

## EUIC Camtasia Studio™ Trainer Lesson Plans

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Feel free to use your own wording and examples to convey this information!

### Goals, Objectives, Format, Materials, Evaluation

#### Goals:

- Participants will become familiar with the genesis of the online tutorial project.
- Participants will gain an understanding of the planning phase of creating a tutorial – how to choose objectives and create a script.
- Participants will become comfortable using the Camtasia software.

#### Objectives:

- Participants will be able to write a script for the audio portion of a tutorial.
- Participants will be able to create a script integrating detailed instructions for screen captures, insertion of Power Point slides at the appropriate spots in the tutorial, and recording functions, and spoken instructions.
- Participants will know the difference between the 3 parts of a tutorial created with Camtasia Studio: screen captures, audio, and callouts.
- Participants will understand how the 3 parts work together in a tutorial created with Camtasia Studio.
- Participants will know the types of files generated by the parts of a tutorial: .avi and .wav files, and how to manage them.
- Participants will understand the need to set their capture settings appropriately.
- Participants will be able to differentiate among the different capture options to determine the best option for their needs
- Participants will be able to capture the needed screens.
- Participants will be able to insert callouts into the .camproj.
- Participants will be able to insert PowerPoint slides into their project.
- Participants will be exposed to the process of recording audio tracks.
- Participants will be able to produce a Camtasia video.

#### Format:

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- Lecture
- Demonstration
- Discussion, Q & A
- Hands-on

### For Participants

#### Materials:

- | <u>Participant materials:</u>   | <u>Page number:</u> |
|---|---------------------|
| ○ <b>Agenda</b>   | 2                   |
| ○ <b>Session Outline</b> —Feel free to use for taking notes           | 3-4                 |
| ○ <b>Pre-Writing Steps: Project Prep &amp; Instructional Design</b>   | 5                   |
| ○ <b>Camtasia Studio Parts &amp; File Management</b>                  | 6                   |
| ○ <b>Recording Settings</b>   | 7-11                |
| ○ <b>Script: Search by Author</b>                                     | insert              |
| ○ <b>Importing PowerPoint Slides as Image Files</b>                   | 12-13               |
| ○ <b>Audio Capture / Callouts &amp; Highlights</b>                    | 14                  |
| ○ <b>How will you share your videos?</b>                              | 15-16               |
| ○ <b>Production Settings for EUIC's ILLINET Online Tutorials</b>      | 17                  |
| ○ <b>Evaluation Form</b> —Please return at the end of today's session | insert              |
| • Flash drive   |                     |

#### Computer needs:

- Camtasia installed
- USB port
- .jpg image of PowerPoint slide installed on desktop

### For Trainers

#### Materials:

- Lesson plans
- Flash drive containing:
  - Author search tutorial
  - .camproj for author search
  - PowerPoint slide (to convert to .jpg image)

#### Computer needs:

- Camtasia installed
- Snag-It installed
- Administrative rights, in order to change screen resolution and volume settings
- Projector

## EUIC Camtasia Studio™ Trainer Lesson Plans

### Evaluation:

- Feedback received during session will illustrate if participants understand.
- Feedback received on the evaluation form will illustrate if the committee met its goals.
- Number, type, and quality of tutorials created by participants in the 6-months following the training session will provide evidence that our training sessions made an impact in State-wide instruction activities.

## Getting Started

**Introduce presenters, CARLI rep., host institution. Mention location of restrooms and lunch. Go over agenda (highlight some goals and objectives) for the day.**

**Invite participants to introduce themselves** (name, institution, position, what you're hoping to gain from today's session, familiarity with Camtasia, etc..)

## I. Background of EUIC project and Camtasia overview

### A. Background

In response to member requests for ILLINET Online instruction, the End User Instruction Committee (EUIC) was formed in April, 2004 as a sub-committee of the ILCISO Users Advisory Group (IUAG). The committee was charged with creating ILLINET Online end user instruction tutorials/toolkits that can be customized by member libraries for their own use.

EUIC members have created a series of end user tutorial modules demonstrating the use of all major functions of ILLINET Online. EUIC used Camtasia Studio™/SnagIt®, sold by the TechSmith Corporation. It is a bundled software package for creating and editing multimedia tutorials. These modules were completed in Summer 2005 and posted on a website for use by patrons and librarians on September 16, 2005.

