

Killer Camtasia Videos

Lon Naylor

ScreenCastProfits.com

StupidCamtasiaTricks.com

LearnCamtasia.com

FreeIQ

Overview

■ Why Bother?

- Because quality content **IS** king...
- Web 2.0 is changing things...

■ Quality content matters because:

- There are big players and big technologies
 - AppleTV
 - Tivo

AppleTV



If it's on iTunes, it's on your widescreen TV.
Now shipping.

1. **Download** movies, TV shows and more from iTunes.
2. **Sync** wirelessly from your Mac or PC.
3. **Watch** everything on your widescreen TV.

Tivo



- Video via RSS
- Getting VERY close...
- Your video blog on TV!



What is a Killer Camtasia?

■ (Socks = {OFF})* $V_{elocity}$

■ You know one when you see one!



<http://www.stompernet.net/getting-serioususer.htm>

The Experts

- Daniel Park – <http://dappertext.com>
- Chris Austin – <http://learncamtasia.com>
- Brooks Andrus –
<http://www.brooksandrus.com/blog/>
- Troy Stein –
http://video.techsmith.com/blog/screencasts/tss/dv/30d30d/30_Demos_in_30_Days.html

Number 1 Camtasia Tip!

■ Ace the Audio! – Job #1

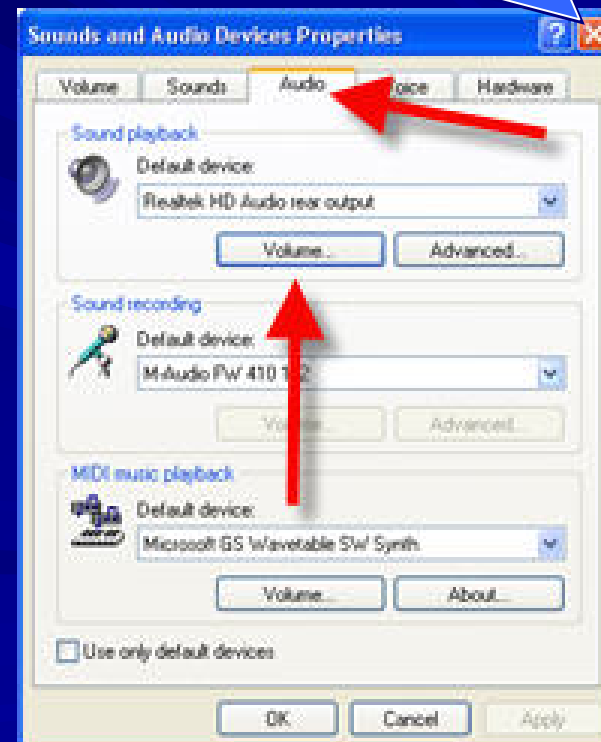
- Volume Levels
- Booming “P’s” and “B’s”
- Poor quality

Volume Level Tip

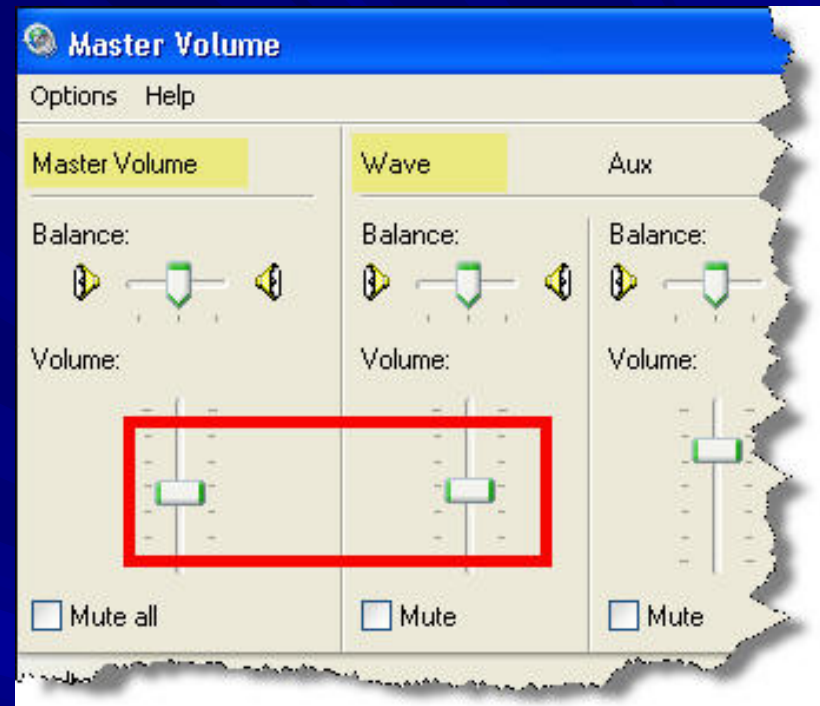
1. Open Control Panel
– Sounds and Devices



