Camtasia

Succinctly®

by José Roberto Olivas Mendoza

Syncfusion | Technology Resource Portal

Camtasia Succinctly

By

José Roberto Olivas Mendoza

Foreword by Daniel Jebaraj

Technical Reviewer: James McCaffrey
Copy Editor: Courtney Wright
Acquisitions Coordinator: Tres Watkins, content manager, Syncfusion, Inc.
Proofreader: Jacqueline Bieringer, content producer, Syncfusion, Inc.

Table of Contents

The Story behind the *Succinctly* Series of Books

Daniel Jebaraj, Vice President
Syncfusion, Inc.

Staying on the cutting edge

As many of you may know, Syncfusion is a provider of software components for the Microsoft platform. This puts us in the exciting but challenging position of always being on the cutting edge.

Whenever platforms or tools are shipping out of Microsoft, which seems to be about every other week these days, we have to educate ourselves, quickly.

Information is plentiful but harder to digest

In reality, this translates into a lot of book orders, blog searches, and Twitter scans.

While more information is becoming available on the Internet and more and more books are being published, even on topics that are relatively new, one aspect that continues to inhibit us is the inability to find concise technology overview books.

We are usually faced with two options: read several 500+ page books or scour the web for relevant blog posts and other articles. Just as everyone else who has a job to do and customers to serve, we find this quite frustrating.

The *Succinctly* series

This frustration translated into a deep desire to produce a series of concise technical books that would be targeted at developers working on the Microsoft platform.

We firmly believe, given the background knowledge such developers have, that most topics can be translated into books that are between 50 and 100 pages.

This is exactly what we resolved to accomplish with the *Succinctly* series. Isn't everything wonderful born out of a deep desire to change things for the better?

The best authors, the best content

Each author was carefully chosen from a pool of talented experts who shared our vision. The book you now hold in your hands, and the others available in this series, are a result of the

authors' tireless work. You will find original content that is guaranteed to get you up and running in about the time it takes to drink a few cups of coffee.

Free forever

Syncfusion will be working to produce books on several topics. The books will always be free. Any updates we publish will also be free.

Free? What is the catch?

There is no catch here. Syncfusion has a vested interest in this effort.

As a component vendor, our unique claim has always been that we offer deeper and broader frameworks than anyone else on the market. Developer education greatly helps us market and sell against competing vendors who promise to "enable AJAX support with one click," or "turn the moon to cheese!"

Let us know what you think

If you have any topics of interest, thoughts, or feedback, please feel free to send them to us at succinctly-series@syncfusion.com.

We sincerely hope you enjoy reading this book and that it helps you better understand the topic of study. Thank you for reading.

Please follow us on Twitter and "Like" us on Facebook to help us spread the word about the *Succinctly* series!

About the Author

I'm an IT businesses entrepreneur, a software developer, and a huge technology fan. My company went to market in 1990, focused mostly in custom software development. We started with COBOL as our main programming language, and we've been evolving through the years up to .NET and Office technologies. Throughout these years, some of my main activities have been research about cutting-edge technologies, and searching for new tools that can help us to automate some or all processes regarding our products' development lifecycle.

Perhaps one of the most time-consuming tasks we've been dealing with during these years has to do with customer support. In most of our business scenarios, we deal with people who have no good understanding of technology, sometimes not even a clue. So the learning curve when a software solution is being implemented becomes long and tedious, and consumes more time and money.

After a series of brainstorming and discussion meetings, my team concluded that delivering videos, along with the solution's user manuals, would be a good way to cut users' learning curves. These videos would display the most common use cases of the solution being implemented in short periods of time, and would be available for all users.

Once the solution for our problem was found, the question that came up was: What tool would be the right one for doing this? One of my core functions in the company is to research tools and new technologies that could help us improve our products and services. So I assigned myself the task of searching for the ideal tool in order to succeed in video making.

I found several open-source tools during my search, but none of them offered a complete solution for what my company needed. Besides, almost all of them lacked reliable documentation. I found commercial tools that fulfilled my needs, but some of them were a little bit expensive for our budget, and in some cases demanded the acquisition of additional hardware.

Finally, I looked into Camtasia. The tool offers a powerful video and audio editor that works in a common desktop computer, with no additional or special hardware. Also, a computer screen recorder and a series of great features come with the application. There are versions for both Windows and Mac, which allows us to use the same tool in a mixed-computers environment. Furthermore, Camtasia is very affordable at under $300 USD for a single user—a reasonable amount of money according to our financial plan.

The results obtained from Camtasia have been great, and allowed us to save a substantial amount of money in the past year. This money savings turned into a new Digital Contents Production Department, which is now starting to make money for our company.

Who is this book for?

This book is intended for everyone who wants to take advantage of Camtasia as a video tutorial-making tool. You don't need to be a developer or computer scientist, but you should have an idea about computers and the Windows operating system, including the concepts of files, file formats, and how the Windows filesystem works.

Also, every exercise discussed in this book requires a script file, which describes the actions to be performed in order to produce a video, along with the description of narrations that will be part of it, step by step. This script file will be written using Microsoft Word, so you should be familiar with this program, too.

The first chapter will introduce you to Camtasia by describing the application generally. Then, the second chapter will describe the installation process. The third will be dedicated to teaching the basics about the application and will give some suggestions for video recording.

Beginning with chapter 4, the book will explore all features needed in order to produce a video clip from the contents of the computer’s screen.

Camtasia 8 for Windows will be used for the purposes of the exercises discussed in this book, and all contents regarding the topics covered can be downloaded here. By the time you read this e-book, the current version of Camtasia could be different. However, Camtasia is a mature product, and you won't have any trouble following my explanations and figures.

Chapter 1 Introduction

What is Camtasia?

Camtasia, also known in the Windows platform as Camtasia Studio, is a video editor and computer screen recording tool that allows you produce video content in several formats. The main purpose of this tool is to create tutorials using the output displayed on the computer's screen.

Camtasia is a product from TechSmith Corporation, a company settled in Okemos, Michigan, in the United States. The company was founded in 1987, and provides business and academic software intended to improve collaboration and communication for people based on digital content.

Overview

Camtasia is primarily a video and audio editor. It gives the user total control over production by means of a series of advanced features, such as an editing timeline to control every frame in the video, animation-adding capabilities, chroma key effects to remove background colors, and a precise screen recorder that allows you to capture full or partial contents from the computer's screen.

Camtasia's main features

- Edit audio and video separately: After every recording, Camtasia will import system audio, screen video, cursor, and microphone audio onto their own tracks. This allows you to edit each one of them separately.
- Webcam incorporation: If you turn on a webcam when screen casting is started, Camtasia will automatically add all content coming from it into a separate track.
- Unlimited tracks: The multitrack timeline can hold as many tracks as you need, and you can change among them with a single click.
- Split and delete: The user can split clips, remove portions of a clip, or delete one entirely, with one mouse click.
- Noise removal and leveling: The audio tools can clean up the sound of any screencast or adjust the levels for any track the user wants.
- Captioning: Camtasia supports both open and closed captioning, and captions can be exported for translation.

- Green screen: Camtasia can remove the background color of any video with its chroma key effect, allowing you to employ the commonly used green screen effect.

- Zoom, pan, and SmartFocus: Camtasia allows you to employ panning and zooming to direct viewers' attention to what's important. The SmartFocus feature can do the work for you.

- Importing footage: The user can import existing videos, photos, music, and more. Also, with TechSmith Fuse, the free mobile application from TechSmith, the user can add in real-world footage.

- Multiformat exporting and saving: Camtasia can save or export video projects to MP4, WMV, MOV, AVI, etc. Also, the user can share videos using YouTube, Vimeo, Google Drive, and more.

Camtasia's applications

- Marketing videos: The user can promote a product by creating compelling content and sharing it on a website or social media sites.

- Training and consulting: Camtasia helps the user create interactive training videos that can be viewed on nearly any device, so they can be shared to make them available for those who need them, no matter where they are or what device they are using.

- Customized learning: Adding clickable hotspots (links) helps to create an interactive experience within a lesson. Search options and a table of contents can be added, too, allowing students to choose which topics they want to watch.

Camtasia for Windows or Mac?

Camtasia does not share all the same features and functionality in each platform version. Some of them overlap, but each product offers unique features in order to solve specific problems for PC or Mac users. The following table displays a comparison between the two products.