Each CARLI/ILCSO member library was offered a free copy of the Camtasia Studio™/SnagIt® software package for use in customizing tutorial modules to reflect their local iteration of ILLINET Online. Today's training session will be a hands-on workshop covering the use of Camtasia Studio™ software to create your own local tutorial modules. During the training session, you will be guided in creating a single lesson—an author search.

### B. Demonstration of the author tutorial

Have students follow the sample script as the movies plays on the CD.

### C. Pre-writing activities

- Determine instructional goals and learning objectives.

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- If appropriate, work with your colleagues to set instructional goals for your tutorials.
- What are the most important strategies and features to cover in the lesson?
- Arrange your script and lessons so that the most important topics are covered first, in case your viewers decide to stop the movie before it is over!
- Choose example search(es) to illustrate your objective(s)
- Experiment with catalog and observe how certain searches work
- Consider audience's knowledge and level when choosing examples

### D. Pre-writing activities

- Determine instructional goals and learning objectives
- Choose example search(es) to illustrate your objective(s)
- Experiment with catalog and observe how certain searches work
- Consider audience's knowledge and level when choosing examples
- Choose examples that can demonstrate many lessons (i.e. when teaching how to search by a title, choose a title that begins with an article to demonstrate rule of dropping initial article)
- Create a uniform system for naming files
- Some librarians may find it helpful to create a paper and pencil storyboard as another preliminary step.

### E. Script writing [refer participants to Author Script handout]

A detailed script is essential before you start recording. The final script should include:

- The text that your narrator will speak
- Detailed instructions for screen captures, mouse movement and call-outs.
- Detailed instructions for use of function keys to begin and end each segment.
- File name at the top of each page.

Additional tips for creating an effective script:

- Don't capture anything on screen that you don't also in narration or text.
- Prepare the learners for what they're about to see. Specifically state the skills you expect them to learn.
- Be as brief as possible. Scripts that don't seem wordy on paper may seem impossible when you have to record them.
- Read your script out loud. This will alert you to awkward and redundant wording.
- Order your script to reflect the way Camtasia works. Once you learn how the software works, you'll understand why we broke our script into small segments. We found that it's easier to re-record a small section than an entire lesson! A logical place to stop a segment is when you move to a new web page.

## I. Three components of Software Structure

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### A. Discuss the 3 parts of a tutorial created with Camtasia Studio

Use analogy of “human body” section of a World Book encyclopedia, to illustrate how the 3 parts overlay each other to produce a blended product.

### B. Things to point out related to software interface and options

- Task List – shows options for importing items, editing and producing the film
- Clip bin – includes all of the visual (.avi) and audio clips (.wav) files you’ve created
  - Once you have recorded audio or screen captures, .avi and .wav files will be generated and saved as “clips” in your clip bin. Do not delete them. If you have to recreate a clip, just give it a new name (e.g. book2.avi). You can drag and drop these clips to the timeline in the order you’d like them to appear. Right click on a clip that you’d like to delete from the timeline in order to see the delete option.
- Timeline – includes the layered clips that make up the various parts of the film.
- Video Preview – you can watch the video in this window or expand it so it fills up the entire screen (hit <Esc> to exit full view).
- You can get to a specific place in a film two different ways. Point the cursor to a specific spot on the timeline, and that spot in the film will appear in the video preview. Or, use the arrows in the Video Preview window to play, pause, move forward or back, or jump to another segment.
- Red button (before “record the screen”) is the way to launch the recording wizard. See handout for recommended settings. This recording wizard will record the screen (video clips), but you will need to separately record the audio and then add highlights to your film.
- The links that will allow you to record audio (voice narration) and add callouts are under "Edit" in the Task List.
- Once clips are dragged and dropped to the timeline, a project emerges. When you save the project, it includes all of the clips and the combination that exists from the layers in the timeline. Each clip is saved separately. Keep clips and the project in one location on your computer.

### C. Discuss the files created from screen capture and audio

- Use handout that explains the 3 parts
- Discuss file management (mainly naming and organizing files)

### D. Show author .camproj for search by author

- Focus on the timeline with different types of files in it
- Compare segments in the script with elements (and file names) in .camproj

## II. Screen Capturing & Inserting PowerPoint slides

Now you know the principles. Let’s get to the specifics!