2. Click the Audio Tab
and Volume Button



3. Set **Master Volume**
and **Wave Volume**
somewhere in the
middle

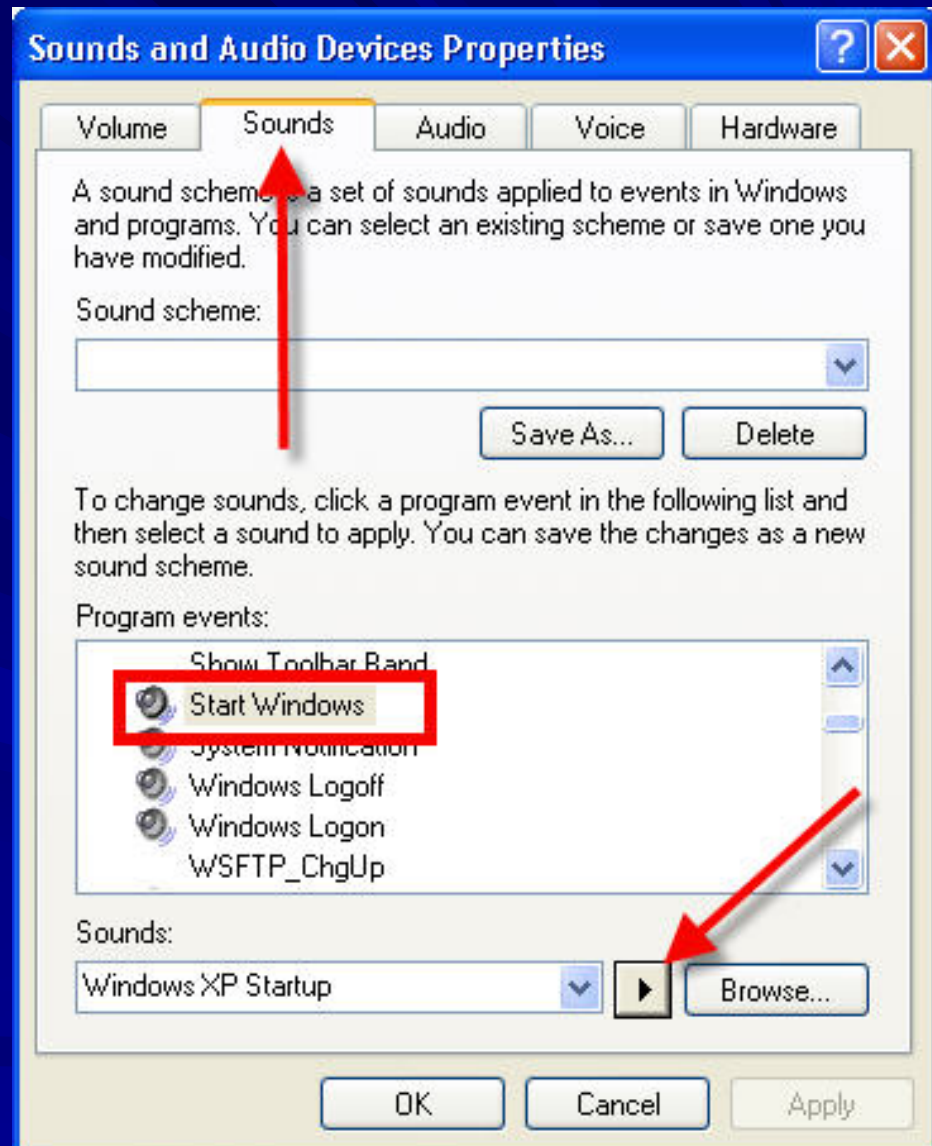


4. Sounds Tab

Choose
Windows
Startup sound

Click the
Preview button

Adjust your
speaker volume



“Booming” Tip

- Step Away From the Microphone...
- Try wearing a headset around your neck...
- Try boosting the Microphone Volume Level

Quality Audio Gear...

- Professional Audio gear is more powerful and flexible

Mic Preamps



M-Audio FireWire 410

zZounds.com – search “Audio Interfaces” - \$69 and up

eBay...

Microphones - \$99 and up...



Audio-Technica AT3035 **Diaphragm** Studio Mic

The Process...

- Plan
- Prepare
- Record
- Edit
- Produce
- Deliver

Plan It!

- Start with the end in mind...
- Determine the “WHY”
- What action do I want?
- Important key points?
- Use a survey?
- Create an outline...

Prepare It!

- 2 parts
 - Preparing Content
 - Preparing to Record
- Scripting / Storyboarding!
 - **Tip #1** – Create a Script
 - Why? It's your sales copy!
 - Tune it, tweak it...
- Rehearse

Top Tips to Prepare for Recording

- Shut down:
 - Email, IM, Skype...anything that will popup
 - Cell or phone?
- Get your apps together...
- Resize windows...
 - Google “SIZER”
- Test audio levels
 - The Big Brown Bear Pulls Pebbles From His Pocket...

Record It!

- Consider recording audio and video separately

Step 1

SCT #3 - Microsoft Word

File Edit View Insert Format Tools Table Window Help Adobe PDF Acrobat Comments Type a question for help