Table 1: Camtasia for Windows and Camtasia for Mac comparison table

Feature	Camtasia for Windows	Camtasia for Mac
Recording Features		
Full Screen	Yes	Yes
Region	Yes	Yes
Web Camera	Yes	Yes

Feature	Camtasia for Windows	Camtasia for Mac
DV Camera		Yes
Microphone Audio	Yes	Yes
System Audio	Yes	Yes
Voice Narration	Yes	Yes
Pause Recording	Yes	Yes
Restore Cursor Location After Pause	Yes	
ScreenDraw	Yes	
Add Markers	Yes	Add in Editor
Capture Keyboard Input	Yes	
PowerPoint Add-in	Yes	Adds markers at each slide automatically
Presets	Yes	Yes
Recently Recorded Areas	Yes	Yes
Lock to Application	Yes	
Editing Features		
Share Projects and Files Across Computers	Exported as Zip File	Standalone Project
SmartFocus	Yes	Yes
Captions	Yes	Yes
Title Clips	Yes	
Callouts, Annotations, and Shapes	Yes	Yes
Video Effects	Yes	Yes
Audio Effects	Yes	Yes
Cursor Effects	Yes	Yes
Animations	Yes	Yes

Feature	Camtasia for Windows	Camtasia for Mac
Transitions	Yes	Yes
Direct Manipulation on Canvas	Yes	Yes
Quizzing and Surveys	Yes	
Add Markers	Yes	Yes
Blur	Yes	Yes
Highlight	Yes	Yes
Multiple Video and Audio Tracks	Yes	Yes
Hotspots	Yes	Yes
Clip Speed	Yes	Yes
Remove a Color	Yes	Yes
Freeze Region		Yes
Sharing Features		
Share Project and Files Across Computers	Yes	Yes
Presets	Yes	Yes
Add or Edit Presets	Yes	
Production Preview	Yes	
Batch Production	Yes	
Produce a Selection	Yes	
Upload Video to Screencast.com	Yes	Yes
Export into iTunes		Yes
Upload Video by FTP	Yes	
Upload Video to YouTube	Yes	Yes
Embed in HTML Webpage	Yes	Yes
Flash Options	Yes	

Feature	Camtasia for Windows	Camtasia for Mac
Table of Contents	Yes	Yes
Customize the Flash Controls	Yes	
Customize the Flash About Box	Yes	
Include a Watermark	Yes	Yes

Chapter summary

Camtasia, also known as Camtasia Studio, is a video editor and computer screen recording tool that allows you to produce video content in several formats. Camtasia is a product from TechSmith Corporation, a company settled in Okemos, Michigan, in the United States. Camtasia primarily offers a video and audio editor, which gives the user total control over production by means of a series of advanced features, such as an editing timeline to control every frame in the video, animation-adding capabilities, chroma key effects to remove background colors, and a precise screen recorder that allows you to capture full or partial contents from the computer's screen.

Some of Camtasia's applications have to do with marketing, training, and consulting, or customized learning. There is a version of Camtasia for Windows and for Mac, but it does not share all the same features and functionality in each platform version. Some of them overlap, but each product offers unique features in order to solve specific problems for PC or Mac users.

Chapter 2 Installing Camtasia

Getting started

This chapter describes how to deploy Camtasia in a Windows environment, starting with a brief explanation about the requirements you need to fulfill prior the installation process. At the time I'm writing this book, the current version of Camtasia is 8, but by the time you read this e-book, the current version could well be different. However, Camtasia is a mature product, and you won't have any trouble following my explanations and figures.

In order to install Camtasia in a Windows environment, the computer used to deploy the software should comply with the following requirements:

- Microsoft Windows 7, Windows 8, or Windows 10 (64 bit versions are recommended).
- Microsoft .NET Framework 4.0 or above.
- Microsoft DirectX 9 or later version.
- Dual-core processor minimum. A Quad-core processor or better is highly recommended.
- 2 GB RAM minimum, even though 4 GB or more are recommended.
- A 2 GB hard disk free space for program installation.
- A 1024x768 display monitor, minimum.
- Dedicated Windows-compatible sound card, microphone, and speakers.
- Camtasia Add-in for PowerPoint requires PowerPoint 2007, 2010, or 2013.
- Importing .mov files or producing .mov files requires Apple QuickTime 7.2 or later.
- Camera video recording requires a USB web camera. Recording live from a DV camera is not supported.
- GPU acceleration requires DirectX 9 compatible video adapter with 128 MB of video memory or greater.

Getting Camtasia

Although Camtasia is commercial software, TechSmith allows you to download a fully functional 30-day trial here. When the trial period expires, the software will no longer work until a valid license key is provided. So the user doesn't need to install the program again after purchasing it.

Camtasia installation process

To install Camtasia in the computer system, the user should click the **camtasia.exe** file located in the **Downloads** folder. Then the installation program will decompress and prepare the files needed by the process, and the following dialog box will be displayed.

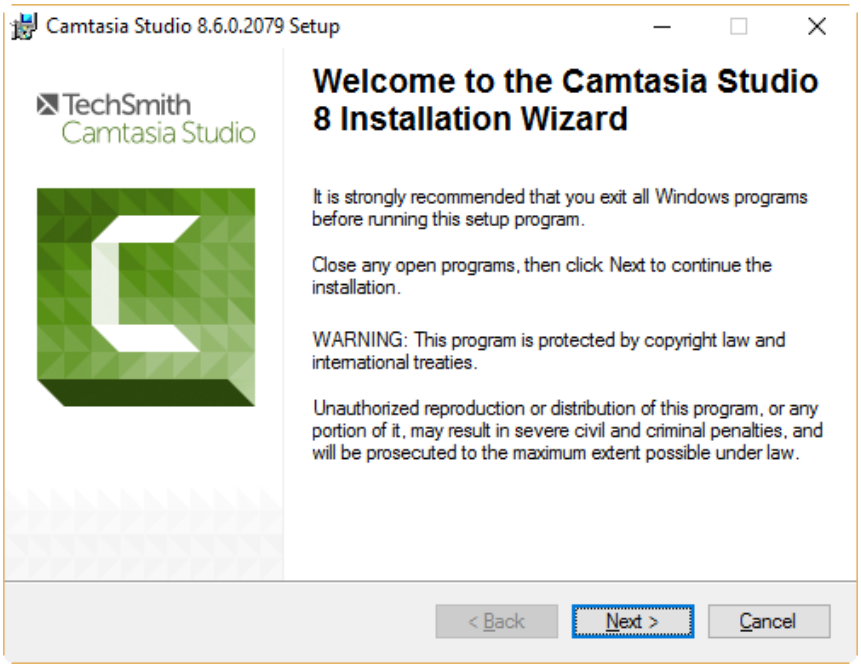

Figure 1: Installation welcome dialog box

The welcome screen, which is shown in Figure 1, recommends that you close all open Windows applications before starting the Camtasia installation process. After closing all programs, click **Next**.

The next step in the process is to accept the license agreement and click **Next**, as shown in the following figure.

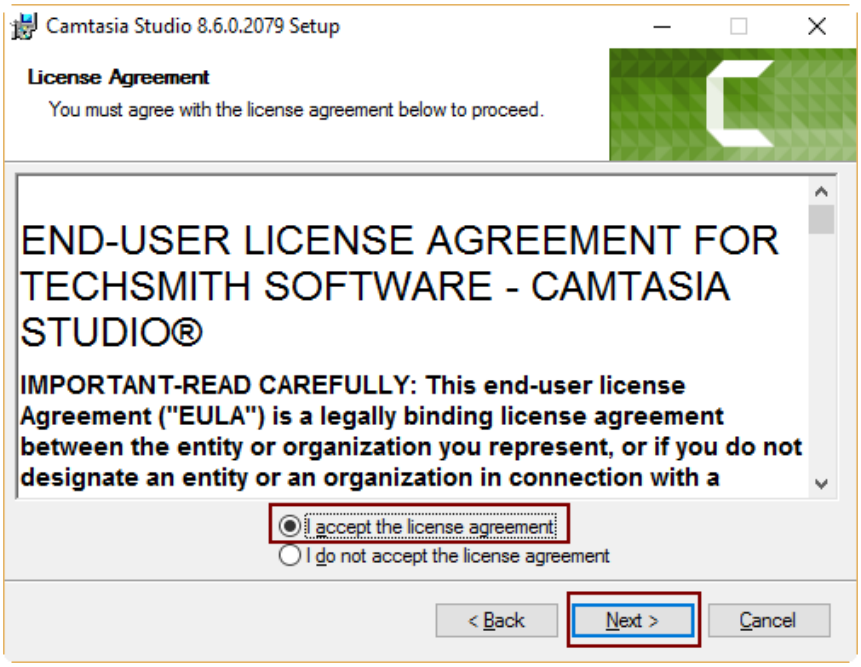

Figure 2: Camtasia License Agreement dialog box

The next stage is very important. Since it's assumed that the trial version of the software is being installed, the user should select **Free trial** and click **Next**.

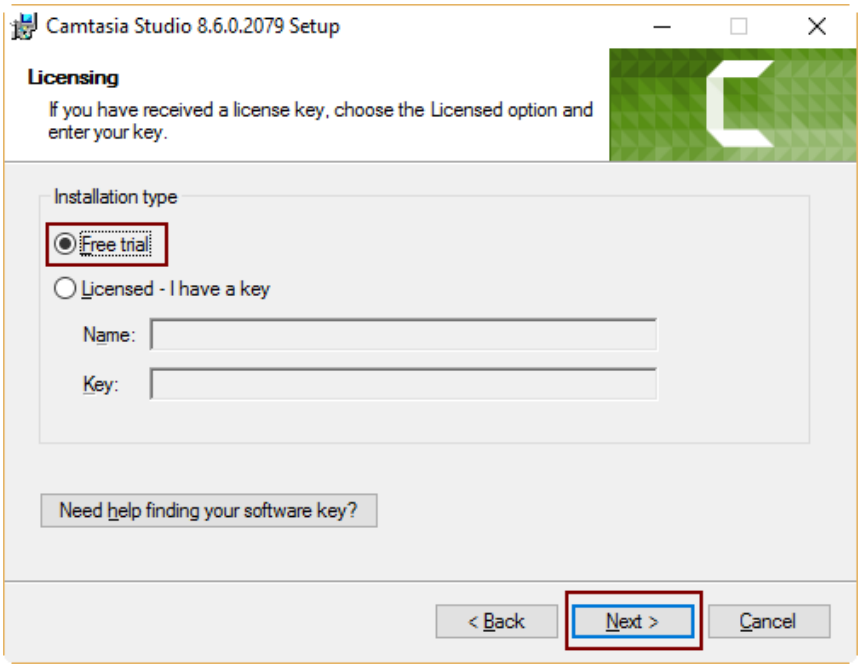

Figure 3: Choosing installation of Free trial version

After that, the user can choose the installation folder for the program. It is recommended that you keep the folder suggested by the setup program.

