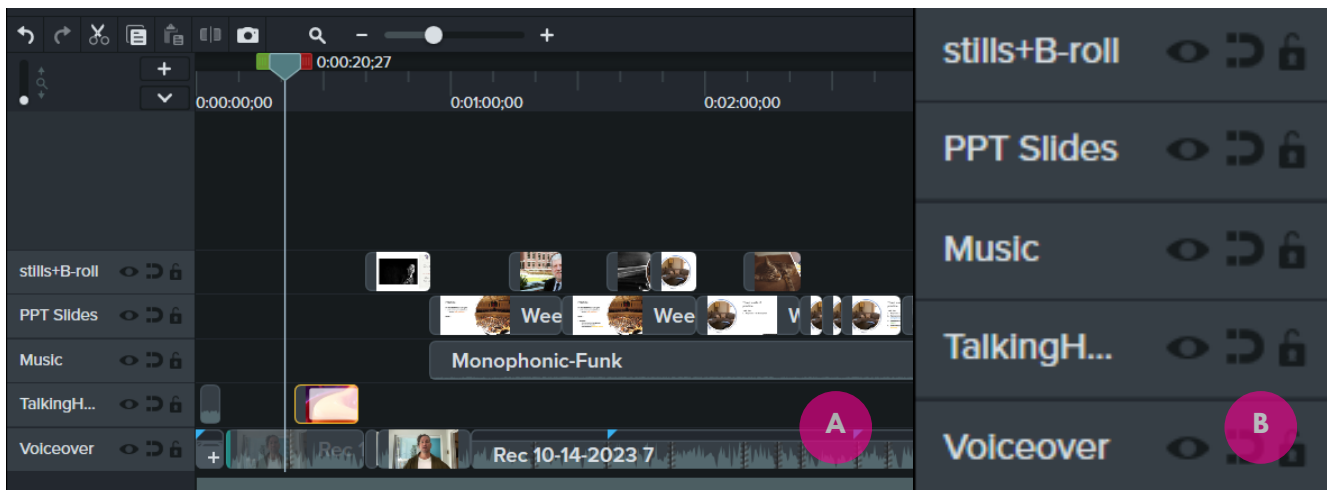# SHERIDAN

How To
Edit &
Assemble
Videos
Using
CAMTASIA

ARTICLE _002

Intro

The following are practical instructions or 'guidelines' to assembling a variety of instructional content for Sheridan professors (profs) using Camtasia.

We'll be following these images for all instructions below.

Whether it's a 5-min 'bite-size' playlist video, or a 15-30 min lecture, the general format will be as follows:

1. Motion Graphic Intro
2. Talking Head Intro (full screen of prof's face) with Nameplate Banner in corner
3. Lecture Content
4. Moments of Clarity + Brevity (Stock Footage)
5. Background Music (optional)
6. Talking Head Outro (full screen of prof's face)
7. Motion Graphic Outro
8. Captions (optional)

Mayer's 12 Principles of Multimedia Learning ›

https://www.digitallearninginstitute.com/blog/mayers-principles-multimedia-learning/

This article is a great starting point which outlines research-backed fundamentals to keep in mind when developing instructional content.

Ideas include minimal use of background audio (Coherence Principle) and ensuring visual imagery clarifies messaging instead of being included for the sake of it (Multimedia Principle).

Theories outlined in this article are relevant during scripting, recording, and editing phases.

Guidelines

1 **Add 'Talking Head'* or Voiceover + Cut to Seamless**

1. A ***'Talking Head' (TH)** is a portrait-sized view of the subject against a simple, clean background, usually masked into a small circle and placed in the bottom right corner of the screen, or used as an intro or outro at full screen size.
   a. Once we layer additional content overtop, what will remain will be profs' TH intro and outro.
2. Open Camtasia, and place on a new channel *(Referenced in images above)*.
3. Profs may have recorded voice and video separately or both together*.
   a. *If together, split audio from video so they are on separate channels while ensuring they are still synced together.
4. Cut out 'uhms', 'ahs', and any other content the prof does not want to include in the video.
5. Use audio transitions where necessary to ensure seamless transitions.