Verdana 16 B I

1 2 3 4 5 6

Name Script

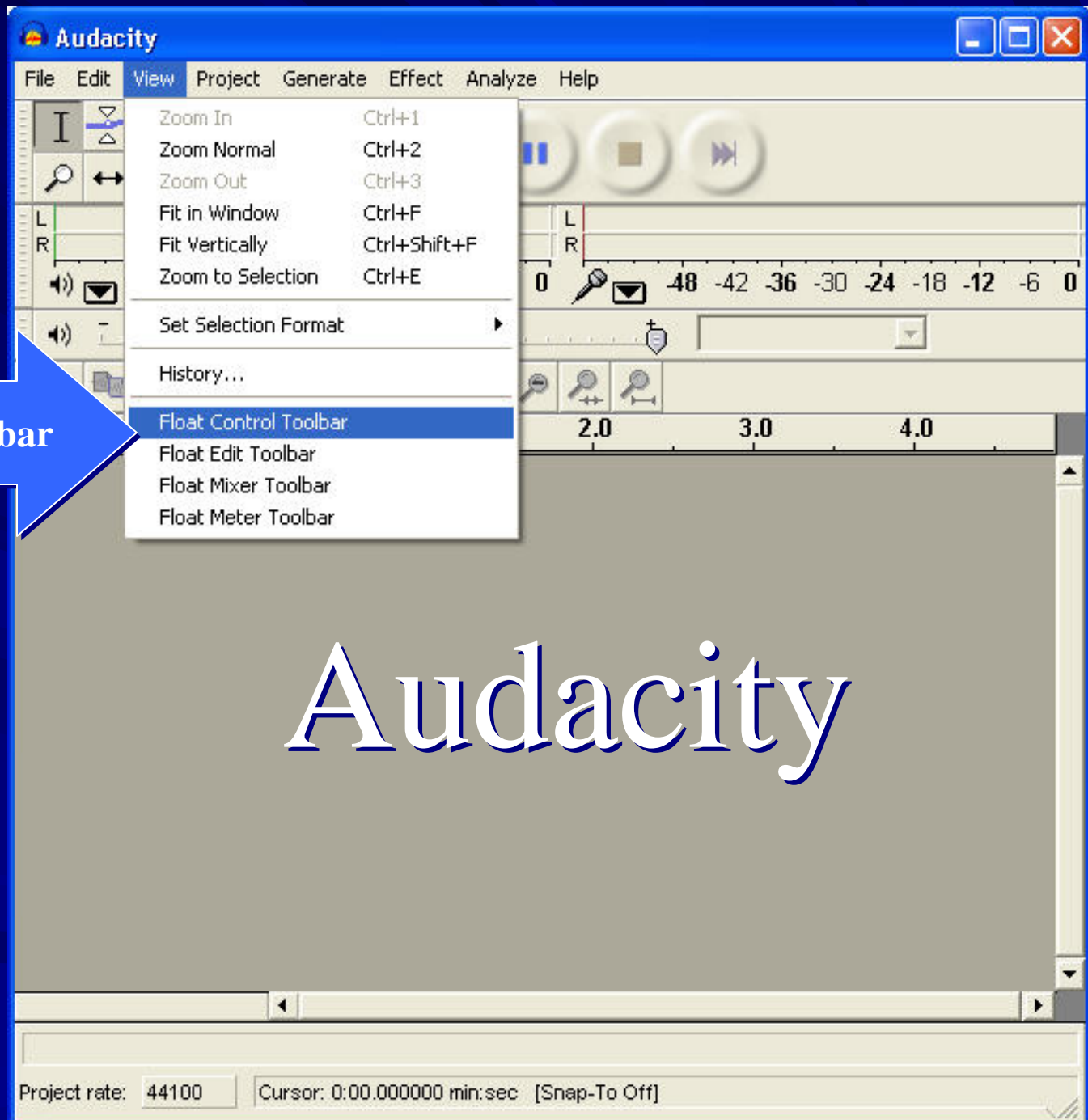
Stupid Camtasia Message #3 Script

Narration	Screen Navigation
Hi everyone	Intro Slide
This is Lon Naylor and welcome to Stupid Camtasia Tricks! [c]	
In this edition, I have just a quick example to show of how one of our fellow Camtasia Tricks users took the Volume 1 technique and is using it in the real world.	Slide 1
His name is Dewald and here's the email he sent me. He says...	

Page 1 Sec 1 1/4 At 1" Ln 1 Col 1 REC TRK EXT OVR

Step 2

Float Control Toolbar



Step 3

The screenshot shows a Microsoft Word document titled "SCT #3 - Microsoft Word". The document contains a script for a Camtasia video. The script is organized into a table with two columns: "Narration" and "Screen Navigation". The "Narration" column contains the following text:

Hi everyone

This is Lon Naylor and welcome to Stupid Camtasia Tricks! [c]

In this edition, I have just a quick example to show of how one of our fellow Camtasia Tricks users took the Volume 1 technique and is using it in the real world.

His name is Dewald and here's the email he sent me. He says...

The "Screen Navigation" column contains the following text:

Intro Slide

Slide 1

At the top of the document, there is an "Audacity Control Toolbar" with several buttons. The "PAUSE" button, which is a blue square with two vertical bars, is highlighted with a red box. A callout box points to this button with the text: "The PAUSE button is your friend!".

The status bar at the bottom of the window shows: Page 1, Sec 1, 1/4, At 1", Ln 1, Col 1, REC, TRK, EXT, OVR.

