202
BYOL: Camtasia Tricks and Best Practices

TJ Palazzolo, Oracle

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About Me

• Work from home in North Carolina
• Develop technical IT learning assets for admins, developers, and architects:
  – Docs, videos, tutorials, eCourses, training
• Use Camtasia, Articulate, Office, ArborText
<table>
<thead>
<tr>
<th>Challenges for My Org</th>
</tr>
</thead>
<tbody>
<tr>
<td>100+ authors with varied backgrounds and skills</td>
</tr>
<tr>
<td>40+ products and many are updated monthly</td>
</tr>
<tr>
<td>Procedural videos for all major product features</td>
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<tr>
<td>Consistent look/feel, quality and accessibility</td>
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</tbody>
</table>
Standard Workflow

1. Identify SME, Research
2. Storyboard
3. SME Review
4. Record, Assemble, Narrate
5. SME Review
6. QA Review
7. Publish
Storyboard Template

Title.doc

- Intro
  - Action, Narration
- Scene1
  - Action, Narration
- Scene2
  - Action, Narration
- Summary Credits
  - Action, Narration
Library Zip (Theme)

HR Library (Zip)
- Opening Sequence
- Title
- Common Icons, Music
- Closing Sequence
- Credits

Sales Library (Zip)

Project

Export

Import

Add

focuson LEARNING
Recording Screens

• Record in **HD widescreen** (16:9, 720p or 1080p)
• **Fit applications** to recording window
• **Hide** menus, tabs and toolbars in your browser
• Record screen and **narration separately**
• **Take your time** and edit the playback speed later
• **Don't fuss** over minor mistakes; fix in editing
• Use smooth, straight **mouse movements**
• Use an **external monitor**
Recording PowerPoint

- Animated slides can introduce a video or scenes
- Set slide size to the same ratio as Camtasia project
- Avoid recording in full screen; possible scaling issues
- Optionally launch Recorder with PPT add-in
Recording iOS

AirPlay

Mirror

Reflector

Note: some editing features not avail if not a Camtasia recording (trec/camrec)
Adding Mobile Gestures

Mac: Use Camtasia's built-in library
Win: Animate callouts or custom icons
Editing Terminology Review

- Time Zoom
- Video Clip
- Audio Clip
- Playhead Selection
- Playhead
- Track
- Transition
- Callout (with fade in/out)
- Animation, Zoom, Pan
- Track Zoom
Editing Toolkit

- Lock Track
- Split, Cut
- Clip Speed
- Extend Frame
- Shift + Drag
## Optimizing the User Experience

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Zoom/Pan</strong></td>
<td>• Giant application and/or tiny text, icons</td>
</tr>
<tr>
<td><strong>Magnify Cursor</strong></td>
<td>• Tiny icons</td>
</tr>
<tr>
<td><strong>Spotlight Callout</strong></td>
<td>• Focus attention on a busy screen</td>
</tr>
<tr>
<td><strong>Blur Callout</strong></td>
<td>• Hide names, emails, IDs, URLs</td>
</tr>
</tbody>
</table>
Cinematic Effect: Freeze Frame

- Describe a tip or best practice here
- Extend video frame
- Fly in/out animations
- Callout, video or other content
- Blur callout covers the entire screen
Cinematic Effect: Rotate and Zoom

- Start of video
- Callout, video or other content
- Video animation
- End of animation
# Videos vs Screenshots

<table>
<thead>
<tr>
<th>Step</th>
<th>Videos</th>
<th>Screenshots</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Record videos incl. mouse, keyboard</td>
<td>Capture screenshots</td>
</tr>
<tr>
<td>2</td>
<td>Publish</td>
<td>Add mouse, keyboard animations</td>
</tr>
<tr>
<td>3</td>
<td>Re-record UI changes</td>
<td>Publish</td>
</tr>
<tr>
<td>4</td>
<td>Splice in updated videos</td>
<td>Re-capture and replace screens for UI changes</td>
</tr>
<tr>
<td>5</td>
<td>Publish</td>
<td>Adjust mouse, keyboard animations</td>
</tr>
<tr>
<td>6</td>
<td>Publish</td>
<td>Publish</td>
</tr>
</tbody>
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When to Consider Screenshots

- Difficult to access the site
- SMEs are willing to provide screenshots
- Frequent UI changes
- Lots of sensitive info to remove/blur
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