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- A. **Demonstrate the capture setting recommendations** *if participants can make these changes on the lab computers. If not, encourage them to do it on their own computer, at home.* (5 minutes)

### Refer to pg. 7 - 11 in participant handout

- Set your screen resolution to 800 X 600 before beginning to record. To do this, go to **Start, Settings, Control Panel, Display**, then to the **Settings** tab. Or, **right-click on the desktop** and choose **Properties**, then **Settings**.
- Use the internet browser at the maximum size.
- Consider suppressing various toolbars (Google, Links, etc.) on your internet browser if your standard settings cause many of these to display. To do this, in the browser, click on **view**, then **toolbars**. **Uncheck** the toolbars you want to hide.
- If possible, have participants change screen resolution.

### Go through capture tips (5 minutes)

See “Camtasia Studio Tips”, pg. 6, and “Recording Settings,” pg 7-11, in participant handout:

- File management—pg. 6  
Default location is C:\Documents and Settings\username\Camtasia Studio\author\segment2
- Capture Settings—pg. 11
- Specify what screen region you’re recording (region of screen, window, entire screen). This selection does not always ‘take’. Once the Camtasia Recorder control box opens up, select **Capture – Input** to verify your selection.

In the **Task list**, click on “**Record the screen**” then choose “specific window” or “region”

- Use the **window selection** when all of the content you want to capture will be in **one window**. For catalog demonstrations, this is going to be the setting most commonly used. It is important to copy down the dimensions of the window being captured.
- Use the **screen selection** whenever your capture will **open a dialog box, popup window**, or if you need to capture movement from one window to another.

The red outline shows the area of the screen that will be recorded. Click within it to confirm. Press F9 to start recording.

The flashing green corners indicate you are recording a certain region. Press F10 to stop recording. Think of it as a “recording in session” sign.

- B. If possible, **have participants set their capture settings** while the other trainers move about the room for assistance. (5 minutes)

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- C. **Demonstrate a Screen capture with segment 2 from author search. Insert a long pause in the script, so you can later show how to delete it, using “cutting.” Show participants several options with the cursor (hide, highlight, highlight clicks, etc.)**
- D. **Brief question and answer session** (5-10 minutes).
- Other questions will be answered with the trainers moving about the room
  - Keep track of questions which might be of general interest to all participants.
- E. **Have participants create screen captures** for a “Search by Author” search in their own catalogs while trainers move about the room for assistance. Save work to a flash drive. (15 minutes)
- F. Take a **10-minute break. Respond to common questions/problems** after break.
- G. **Using PowerPoint in Camtasia** (5-10 minutes)
- **Demonstrate Snag-It** to import images into a PowerPoint slide.
  - Save **PowerPoint** slides as .jpeg file.
  - Demonstrate **importing images** into a Camtasia project.
- H. **Have participants insert .jpg image** of PowerPoint slide into their Camtasia projects using the image already saved to the desktop. (10-15 minutes)



**At lunch, invite participants to talk about how they intend to use Camtasia. Share applications from your own institutions to get them started.**

### **Audio & Callouts** (page 14 in participant handout)

#### **A. Overview**

1. **Voice Narration** is used to insert spoken narration into your movie using the playback of the clips on the Timeline as your guide. When using the Voice Narration options, the video will play along while you are recording. Once the recording of the narration is complete, the audio clip that you have created will be inserted into the Timeline at the correct position to correspond to the clip or clips that you were narrating.
2. **Order:** Order: Typically, it is best to wait and do your narration after the clip has been added and edited, but before adding callouts to it.
3. **Fast Facts about Voice Narration**
  - a) This option is only available while in Timeline view.

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- b) Once your voice narration is created, you will save that audio as a separate track that can be fine tuned for sound or edited at a later time using the Edit Audio option within Camtasia Studio.
- c) As you record your narration, the video will play along in the Preview Area, ensuring perfect synchronization between voice and playback.

### 4. Tips for Successful Voice Recording

- a) During recording, it is best to read with an unhurried, natural, and steady voice.
- b) While you are recording, the volume sensor will display a colored spectrum of your voice. It is best to record at a steady level, meaning somewhere near the middle and displaying all colors across the spectrum.

### B. Adding Voice Narration

1. To add Voice Narration, click on the Voice Narration link in the Task List or choose **Edit > Voice Narration**. The Voice Narration options screen displays.
2. Position the seek bar at the position where you want to start your narration. Click **Start Recording** and begin narrating as the video plays in the Preview Area. When done recording click Finished.

### C. Edit Audio

1. The Edit Audio option allows you to edit existing audio - either from a video clip or a separate audio clip that you import.
2. To Edit Audio, click on the “**adjust audio**” link in the Task List or choose **Edit > Edit Audio**. The Edit Audio options screen displays. At the same time, the Timeline will be visible. You will select the portion of the audio clip that you want to edit directly on the Timeline.