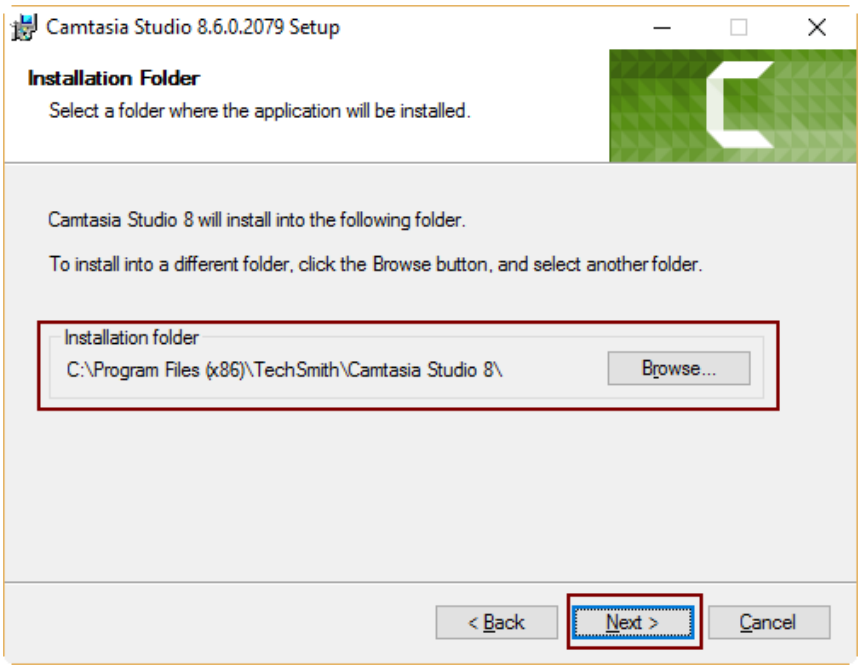

Figure 4: Choosing installation folder

Now the installation process gives you the option to enable the Camtasia add-in for Microsoft PowerPoint. The default behavior of the setup program enables it.

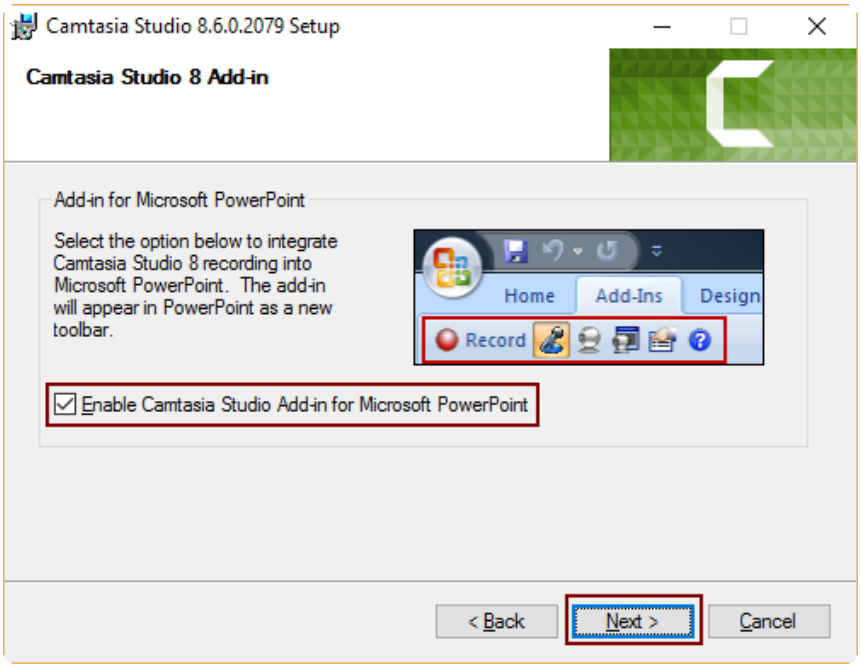

Figure 5: Enabling Camtasia add-in for Microsoft PowerPoint

Prior to program installation, the user can set up some custom actions to be executed during the course of the process, such as installing the Camtasia default library assets, creating a desktop shortcut, and, optionally, executing Camtasia just after the installation finishes.

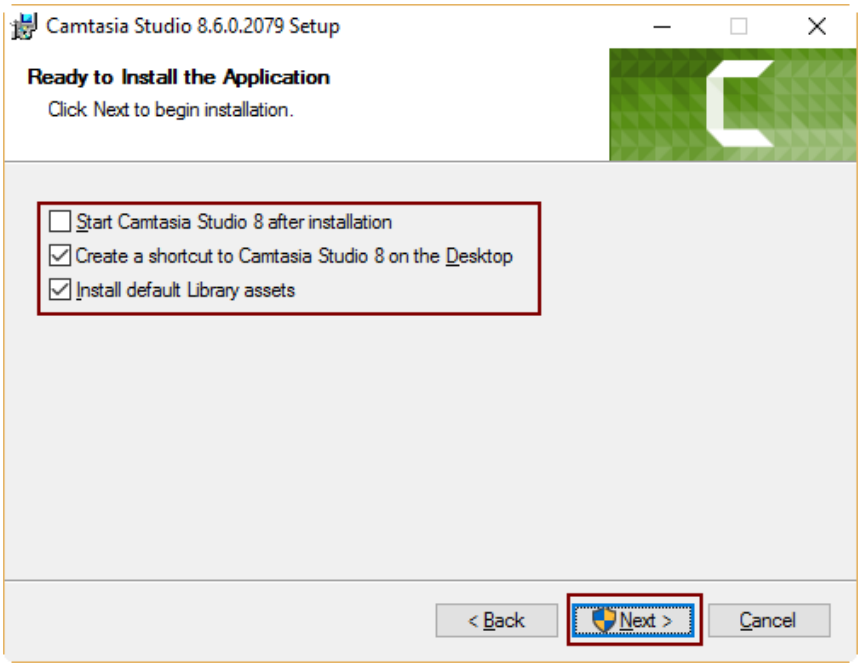

Figure 6: Setting up custom actions prior to installation

When the user clicks on the **Next** button of the dialog box displayed in the previous figure, the installation process starts and the Updating System dialog box is shown on the screen.

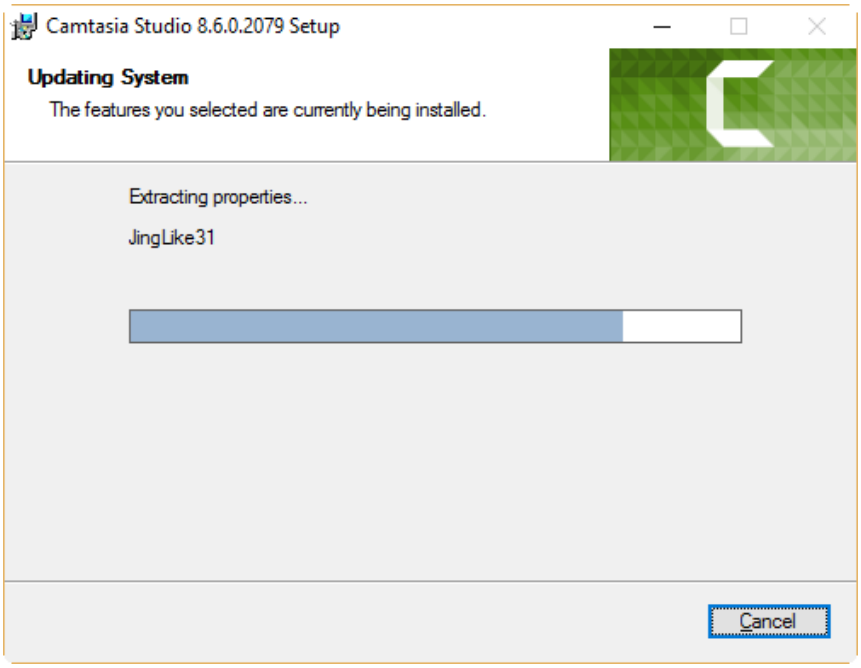

Figure 7: The Updating System dialog box

The Installation Finished dialog box appears when the process ends.