2 **PowerPoint Slides (Lecture Content) Overtop**

1. You may now mask into a circle and move the talking head to be only in the corner of the screen if requested, or your prof may have already done so by recording via '*PIP*' *(picture-in-picture)*.
2. Alternatively, simply layer PPT slide overtop on a new *Camtasia* channel to show content-only.
3. *(Referenced in images above)*

Guidelines

3 B-Roll (Stock Footage) overtop

1. On a new *Camtasia* channel, add stock footage *(Referenced in images above).*
2. Use, not arbitrarily, but instead to clarify the lecture content being verbally spoken by showcasing it in a different way. We call these 'moments of clarity'.
   a. eg. if an infographic which outlines the topic in a different way already exists, show this on the screen. (individuals benefit from learning content in varied ways, allowing better retention)
   b. eg. if prof references a certain author or book, sport or activity, show this on the screen. (someone from another country or culture may be unfamiliar)
3. If a lengthy amount of time has passed, the prof has not switched PPT slides, verbal topics, or presented a 'moment of clarity', a 'moment of brevity' may be used to break up the monotony.
   a. *eg. Prof mentions eliminating distractions and placing phones on 'do not disturb'; show an image of a phone, or desolate landscape to illustrate this.*
   b. *eg. Prof is mentioning skills 'such as violin and ballet'; show this on screen.*
4. Much research exists (referenced below) on the frequency with which one should switch between audio and visual content. For our purposes, try not to confuse the student by switching too often, while looking for 'moments of clarity of brevity'.

Guidelines

4 **Background Music**

1. On a new channel you may now add background music then lower its volume to be only just audible *(Referenced in images above)*.
   a. A good point to begin and end background music is when we switch from on-camera Talking Head to voiceover only
   b. Inconclusive research exists *(Mayer Multimedia Principle)* which suggests extraneous images paired sound may in fact interfere with learning or provide no additional benefit to the learner. However, because Youtuber's with followers in the millions would disagree, adding that background music keeps their users engaged, we leave it up to you to decide whether or not you would like to include background music.
   c. Background music is most typically used on simple *YouTube* videos with minimal talking, such as cooking, sewing, or knitting tutorials.
2. If you do choose to include background music, please be aware, many users in 2023+ absorb video content at 2x or 4x speed. Successful content creators choose simple background melodies which sound 'normal' at varying speeds.
   a. eg. THUY sewing video > https://www.youtube.com/watch?v=SHCKesJNwbo > play this video at regular, half, and double speed > it sounds "okay", is not distracting, and is an extra layer of engagement while you watch a fairly straightforward tutorial.

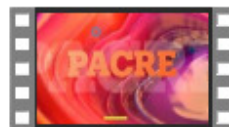# Guidelines

5 Add Motion Graphic Intro

1. A simple motion graphic introduction has been created for you with a folder of 8x different background options for you to choose from.
   a. Choose new based on each video, module, or overall course.
   b. Countless more options are available if you dislike or run out of these.
2. Intro features Sheridan Logo, 'PACRE' (program name), and a 'Module Title' of your choosing, usually a repeatable element, eg. the name of the overall course or module.
   a. If individual course titles vary, or you are making a playlist of many short videos, you may add individually specific 'Video Titles' yourself using the 'Banner' (below).
3. On a new channel, insert a *Motion Graphic Intro* at the top of your timeline *(Pictured Below)*.
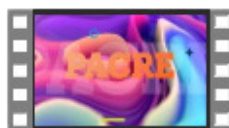
⊘ Typography Intro_lava01

⊘ Typography Intro_lava0
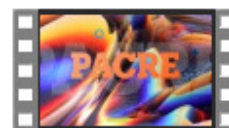
⊘ Typography Intro_lava

⊘ Typography Intro_lava06

⊘ Typography Intro_lava07

⊘ Typography Intro_lava08

⊘ Typography Intro_lava09

⊘ Typography Intro_lava10

Guidelines

6 **Nameplate Motion Banner**

1. A folder of 8x different banners, with white space for a name and/or title, and a slowly moving background has been created for you.
   a. Backgrounds correspond to 'Motion Graphic Intros'.
   b. Banners' inner white title card offered in curved and square corner alternate options.
2. On a new channel, insert a *Nameplate Motion Banner*.
   a. Position it in the bottom left corner of the screen, overlaid on top of profs' introduction Talking Head.
3. On a new channel, Using '**Annotations**' in *Camtasia*, add text of your choice (Prof's Name, Course Title, etc.) overlaid on top of banner *(Pictured Below - A)*.

