Camtasia Tips

Camtasia is screen recording software. It will record anything that appears on your screen and therefore is not limited to recording PowerPoint presentations. It produces an intermediate file or "project" that can be edited for length, audio adjustment, visual elements, and can combine multiple video clips and still images. It exports a video file. Camtasia integrates with the Windows version of PowerPoint for a seamless screen recording experience. See the last page of this guide for links to video tutorials and other resources.

Visit and watch:
Overview / Tutorial videos: https://www.techsmith.com/tutorial-camtasia-9-3.html

Recording a PowerPoint presentation:
Windows: https://www.techsmith.com/tutorial-camtasia-9-3-ppt-addin-toolbar.html
Mac: https://www.techsmith.com/tutorial-camtasia-mac-presentation.html

Helpful tips:

- Rehearse the narration noting when to click to advance animations within PowerPoint slides
- Do not speak while transitioning between slides in the presentation. This will make it much easier in the editing phase.
- Noises such as shifting chairs, shuffling paper or rough mouse handling will come through in the recording
- If you make a mistake, take a silent pause for two to three seconds and try again. You can remove the mistake in the editing process. No need to start the entire presentation over.

Exporting videos
Watch: https://www.techsmith.com/tutorial-camtasia-9-3-produce-share.html
Please select 720p MP4)

Save Camtasia Project as well (File>Save)
Export Camtasia project as ZIP and save to the shared drive. (File>Export>Zip)

TechSmith Camtasia™

Version 3 (Mac) Common Hotkeys

Recording

| Cmd | + | Shift | + | 2 | Pause Recording |

| Cmd | + | Option | + | 2 | Stop Recording |

Editing

N Annotations

| Shift | + | A | Custom Animation | | Space Bar | Play / Pause |

| Shift | + | T | Add Last Transition | | Period | Step Forward |

| Cmd | + | G | Group | | Comma | Step Backward |

| Cmd | + | U | Ungroup | | Shift | + | M | Add Marker |

| Cmd | + | T | Split | | Ctrl | + |] | Next Marker |

| Cmd | + | Shift | + | T | Split All | | Ctrl | + | [| Previous Marker |

| Cmd | + | Option | + | I | Stitch | | Cmd | + | +/- | Zoom |

Shift

The Shift key is a versatile and powerful key that modifies common editing functions. Examples:
1. Hold Shift while selecting to multi-select several pieces of media
2. Hold Shift while moving the playhead to split and move all media at once

TechSmith Camtasia™

Version 9 (Windows) Common Hotkeys

Recording

| F9 | Pause / Resume | F10 | Stop | Shift + M | Add Marker |

Editing

N	Annotations		Shift + E	Extend Frame
Shift + A	Custom Animation		Space Bar	Play / Pause
Shift + T	Add Last Transition		Period	Step Forward
Ctrl + G	Group		Comma	Step Backward
Ctrl + U	Ungroup		Shift + M	Add Marker
S	Split		Ctrl +]	Next Marker
Ctrl + Shift + S	Split All		Ctrl + [	Previous Marker
Ctrl + Alt + I	Stitch		Ctrl + +/-	Zoom

Shift

The Shift key is a versatile and powerful key that modifies common editing functions. Examples:
1. Hold Shift while selecting to multi-select several pieces of media
2. Hold Shift while trimming or moving media to move all other media on the same track
3. Hold Shift while moving the playhead to split and move all media at once

Many hotkeys can be reassigned
(Edit > Preferences > Hotkeys)

Mayer's Ten Principles of Multimedia Learning

Gary S. Atwood MA, MSLIS | Dana Medical Library

Introduction

Dr. Richard E. Mayer is a Distinguish Professor of Psychology at the University of California, Santa Barbara. His main interest is in studying how people learn as well as how to help people learn. As a part of his research, he has articulated several principles that outline how to develop multimedia learning objects that maximize student success. This document outlines 10 key principles, but there are others as well.

A few things to keep in mind when considering these principles:
- Generally speaking, they are geared more toward novice learners rather than experts with a lot of prior knowledge.
- They are best suited for presentations on relatively complex topics that often progress at a fast pace.
- The principles should be viewed as very strong guidelines, as opposed to laws that cannot be broken. Indeed, there may be situations when it would be better not to follow a certain principle.
- They are based on extensive research.

1. Coherence Principle

People learn more deeply when extraneous material (words, images, sounds) is excluded rather than included. Many people feel that adding extra elements – factoids, unusual sounds, unrelated pictures, etc. – make their presentations more interesting, but they actually have a negative impact on a student's ability to understand content. Only include material that directly supports your instructional goals.