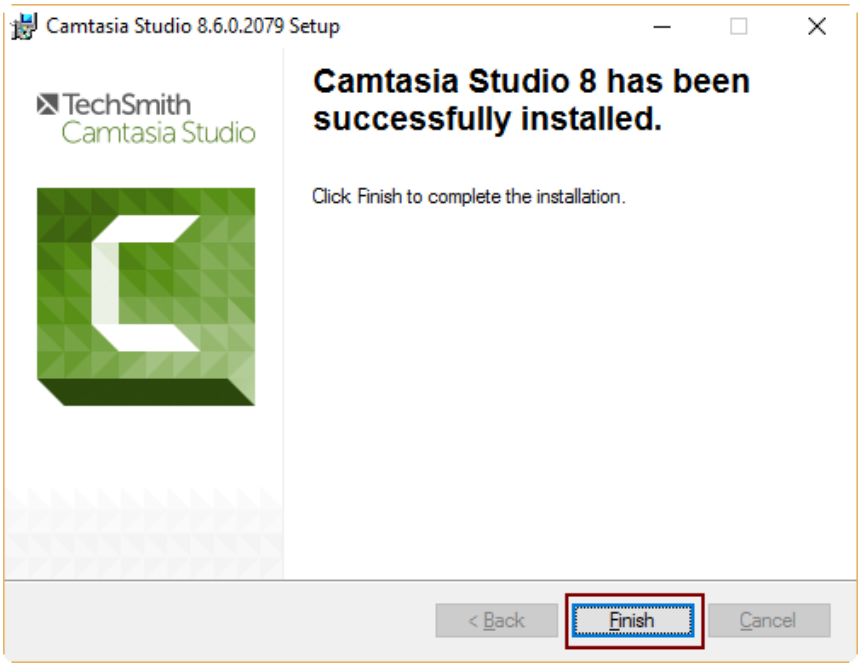

Figure 8: Installation Finished dialog box

Chapter summary

This chapter described how to deploy Camtasia in a Windows environment, starting with a brief explanation about the requirements you need to fulfill prior the process. Even though Camtasia is commercial software, TechSmith (the company who developed the software) allows you to download a fully functional 30-day trial from its website. When the trial period ends, the program will no longer work until the user supplies a valid license key.

To install Camtasia, the user should execute the **camtasia.exe** file previously downloaded and follow the instructions displayed in the dialog boxes shown on the screen. It is assumed that the 30-day trial version of the program is being installed.

Chapter 3 Beginning with Camtasia

Executing Camtasia

To start Camtasia, click the Camtasia icon on the computer's desktop.

Figure 9: Camtasia's icon on computer desktop

If the trial version of Camtasia is installed, the following dialog box will appear.

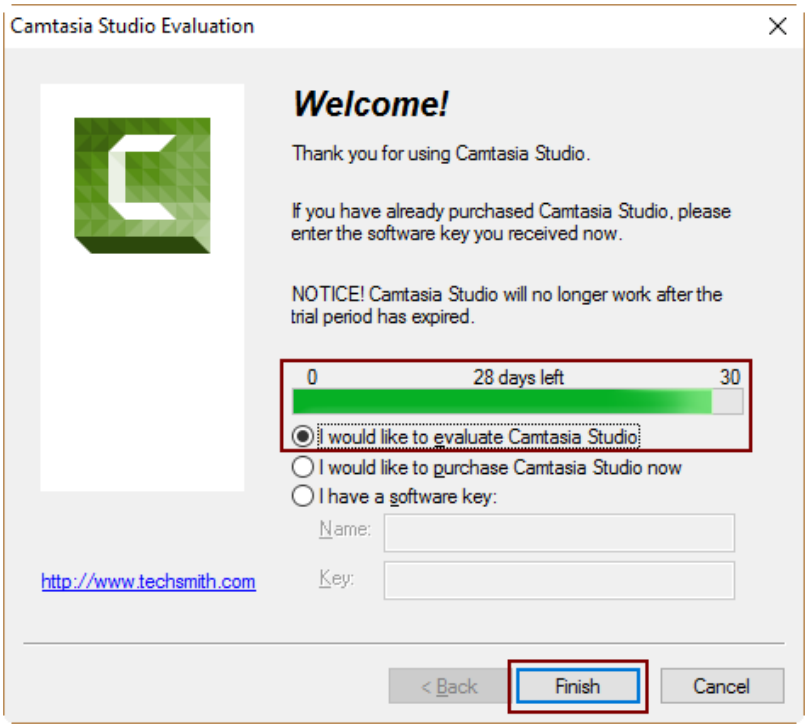

Figure 10: Camtasia Evaluation dialog box

The dialog box shown in the Figure 10 tells the user that Camtasia is running in evaluation mode. In this case, the dialog box indicates that the program can be executed for 28 more days if the user doesn't provide a valid license key.

To continue using the program, the user should buy the software and enter the proper license key by clicking on the **I have a software key** option, which is found in the dialog box. When the user does this, the text entries for Name and Key will be enabled to allow the proper data to be entered. Then, to activate the program, the user should click **Finish** at the bottom of the dialog box.

Note: There must be an Internet connection available in order to activate Camtasia after it's purchased.

For the purposes of this book, the evaluation version of the program will be employed. So leave the **I would like to evaluate Camtasia Studio** option selected, and then click **Finish** to start working with Camtasia.

Now the program will show the following dialog box.

Figure 11: Camtasia Welcome dialog box

The Camtasia Welcome dialog box (shown in Figure 11) provides the user with the tasks commonly performed in the program, a list of all recent projects created, and the most relevant sites from which to receive free training and ideas.

This dialog box can be a useful tool for the novice user, since it can start working with the software with a few clicks. Also, the user can access a lot of useful training content from one place.

If you don't want to execute any task of the dialog box, click the **Close** button located at the bottom right, and the Camtasia user interface will be displayed.

To avoid the welcome dialog box being displayed every time Camtasia starts, you can uncheck the **Show this dialog at startup** check box located at the bottom left-hand side of the screen.

Camtasia user interface

Camtasia's main window is the place where the user will do most of the work with the software, and this is displayed in the following figure.

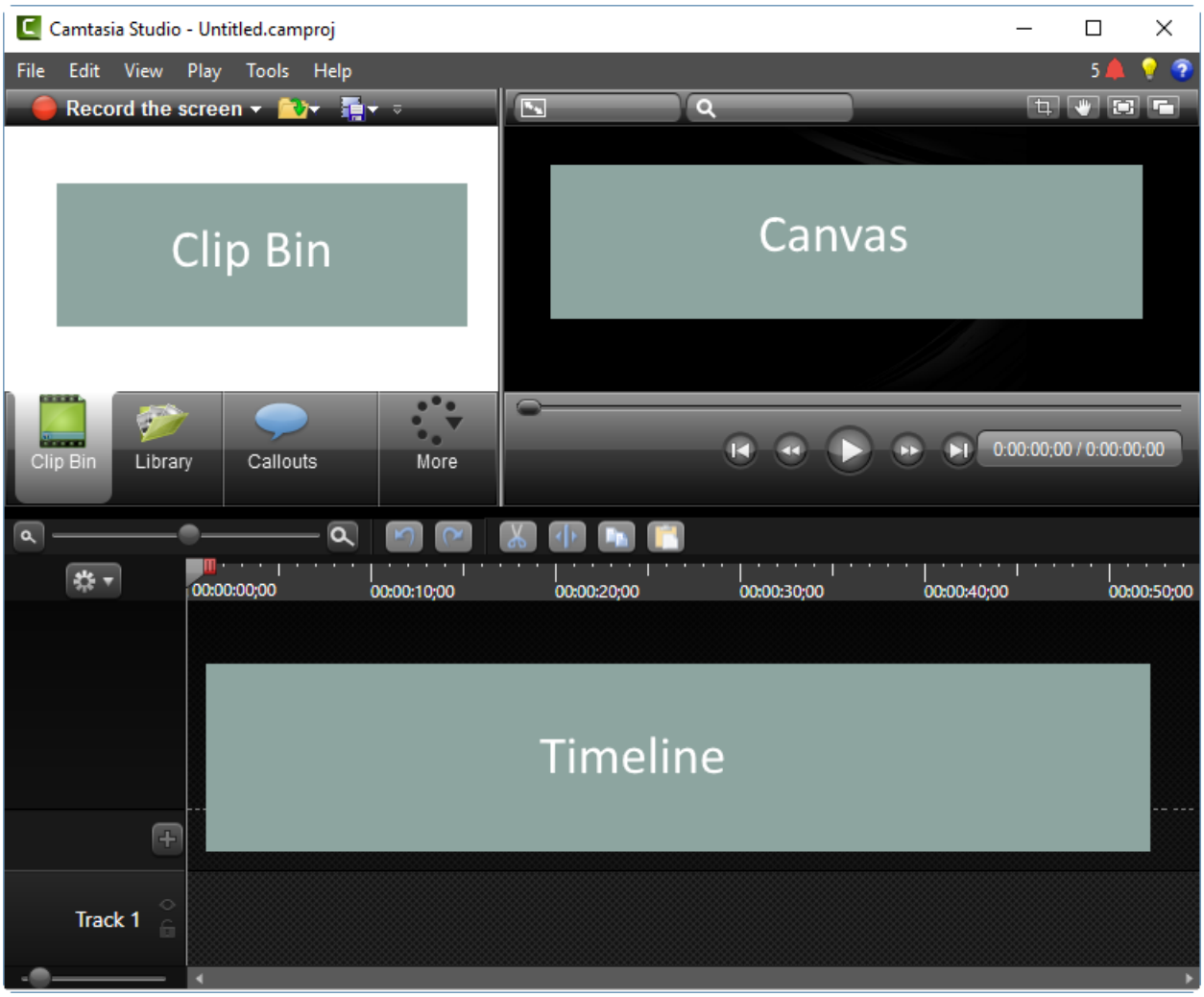

Figure 12: Camtasia's main window.

