations in Camtasia Studio while editing.

See the **Camtasia online help** for step by step instructions for using Screen Draw.

Appendix 2: Video File Formats (adapted from Camtasia help)

MP4 is the default format for quick Web publishing in Camtasia. It is a versatile format that plays on Macs & Windows and most media players and devices, including smart phones and is the current standard for delivering multimedia.

SWF movies run in the nearly ubiquitous Flash Player. We say nearly, because currently Apple products such as iPhones and iPads will not play Flash SWFS. The SWF format is best for short, low motion videos (most screen-captures and basic PowerPoint slides). Avoid SWF if your screen capture includes camera video.

FLV, like SWF, plays on both Mac & Windows, in the nearly ubiquitous Flash Player. FLV's will not play on Apple iPhones or iPads. FLV is currently the default format for YouTube. It's a good cross-platform alternative to lossy or compressed video formats such as WMV or MPG. Using FLV for long, high motion videos may result in a choppy movie, but a smaller file size.

WMV (Windows Media Video) produces a video that plays in Windows Media Player.

MOV (QuickTime) produces a video that plays on both Mac and Windows in the Apple QuickTime Player.

AVI (Audio Video Interleave) is used for CD-ROM and DVD distribution. AVI retains the highest quality. Many video-editing programs can edit AVI files. **Warning:** AVI produces very large files, not suitable for posting on the Web!

M4V (iPod/iTunes) is best for playback on an iPod or in iTunes.

MP3 (Audio) when saved as MP3, Camtasia pulls an audio-only file from the audio on the Camtasia Timeline. MP3 is a standard format that plays back in numerous players; compatibility is not an issue.

RM (RealMedia) RM produces a video for playback in RealPlayer.

CAMV (Camtasia for RealPlayer) Requires a RealServer for streaming and requires a browser plugin. Best for low motion, with few color gradients, such a simple bulleted text PowerPoint presentations.

Animated GIF can be used to make short animations that will play back in any browser, on any computer, or to add short animations to a PowerPoint presentation.

Appendix 3: Production & Publishing Best Practices

Use the same stylistic conventions for all the videos in a set

Use standard practices for each set of movies published on the same Web site or CD (similar title screens, closing screens, consistent recording of keyboard sounds, etc.).

Movie length

Several short “bite-sized” movies are often better than one long movie, especially if you are producing demos rather than capturing lectures.

File size

Depending on the contents of your screencast, you might be able to reduce the file size of your published movie by using a different *Production Setting*. You may need to experiment and compare, for instance:

- Movies containing full motion video may have with a smaller file size if published as FLVs.
- Simple PowerPoint slides with an audio track may have with a smaller file size if published as SWFs.

On the Web page that links to the movie...

To help your audience to decide when and where to watch the movie:

- Indicate the movie length (in minutes).
- Indicate if the movie has an audio track. Your audience may want to use earphones, or turn on their speakers.

On the title screen of the movie...

- Indicate the movie length in minutes on the title screen.
- Indicate (in text) if the movie has an audio track. Your audience may want to use earphones, or turn on their speakers.