Demo App

Mozilla Firefox

del.icio.us Tools Help Squidoo

http://www.freeiqreport.com/main/

audio technica 3

Logins Freeiqreport - Blog LogicalDrive Logicaltrash Save Generate

Free IQ - ...

FreeiQ Report


The Report for Ideas beta

Home Blog Links Search

Latest News

- test
- Welcome to FreeiQ Report!
- Example FAQ Item 1
- Example FAQ Item 2

FreeiQ Latest News

 **Affiliate Marketing with FreeiQ**
2004-08-19 20:11:07

http://freeiqreport.com/main

Choose Audio Settings

Select the audio device and input source.

Audio hardware

Audio device:
Realtek HD Audio rear input

Recording source:

- ☐ Microphone
- ☒ Speaker Audio (what you hear)
- ☐ Microphone and Speaker Audio
- ☐ Manual Input Selection

Stereo Mix

Advanced audio settings

Audio Format...


Input level

Stereo Mix

< Back Finish Cancel

Press Record or F2 to begin recording

Audacity Control Toolbar



Edit It!

- Add Music

 - <http://www.musicbakery.com/>

 - <http://www.royaltyfreemusic.com/>

- Use a Splash Screen –
Branding!

- Callouts...sparingly

- Fade in...Fade Out Use

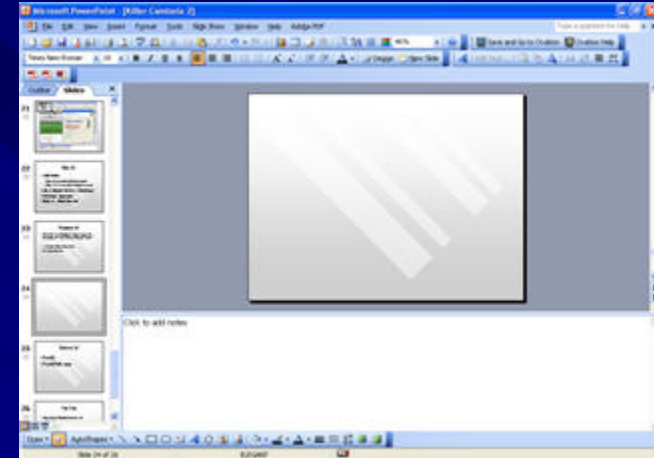
Produce It!

- Why Do My Camtasia Videos Look So Crummy on YouTube or Google Video?