Camtasia's main window is known as the Camtasia Editor interface. This interface has three main areas, as displayed in Figure 12:

- The Clip Bin: This is the place where the user will store all the material they plan to use in Camtasia projects. The Clip Bin has additional tabs, which give effects options to be added to videos.

- The Canvas: This is the visual preview for video editing. This is also the place where the user can interact with the additional effects and options provided by Camtasia, such as the Assets Library.

- The Timeline: This is the place where the sequence of all video clips, effects, and other media is arranged, in order to assemble and edit the video that will be produced. Each element in the timeline is found in an independent track, which can be edited separately.

Prerecording suggestions

Before starting with the first video recording, there are some recommendations that should be taken into account in order to create high-quality material that clearly communicates the topics discussed in it.

Clean up computer desktop

It is recommended that you entirely wipe out all the icons located on the desktop, in order to avoid distractions while making a recording. If the computer has two monitors, you can move all icons from the primary monitor to the secondary one. Another way to clean up the desktop is to select and drag all icons to the Recycle Bin. Then, when the recording is finished, you can restore them back to the desktop.

Change the desktop wallpaper

Another thing to be considered is the desktop wallpaper. A colorful wallpaper can distract you from focusing on your goals.

Figure 13: A suggested desktop for video recording

Figure 13 shows the suggested desktop that should be on the monitor of a video-recording computer. As can be noted, there's no colorful wallpaper and no icons at all.

Planning the video: write a script

An important issue to solve is planning the video recording. The best way to do this by is writing a script. A script can help the users to organize everything they want to include in the video, and makes sure that the language employed in narrations is exact and concise. The following table shows a suggested structure for a script document, made by the people of TechSmith.

Table 2: Video script suggested structure.

[Script title]

[Brief description about the things you need to do in order to prepare recording scenario.]

Step	Action on Screen	Narration

As noted in the previous table, the script document should start with a title, which will define the reason why the video is going to be recorded. Then, there should be a paragraph describing the recording scenario and all the things that must be done to prepare it. Finally, it is suggested you create a table with all the steps to perform during video recording, numbered. The table should contain three columns:

- Steps: A sequential number starting with 1, which indicates the order of every action in the video.
- Action on Screen: A description of what should be happening on the screen when the video is viewed.
- Narration: A paragraph describing what the narrator should say, to be heard when the video is viewed.

It's suggested you share the script with all members of the team in charge of video recording. A practice run-through video recording is also highly recommended.

Note: A complete script document will be discussed in the next chapter, which explains how to make a screen recording.

Look for a high quality audio

In order to get better-sounding audio, the use of a USB microphone is suggested. It could be a desktop or headset microphone, but USB is always the way to go.

Even though most USB microphones allow you to configure noise reduction, be aware of all surroundings. To obtain the best audio possible, stay clear of noisy heat fans, doors opening and closing, and another disturbing noises.

Figure 14: A headset USB microphone

Chapter summary

This chapter discussed how to start working with Camtasia. The user should click the Camtasia icon on the computer's desktop to run the software.

When the trial version of Camtasia is being used, a dialog is shown before the software starts. This dialog tells the user how many days are left before the program becomes inactive. The dialog box allows you to enter a valid license key in order to activate the software after it's purchased.

Every time Camtasia starts, the Welcome dialog box is shown. This dialog box provides the user with the tasks commonly performed in the program, and can be useful for a novice user. To disable the Welcome dialog box, uncheck the **Show this dialog at startup** option.

Camtasia's main window is where the user will work most with the software. This window contains three main areas: the Clip Bin, the Canvas, and the Timeline.

Before starting with the first video recording, there are four basic suggestions to follow in order to create a high-quality video. The first one is removing all the icons from the computer desktop. The second consists of placing a plain wallpaper on the desktop in order to avoid distractions. The third, and maybe the most important thing, is writing a recording plan as a script document. Finally, to get the best audio possible, employ a USB microphone and stay clear of noisy places.

Chapter 4 Recording the Computer Screen

The exercise explained in this book corresponds to a computer's screen recording. This chapter covers the basics about this subject. At the end, a small video tutorial on how to use the Alarms & Clock application will be created.

Creating the script for video recording planning

As suggested in Chapter 3, a script document should be created in order to make a plan for video recording. The following table displays the script for the Alarms & Clock application tutorial.

Table 3: Alarms & Clock tutorial script

Alarms & Clock Windows application video tutorial

Please read through the entire script to familiarize yourself with the actions you'll be completing during this activity. Also, before you begin recording, open the **Alarms & Clock** Windows application and resize and reposition it at the center of your screen.

Step	Action on Screen	Narration
1	The Alarms & Clock application is shown in the center of the screen.	Hello and welcome to this video tutorial on how to use the Alarms & Clock Windows application.
2	The mouse pointer is placed at the center of the application's main window.	First, we can notice a toolbar at the top of the application's main window. This toolbar has four buttons.
3	The mouse pointer is placed over the toolbar's Alarm button.	The first button of this toolbar is called Alarm. As you can see, this is the currently selected button. You can tell because a blue line is placed under the button, and the button itself is painted using the blue color.
4	The mouse pointer remains over the Alarm button.	When this button is selected, we can set up one or more alarms, which will be fired when certain time conditions are met.
5	The mouse pointer is moved in order to place it over the plus sign, at the bottom right of the application's window. Then, at the end of narration, the button should be clicked.	Let's pay attention to the plus sign located at the bottom-right of the application's window. This button allows us to add and set up a new alarm. Now, clicking on this button will bring up the following screen.

6	The New Alarm screen appears on the application's window. By default, 7 AM is selected for alarm's time.	This is the "New Alarm" application's screen. This is where we are going to set up the alarm to be added.
7	The mouse pointer is placed over the **Alarm name**, **Repeats**, **Sound**, and **Snooze time** labels at the time the narration mentions each one of them.	Alarms & Clock asks for some data in order to set up an alarm. The elements required by the application are: a name to identify the alarm in the application, which can be entered below the **Alarm name** label; a repeating time span, which can be set up to fire only once or on some specific week days; a sound to be played when the alarm is fired, which can be chosen below the **Sound** label; and a snooze time after which the alarm will continuously be fired until the user stops it.
8	The narrator clicks on the alarm name entry while it explains that the default time suggested by the application will be used.	For this tutorial, the default time suggested by the application will be used. That is, we're going to set up an alarm to be fired at 7a.m. For the purposes of this tutorial, we'll name the alarm **Custom Alarm**. We're going to enter this name in the entry located below the **Alarm name** label.
9	The mouse pointer is placed over the disk icon, located at the bottom right-hand side of the "New Alarm" screen.	We're going to leave the other data entries as suggested by the application. And now, we're going to click the disk icon located at the bottom right of the screen to save the alarm.
10	The application's main window is displayed, along with the "Custom Alarm" definition within.	As you can see, the new alarm definition now appears on the screen. And that's it—we've set up an alarm using the Alarms & Clock Windows application.

The script displayed in the previous table should be saved in its own file, as part of the recording assets. Of course, this file will be outside Camtasia and won't be displayed as a part of the media assets libraries.

Preparing recording scenario

Before screen recording, the Alarms & Clock application should be placed at the center of the screen, according to the script displayed in the previous section of this chapter. So the screen should look like the following figure.

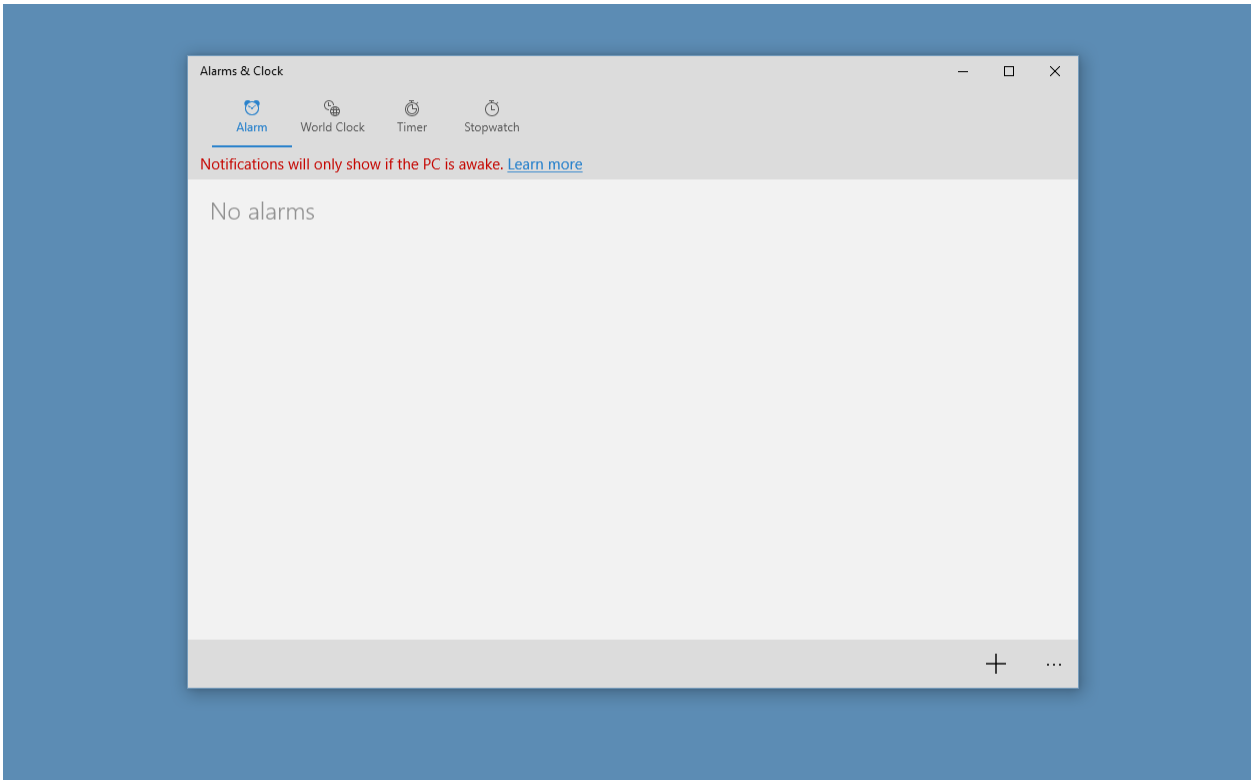

Figure 15: The Alarms & Clock application at the center of the screen

As you can see in the previous figure, there are no icons on the computer's desktop. This avoids distractions for both the video maker and the future viewers.

