

Camtasia Studio

Using Screen Capture Software to Create Rich Instructional Media Materials

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Screen Capture Software

What does it allow you to do?

Allows you to:

- Record everything you do on your computer screen as an editable video file.
- Record audio with a microphone for simultaneous narration **OR** you can import a recorded narrative at a later date and add a music track.
- Record static graphics.
- Record PowerPoint presentations with animations, or import individual slides.



Screen Capture Software

What does it allow you to do?

- Enriches the academic experience.
- Directly impacts online instruction and blended learning experiences.
- Has strong implications for teaching and learning in f2f, online, and blended/hybrid instruction.
- Both teacher-centered and learner-centered.



Why Screen Capture?

Teacher-Centered

- Allows faculty to continue teaching in their already comfortable style, i.e., present information, online lecture. (Diffusion Theory – Compatibility)
- Gives faculty a new teaching tool for student success & retention.

Learner-Centered

- Places the content in the hands of the students and gives them more control over their learning experience. They can view and re-view the information. More opportunities for understanding the content.
- Can be used for homework and/or test review w/ 24/7 Access



History of Grant

UMass President's Office Strategic Initiative Grant 2007 -2008 Total \$17,700

- Purchased Flash streaming server
- Faculty stipends
- Student assistance
- Licenses: Originally 50 – in the end 105 licenses each with a 2 year maintenance agreement including software upgrades

Results

- Multiple Faculty Institutes
 - 3 Beginner, 1 refresher, 1 Advanced
- 61 faculty members trained
- 45+ licenses distributed
- Faculty are thinking about course redesign and integrating rich media into their instruction
- Running a Flash server software for campus - serves a function beyond Camtasia
- Established Faculty **Camtasia User Group** & Newsletter



Results

Strengthens collaboration across areas to support academic technology.



- **The Media Center**
- **Faculty Development Center**
- **Instructional Network**



Support is a Collaborative Exercise

UML Media CENTER



FDC

- Organizes and sponsors Faculty Institutes
- Supplied headsets to faculty
- Direct faculty support, renders all files, creates and maintains Camtasia course web files
- Technical support

Media Center

- Initiated the project [PI]
- Maintain licenses
- Conduct training, faculty consultation
- Technical support
- Direct faculty/student support

Instructional Network

- Streaming Flash Server
- Established and maintain Drop Box
- Assign user accounts to faculty for access to Drop Box
 - Technical support

Departments Represented

Touches all five colleges on campus: Health, Arts and Sciences, Engineering, Management & Education

- **Nursing**
- **History**
- **Continuing Studies**
- **Criminal Justice**
- **Graduate School of Education**
- **Psychology**
- **Electrical & Computer Engineering**
- **Physical Therapy**
- **Management, Manufacturing and MIS**
- **Toxics Use Reduction Institute**
- **Work Environment**
- **Sound Recording Technology**
- **Cultural Studies**
- **Community Health & Sustainability**
- **Chemistry**