7 **Add Motion Graphic Outro**

1. A simple motion graphic outro has been created for you
   a. Outro features Sheridan logo
   b. Folder of 8x corresponding backgrounds provided with more options available
2. On a new channel, insert a *Motion Graphic Outro* at the end of your video *(Pictured Below - B)*.

lava_01.cv   lava_01.sq   lava_03.cv

⊘ Typography Outro_lava01   ⊘ Typography Outro_lava03   ⊘ Typography Outro_lava04   ⊘ Typography Outro_lava06

lava_03.sq   lava_04.cv   lava_04.sq

lava_06.cv   lava_06.sq   lava_07.cv

⊘ Typography Outro_lava07   ⊘ Typography Outro_lava08   ⊘ Typography Outro_lava09   ⊘ Typography Outro_lava10
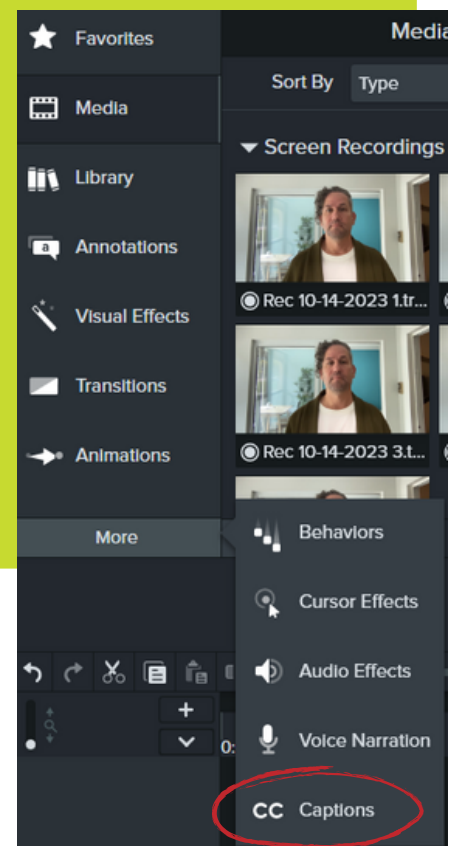
lava_07.sq   lava_08.cv   lava_08.sq

Guidelines

8 Captions

1. **Camtasia**, and **Adobe Premiere Pro** both easily allow for the addition of 'captions' or 'subtitles'.
   a. *Camtasia* > https://www.youtube.com/watch?v=0uOujsjZheE
   b. *Premiere Pro* > https://www.adobe.com/creativecloud/video/discover/add-subtitles-to-video.html
   c. *Premiere Pro* > https://motionarray.com/learn/premiere-pro/adobe-premiere-pro-subtitles-captions/#:~:text=Go%20to%20Window%3E%20Text%20to,minutes%20to%20transcribe%20your%20sequence.

- At this point, the file may be quite large and lagging, or there may be many detailed layers to keep track of.
  a. Add captions using *Camtasia* by pressing 'More' then using the '**Captions**' tool.
  b. Or, Download your file, reupload as a new project, then add captions to this file.

Congratulations, you've done it!

Render your video by hitting '**Export**' in the top right corner of Camtasia to share with students and faculty.

References

1. https://www.techsmith.com/blog/instructional-videos/
2. https://www.techsmith.com/blog/video-statistics/
3. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5132380/
4. https://www.edutopia.org/article/using-video-content-amplify-learning/
5. https://uwaterloo.ca/keep-learning/strategies-remote-teaching/synchronous-vs-asynchronous-online-learning

Sheridan

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Created by Jason Tenn for Sheridan College Faculty of Humanities & Social Sciences

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