Recording the screen

Running the Screen Recorder

To start screen recording, the first step is bringing up the Camtasia Screen Recorder program. This can be accomplished by clicking **Record the screen** located at the top left-hand side of Camtasia's main window.

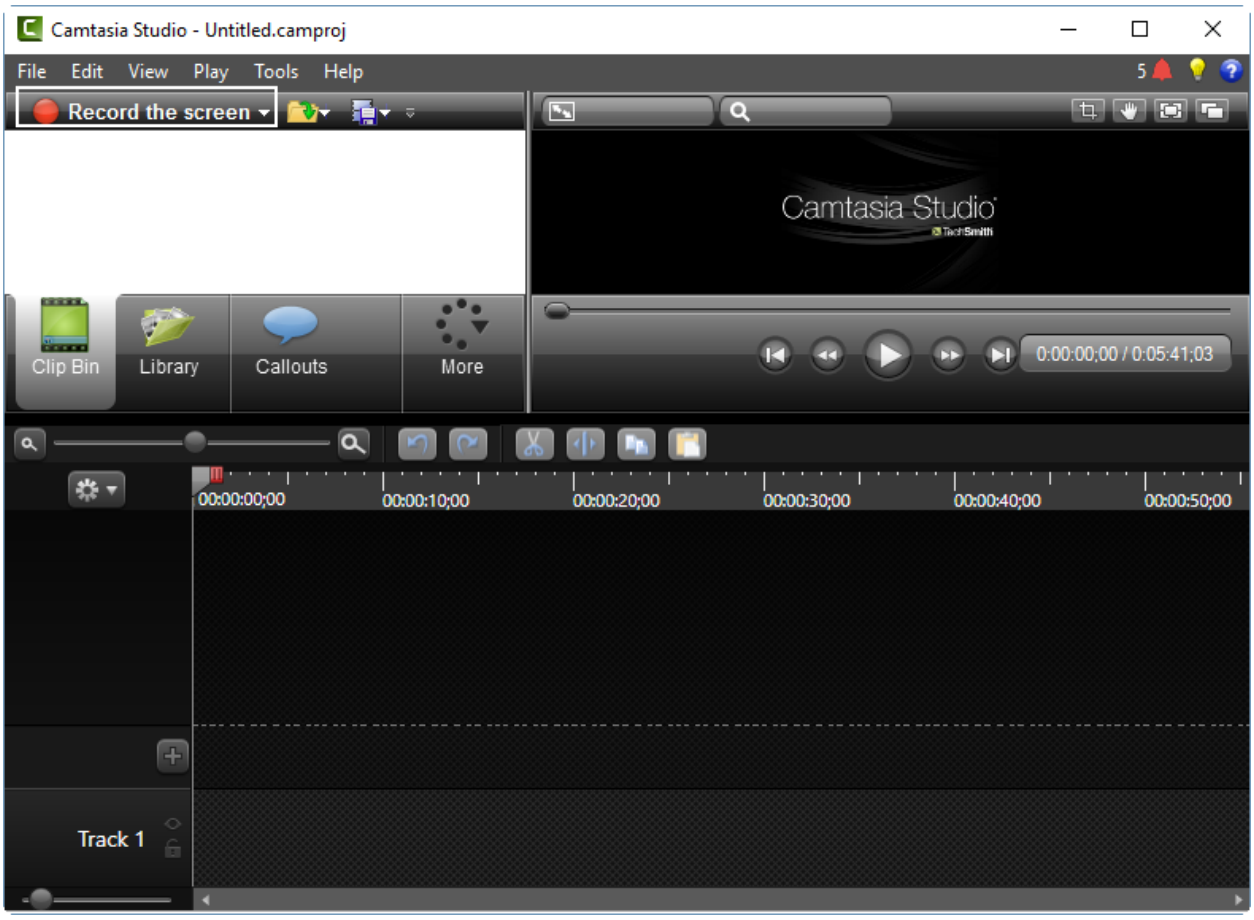

Figure 16: "Record the screen" button in Camtasia's main window

After that button is clicked, Camtasia's main window will be minimized and the Camtasia Screen Recorder will be displayed on the bottom right-hand side of the screen. Also, a green, dashed rectangle will be drawn around the entire screen, indicating the area that will be recorded by the program.

Note: Bringing up the Camtasia Screen Recorder doesn't start any actual recording. Click the Record button (or the F9 hot key) in order to begin.

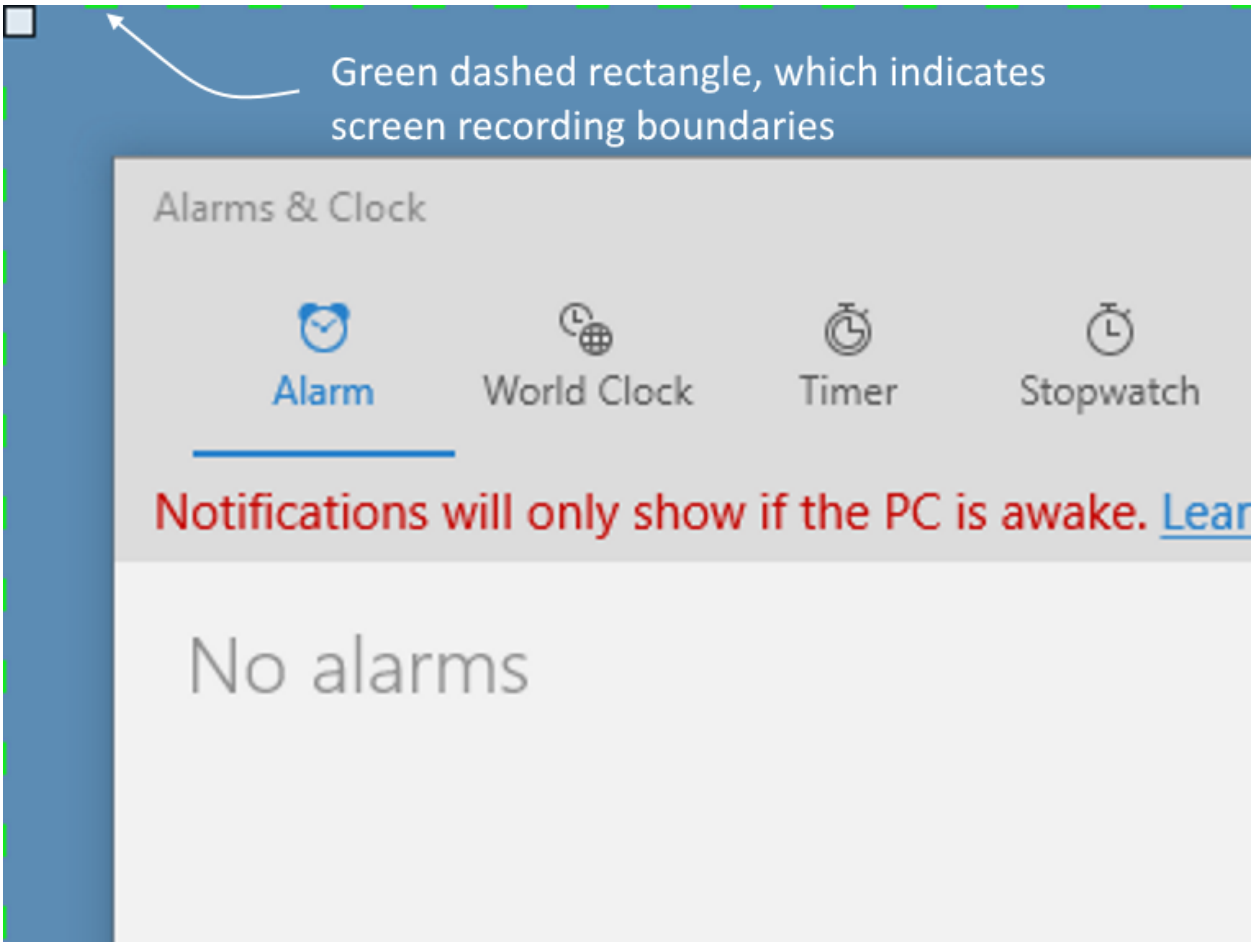

Figure 17: The screen recording boundaries rectangle

By default, Camtasia Screen Recorder sets the recording boundaries to the entire screen. This can be customized using the “Select area” options available in the recorder.