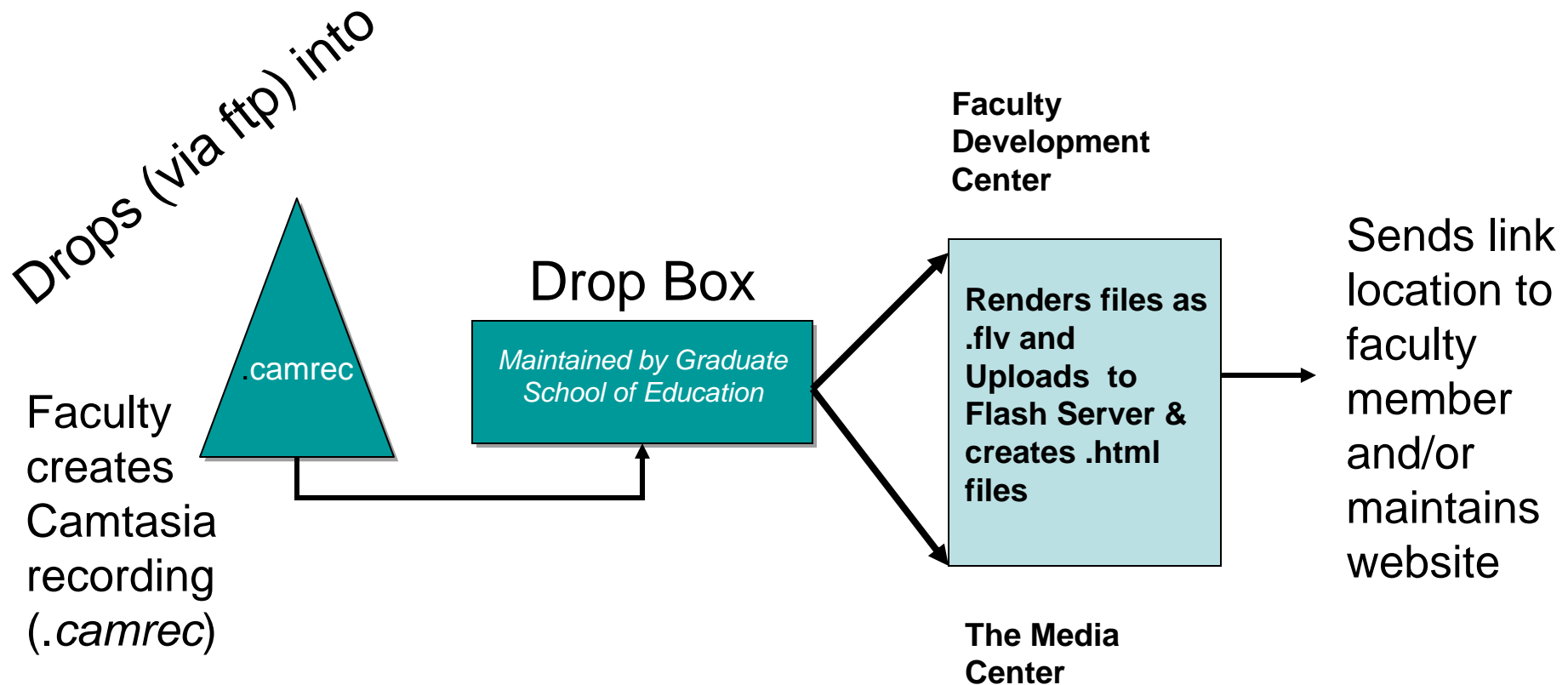


Courses: A Select List

- **Engineering:**
 - Principles of Solid State Devices
- **Management:**
 - Mgt. Information Systems
 - Operations Management
- **Chemistry**
 - Chemical Oceanography
 - Advanced Analytical Chemistry
 - Instrument Analysis
- **History**
 - The Modern World
- **Math**
 - Stochastic Processes
 - MIT Lecture
- **Psychology**
 - General Psych
 - Industrial/Organizational Psychology
 - Quantitative Methods - SPSS
- **Work Environment:**
 - Toxicology & Health
- **Health**
 - Computer Technology in Health
 - Health Databases Development
- **Library**
 - Remote Log In
 - Science Direct

Campus Protocol for Camtasia Academic Technology Support

From the faculty perspective



Different Levels of Use

1. Simple Use

Faculty makes a recording (.camrec). Uploads to Drop Box to be rendered. **DONE!**

or ...

2. Advanced Camtasia

Video editing capabilities: Edit clips, insert transitions, callouts, zoom in and out, add narration/music, chapter markers, etc.

Encourage faculty to do their own editing and upload edited files. (.camrec and .camproj)

Output Considerations

- **Output**
 - ***Streaming*** (requires streaming Flash server) vs. ***Progressive Download*** (requires simple http web server)
 - File conversions:
 - flv, .swf, .mov, .mp3 (audio only), .wmv, .mpeg4, .ipod

Uses of Camtasia

- Record PowerPoint
- Software demos
 - Access, Excel, SPSS, etc.
- Instructional: Library information literacy modules
- Review:
 - Class review
 - Test review
- Centers For Learning: Calculus tutors
- File Conversion
- Student feedback
- Fully online instruction
- Make more effective and efficient use of in class time

Examples

- Mitch Shuldman, UMass Lowell Media Center, Library
 - [Remote Log In](#)
 - [Science Direct](#)

Faculty Comments

Craig Armiento, Professor and Chair, Electrical and Computer Engineering.

“I use it to record each lecture so that students who miss a class can catch up. It allows students to review material before a test and will be particularly helpful in providing instruction in lab courses. Having a library of these instructional videos as a resource on the web will free up class time for covering other material.”

Faculty Comments

Don Milton, Professor of Work Environment

Camtasia allows students to review the class lecture and especially the discussion of homework sessions as they prepare for the final exam. I also give students access to last year's recorded classes so that they can hear a somewhat different discussion to broaden their take on the subjects covered.

Yes, this means that they will hear some of my stories and jokes over again – but that's OK as long as they hear them after the live version.

I think students mainly use the recordings when they miss classes. Several of my evening students must travel for work so this can be very helpful to them.

Advice: remember to turn on the mic and set the volume up high.

Faculty Comments

Patrick Scollin, Associate Professor of Health Informatics

This is an excellent tool to develop videos that students could review as many times as needed, especially for blended and web enhanced classes.

This is the best tool I have used to enhance learning by bringing what I do in the classroom to the student anywhere, at anytime.”

Advice: Start small. Use it to do a small initial project that will help you in your course work.

Faculty Comments

Dave Ryan, Professor of Chemistry

I use Camtasia for PowerPoint screen capture and audio capture of my classroom lectures. The key issue for me is that I annotate the slides on my tablet PC while lecturing. I find this very helpful in a highly technical field like chemistry where the slide material has intricate detail that must be pointed out. The Camtasia recording gives a nice sequential replay of everything I did and said in class.

I have also used Camtasia for more conventional videos for prelab safety and instructional lectures. These are posted on the web for students to access prior to coming to lab.

Advice: Seek help, get a tablet PC, buy a cordless microphone with long battery life, play with it as much as you can.

Thank you!

Any Questions?



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