The ways in which you can adjust an audio clip include:

- Cutting out a portion
- Making a section louder or softer
- Adding silence over a particular section.

### D. Callouts

1. Callout is a graphic that you can add to the Timeline so that when the movie is produced, the Callout displays within the video. Callouts are used to "call out" or draw attention to an important object or process being shown on the screen. Or, when combined with text, callouts can give additional instructional information.

#### 2. Fast Facts about Callouts

- a) This option is only available while in Timeline view.

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- b) Callouts come in a variety of different shapes and styles.
- c) Callouts are totally customizable, allowing you to change the color, font, opacity, size, text, and more. Try different ones with your catalog. Involve colleagues by asking for input about colors and shapes.
  
- d) You can create new Callouts by importing your own graphics.
- e) Callouts are editable after they have been added to your video.
- f) Try to be consistent in the callouts you use. For example, we used only 3 in all of our tutorials (green boxes, red arrows, and text boxes.)

### 3. Working with Callouts

To add a Callout, modify an existing Callout, or delete Callout(s), click on the Callouts link in the Task List or choose **Edit > Callouts**.

Explain fade in and fade out wedges in timeline. These can be eliminated or extended.

**Demonstrate adding a callout.**

**Demonstrate the cutting and splitting** features. Use to eliminate long pause in author search. (10 minutes)

**Give participants time to work.**

## III. Publishing/Producing your tutorial

### Two Important Questions to Consider

1. What size do I use to publish?
2. What format do I use?

To activate wizard, in the **TaskList**, choose “**produce video as.**”

- A. **Size:** You need to **produce the video** with the same pixel dimensions you used to **record the video**. (Because we choose to just record the window, the dimensions were 800 x 456.) When recording, note the pixel dimensions for later. **See top image, on page 10 of the participant handout.** Refer back to them when producing. Consistency is crucial.
  
- B. **Format: How will you share/distribute your movies with/to patrons?** This is one of the most important questions you will need to answer before you begin to produce your video since it directly impacts the file format you will choose.

**Refer to page 15-16 in participant handout.** In this handout, which came from the TechSmith online help pages, you can see your options.

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If you produce your file as an .avi file, it is still editable, but one can only view it if they have **Camtasia Codec** (a freely-available software component) loaded on their computer. You will automatically have the Codec if you have Camtasia. To freely download, see link on bottom of “how will you share your videos ” handout. **Use the .avi format if you’re still in the editing phase or sharing drafts with colleagues.**

We created .avi files to share with each other as a committee and passed them on to CARLI, where they were converted (using Camtasia software) to **.swf files**. As you can see from the chart, the .swf format is recommended if you want to share your videos **through the Internet**. Be sure your library or campus **IT Department is prepared** for extra load and traffic on the server if you choose this method.

Show website, <http://www.carli.illinois.edu/I-Share/training/movies/eu-libs.html>

On the **EUIC web site**, you have access to our .avi files (in case you want to convert some of the videos we created to other formats), and to the **.swf files**. We made the assumption that most folks will want to access these **via the web** rather than through a CD or DVD.

Alternative formats for the web include Windows Media (WMV - Streaming Format), RealMedia, Streaming Media (RM), or QuickTime (MOV). The pros and cons of each format are discussed in this chart. **We chose .swf** primarily because the **file size was smaller** than these other options, the movies would be viewable through most browsers (as opposed, for example, to WMV, where the user needs WM player), and we didn’t need the increased clarity one would want if viewing human beings or a “real” movie on the screen that is available with other file formats.

- C. Walk students through **demonstration of saving our sample project to an .avi file**.
  - Confirm file “save as” location
  - Remember, it takes awhile to render the movies
  
- D. Mention that librarians may also want to use the **Camtasia MenuMaker** to create a CD. This is an option within Camtasia, where it automatically bundles your files and a Camtasia viewer. No installation is needed for the viewer. You can also put other files (i.e. MS Word, .pdf, or .html) on the CD. The **MenuMaker can even be used to create CDs without any Camtasia files**.
  - **Show Olivet Nazarene University Fall 2005 Library Orientation CD** (menu)
  - **Create a new project using the wizard**
    - **Edit**: to create new menu
    - **Test Menu**: to see how your menu will look and how the links work
    - **Create Menu**: to produce the menu and create a directory that contains a copy of all of the files, plus the Camtasia reader.