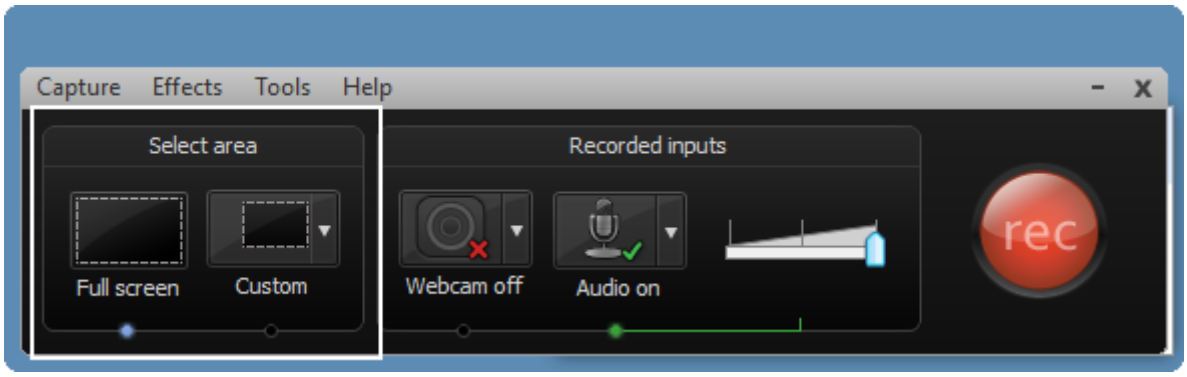

Figure 18: Camtasia Screen Recorder and the “Select area” options panel

The previous figure displays the “Select area” panel highlighted. This is the place where the screen recording boundaries can be set up. The blue dot located at the bottom of the “Full screen” option indicates that the entire screen will be recorded.

Setting up recording boundaries

In order to specify a recording area other than the entire screen, click the **Custom** button of the recorder program. This action will bring up a context menu with all custom options available.

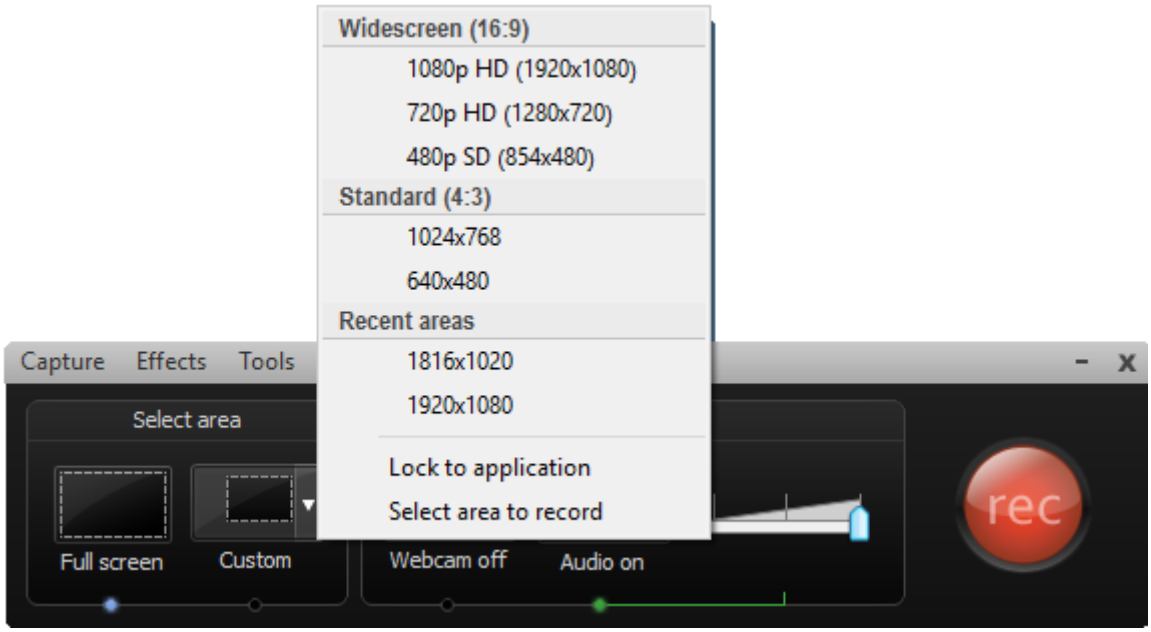

Figure 19: Custom area options context menu

As noted in the previous figure, the Custom context menu offers three option groups and two separated options at the end. The custom option groups are:

- **Widescreen (16:9)**: Contains all screen areas (in terms of pixel resolution) available for creating a 16:9 video.
- **Standard (4:3)**: Contains all screen areas (in terms of pixel resolution) available for creating a 4:3 standard video.
- **Recent areas**: Contains all the areas recently used for video recording.

Note: Video quality and screen areas depend on the graphics adapter in your machine.

Besides the option groups displayed in the context menu, there are two other independent options available:

- **Lock to the application**: Tells the screen recorder that recording boundaries will be the same as the boundaries of the currently active application (the screen recorder is not considered an active application).
- **Select area to record**: Allows the user to select the portion of the screen to be recorded.

For the purposes of this exercise, click **Select area to record**. After that, the mouse pointer should be placed over the upper-left corner of the Alarms & Clock application. Once this is done, the screen will look like the following figure.

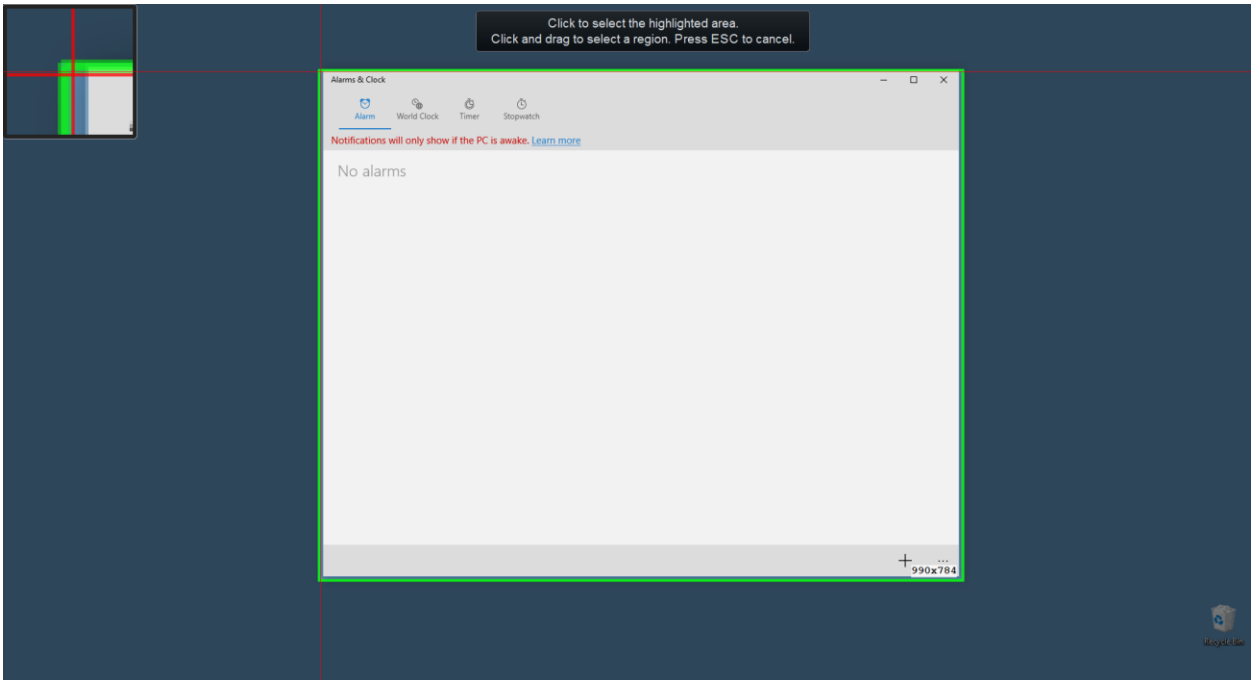

Figure 20: A general view of the screen, after choosing "Select area to record" option

When the mouse pointer is placed over an application, the screen recorder selects its window boundaries automatically and places a green rectangle around them, suggesting these boundaries as the recording area. Also, a magnifier is displayed in the screen's upper-left corner. This magnifier will help you see exactly where the mouse pointer is located at a pixel level as we move the pointer around the screen. Finally, a white-on-black sticker is displayed at the top of the screen. This sticker displays a series of directions that should be followed to accomplish the "Select area to record" task.

