

# Why *Camtasia Studio*?

A User's Perspective  
by Alida Franco

# About Me

- Senior technical writer, information architect and project manager for the last 13 years
- Currently employed as such at EZ-Filing, Inc., a software firm that creates bankruptcy software for attorneys

# Multimedia Software

What are some of the current choices?

- Captivate® by Adobe®
- Camtasia Studio® by TechSmith
- Jing® /Jing Pro® by TechSmith

# My Project

- Was asked to develop an extensive series of audio/video tutorials about our software in a short amount of time
- 55 tutorials were developed in about 6 months

# My Tool

- Found *Camtasia Studio* to be the best fit for my skill set and the scope, timeframe, and budget of my project
- And I was able to ramp up fairly quickly on the tool

# Step 1 - Storyboard the Content

- You lay out the content of the tutorial in a storyboard
- Storyboarding is a critical step in the process and any attempt to eliminate this step will guarantee disaster
- Camtasia does not provide a tool for this part of the process, so I simply use a table format

# Step 2 - Record Video

- Determine your recording, editing and production resolution before you start recording
- Your resolution depends on how you expect to deliver your tutorials, via a DVD, on a web page, etc.
- Camtasia supports numerous output types and provides easy-to-use tools to do this

# Step 3 - Record Audio

- Next, I segment the video into short clips to correspond with the content sections in my storyboard
- And then record the audio, clip by clip
- If I mess up (which happens), I can quickly redo an audio segment

*Note:* Camtasia also allows you simultaneously record the audio with the video although I would not recommend it as it is difficult to juggle all the components at once



# Step 4 - Edit the Components

- Trim the video clips so that they exactly match the length of the audio clips
- Add start and end slides to state objectives and wrap up the tutorial
- Add images, callouts, text boxes, as prescribed by the storyboard
- Camtasia provides plenty of cool tools to do all these things, and version 7.0 enables you to maintain a library of callouts that you have already created

# Step 5 - Produce the tutorial

- Camtasia has a great wizard for setting up the details of your audio/visual playout
- Once your setup is done, you can apply the same settings when producing subsequent tutorials

# Step 6 - Fine Tune

- View the final output and return to editing mode to fine-tune everything, as needed
- Then, reproduce and view again

# Print Resources

- *The Definitive Guide* by Daniel Parks
- *E-Learning and the Science of Instruction* by Ruth Colvin Clark and Richard E. Mayer
- *Building Expertise* by Ruth Colvin Clark

*Note:* Short reviews of these books are available on my Linked in profile

# Online Resources

- TechSmith Corporation  
<http://www.techsmith.com/camtasia/>  
(517) 381-2300
- <http://inform.nu/Articles/Vol8/v8p263-279Sorden34.pdf>
- <http://download.techsmith.com/camtasiastudio/docs/cswalkthrough.pdf>
- [http://www.adobe.com/products/captivate/pdfs/captivate\\_leveraging\\_multimedia.pdf](http://www.adobe.com/products/captivate/pdfs/captivate_leveraging_multimedia.pdf)

# Example Tutorials

Here are some of the tutorials  
I put together using  
Camtasia Studio 6.0

- <http://www.ezfilling.com/tutorials-ezfilling.html>