1. Screen Recording Size
2. No Zoom & Pan

1024x768 Screen Capture

Produced as 320x240

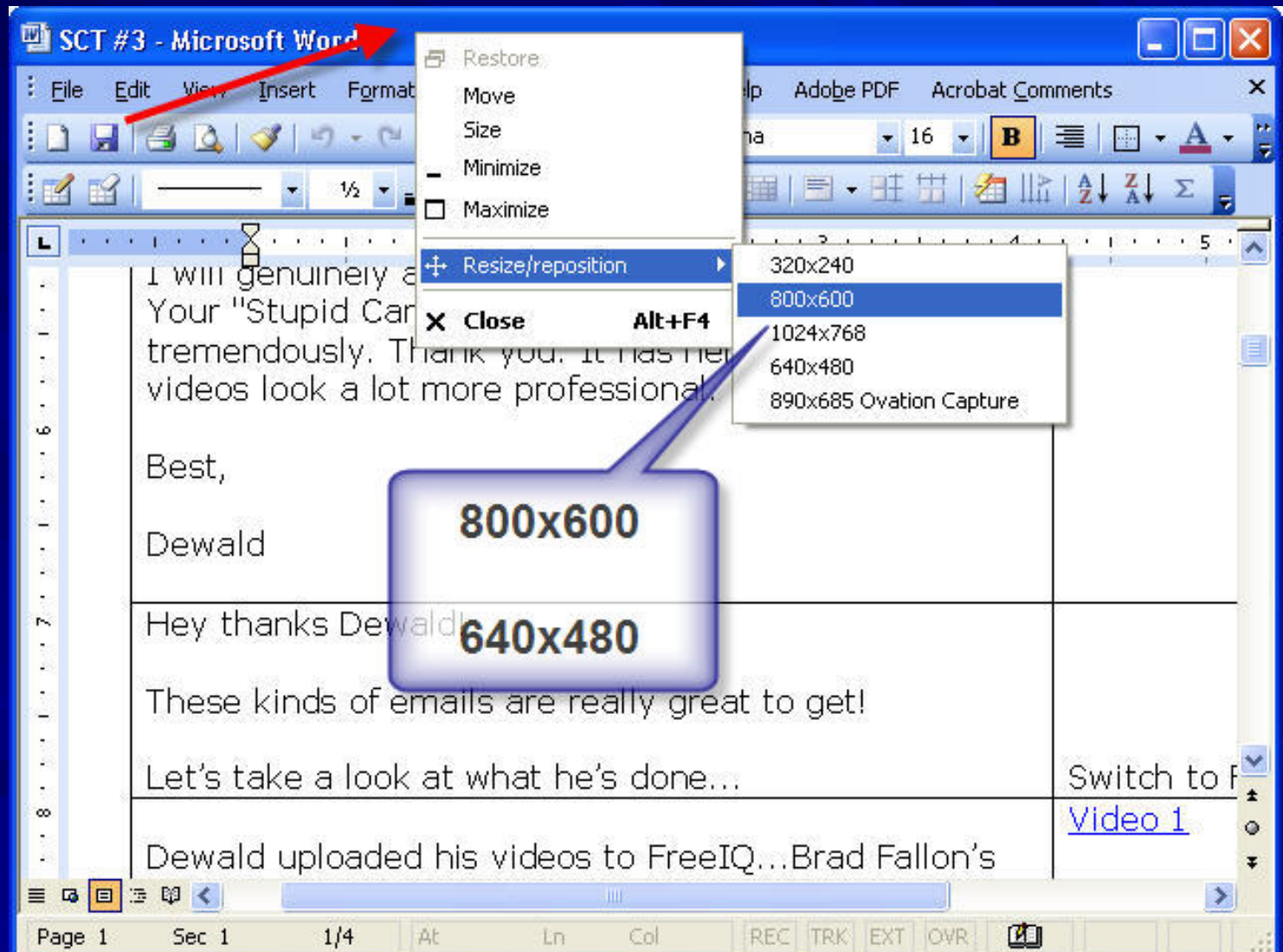


786,432
Pixels

76,800
Pixels

Capture a Smaller Window

■ Use Sizer



Zoom in Camtasia Studio

The screenshot displays the Camtasia Studio interface with the following components:

- Size Panel:** Contains options for video size. The "Standard zoom size" option is selected and highlighted with a red box, showing a resolution of 320x240. Other options include "Show entire video" and "Custom zoom size" (with width and height fields set to 320 and 240 respectively). A "Keep aspect ratio" checkbox is also present.
- Position Panel:** Shows the X-Coordinate as 102 and the Y-Coordinate as 148.
- Zoom speed Panel:** Offers three speed settings: "Slow", "Fast" (selected), and "Instant".
- Video Preview:** The main window shows a video of a Microsoft Word document titled "SCT #3 - Microsoft Word". The document content includes "Name Script", "Stupid Camtasia Message #", and a table with "Narration" and "Slide" columns. A red box highlights a portion of the document text. The video player controls at the bottom show the video is at the 1/4 mark.
- Editing Zoom Panel:** Located on the right, it shows a zoomed-in view of the video content, displaying the text "Name Script", "Hi everyone", and "This is Lon Naylor".

Deliver It!

- FreeIQ

- FreeIQTalk.com

Other Top Tips

- Upgrade to Camtasia Studio 4.0
 - Audio Enhancements
 - Production Previews – what a time saver!
 - iPod Support
- Record at the closest size to your output as possible