2. Signaling Principle

People learn more deeply when cues (audio & visual) are added that highlight the main ideas and organization of the material. The idea here is that you are helping the students determine which pieces of information are the most important. This works very well with text but not as

well with animation for reasons that remain unclear. Signaling is one of the principles that may not work as well with advanced learners who are already familiar with the material.

3. Redundancy Principle

People learn more deeply from animation and narration than from animation, narration, and on-screen text. Research clearly shows that adding on-screen redundant text has a negative impact on test scores. Of course, there are situations where it would be better to include text such as:

- If you have students with hearing limitations
- If there are a lot of technical terms
- If you have a lot of non-English speaking students

4. Spatial Contiguity Principle

People learn more deeply when corresponding printed words and graphics are placed near rather than far from each other on the page or screen. Placing text next to the element in the graphic or animation that it is describing has a huge positive benefit for students.

5. Temporal Contiguity Principle

People learn more deeply when corresponding graphics and narration are presented simultaneously rather than successively. Some people think that showing the animation first and then the narration is better because it gives the student two chances to take in the information, but studies have shown this not to be the case. In fact, even having the narration and the graphics out of synch by just a second or two can have a negative impact.

6. Segmenting Principle

People learn more deeply when a narrated animation is presented in learner-paced segments rather than as a continuous unit. Breaking complex information down into smaller, easily learned, segments makes it easier for students to master the material as does giving them control over how they move through the segments.

7. Pre-training Principle

People learn more deeply from a narrated animation when they have had training in the names and characteristics of the main concepts. The idea is to give students the opportunity to learn the names of all the different elements to be covered as well as their functions before the formal training starts. This way, they will have enough background information so that they can focus on the higher-level information being presented.

8. Modality Principle

People learn more deeply from graphics and narration than from graphics and on-screen text. The reason for this is that graphics and narration gives them the ability to use two information processing channels – visual and verbal – which lowers the cognitive load on the student thus making it easier to learn the content. Graphics and written text would require just the visual channel, which would overload their ability to process all of the information. This principle becomes less important for really basic information presented at a slower pace.

9. Personalization Principle

People learn more deeply when words are in conversational style rather than formal style. Using first and second person voice – rather than third person – helps the student develop a more positive connection with the material being presented. Using polite wording has a similar effect.

10. Voice Principle

People learn more deeply when the narration is spoken in a standard-accented human voice rather than a machine voice. If students can tell that the voice is machine-generated, it will reduce the social relationship that they have with the material.

Conclusion

These ten principles demonstrate that "people learn better when multimedia message are designed in ways that are consistent with how the human brain works and with research based principles" (Mayer, 2014). By applying them to both print and electronic educational materials, faculty can help ensure their students' success in mastering the material being presented.

References

The material in this handout was derived from a presentation given by Dr. Mayer as a part of Harvard University's HILT Scholar to Practitioner Speaking Series on July 8, 2014. See https://www.youtube.com/watch?v=AJ3wSf-ccXo&t=2159s for a video recording of this lecture.

Suggested Resources

Mayer, R. (2014). *The Cambridge handbook of multimedia learning / edited by Richard E. Mayer, University of California, Santa Barbara.* (Second ed., Cambridge handbooks in psychology). – UVM Libraries Call No. - **LB1028.5 .C283 2014**

Mayer, R. (2014). *The Cambridge handbook of multimedia learning / edited by Richard E. Mayer, University of California, Santa Barbara.* (Second ed., Cambridge handbooks in psychology). – UVM Libraries Call No. - **LB1028.5 .M36 2009**

Mayer, R.E. (n.d.). Research-Based Principles for Designing Multimedia Instruction. Retrieved from http://hilt.harvard.edu/files/hilt/files/background_reading.pdf

Ten Principles of Multimedia Learning. (n.d.). Retrieved from http://ericsnewblog.blogspot.com/

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Helpful Links

For more complete instructions, please review the Help / Support section of the TechSmith website and the tutorial videos and materials available via the link below.
https://www.techsmith.com/tutorial-camtasia-9-3.html

Also, watch the video on how to record using Camtasia from within Microsoft PowerPoint.
https://www.techsmith.com/tutorial-camtasia-9-3-ppt-addin-toolbar.html

COMTS has a page with background on Active Learning, Flipped Classrooms and resources.
http://www.med.uvm.edu/techservices/comet/activelearning