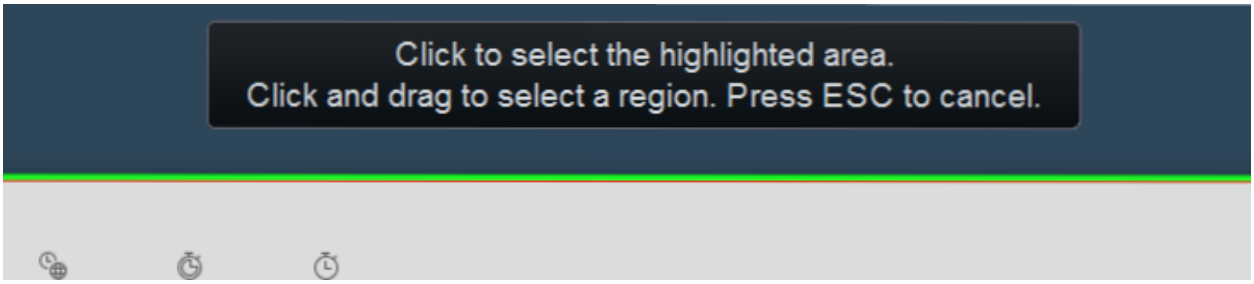

Figure 21: The directions sticker at the top of the screen

The previous figure displays the directions placed at the top of the screen. The following options are available for selecting the area to record:

- **Click to select the highlighted area**: Selects the highlighted area as the area to record, when the user clicks on its boundaries.

- **Click and drag to select a region**: To select a different area than suggested, the user should click outside of these boundaries and drag the mouse pointer until the desired region is selected, and then release the mouse button.
- **Press Esc**: Cancels the "Selecting the area to record" task.

For this exercise, click on the highlighted area to set the Alarms & Clock application as the recording area.

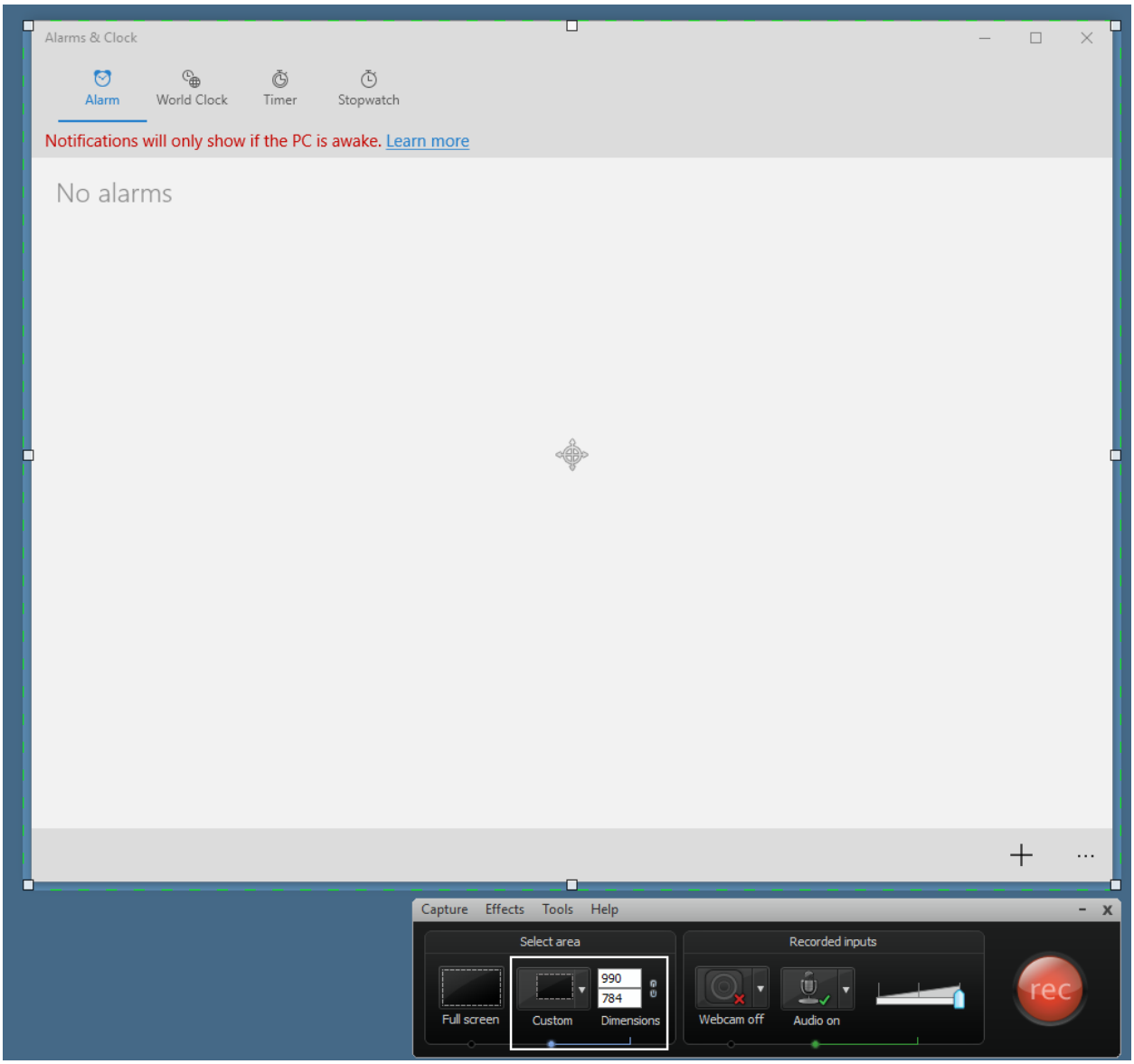

Figure 22: The Alarms & Clock application selected as the recording area

As displayed in Figure 22, after the area to record is selected, a green, dashed rectangle is drawn around the Alarms & Clock application window's boundaries. Also, a pointer is placed on the selected area, indicating the center of this one. Now, the "Select area" panel of the screen recorder displays the blue dot under the Custom button, and the Dimensions entries beside the Custom button display the width and height of the area.

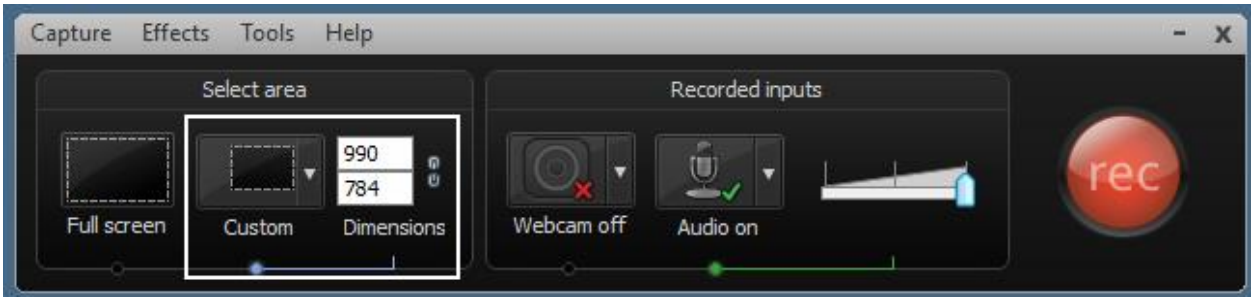

Figure 23: The Screen Recorder showing the selected recording area's dimensions

Setting up audio options

The next step prior to recording is to set up the audio options that will be available for doing the job. This can be accomplished by using the **Audio** button located in the **Recorded Inputs** options panel. The Screen Recorder turns on the audio recording by default, using the Window's default recording device. So, assuming the default recording device is the microphone that will be used for recording, at this point it seems there's nothing more to do except adjust the microphone's volume using the slider located to the right of the Audio button. But there's something else to take into account: an audio option called "Record system audio" is also turned on by the Screen Recorder. This option allows all sounds played by the computer to be recorded along with the microphone's input. In some cases, there's no problem if we leave this option turned on, but sometimes it is desirable to suppress all sounds played by the system except for the microphone's input.

For the purposes of this exercise, we're going to turn off system audio recording. To do so, click on **Audio**, and a context menu will appear.

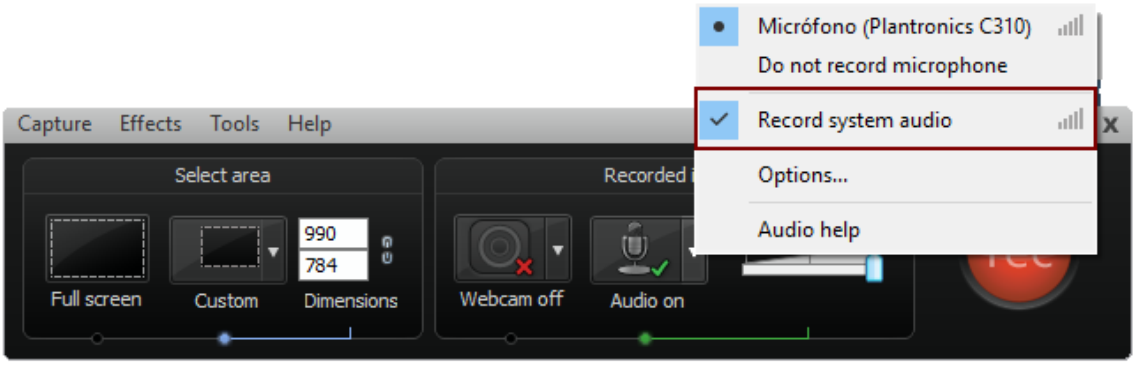

Figure 24: The Audio options context menu

As noted in Figure 24, the "Record system audio" option is checked, indicating that the option is turned on. We should click on the menu option to turn it off. After that, the context menu will disappear.

Start video recording

To start video recording, click **rec**, located on the right side of the Screen Recorder window, or press the **F9** hot key. Either way, the screen will look like the following figure.

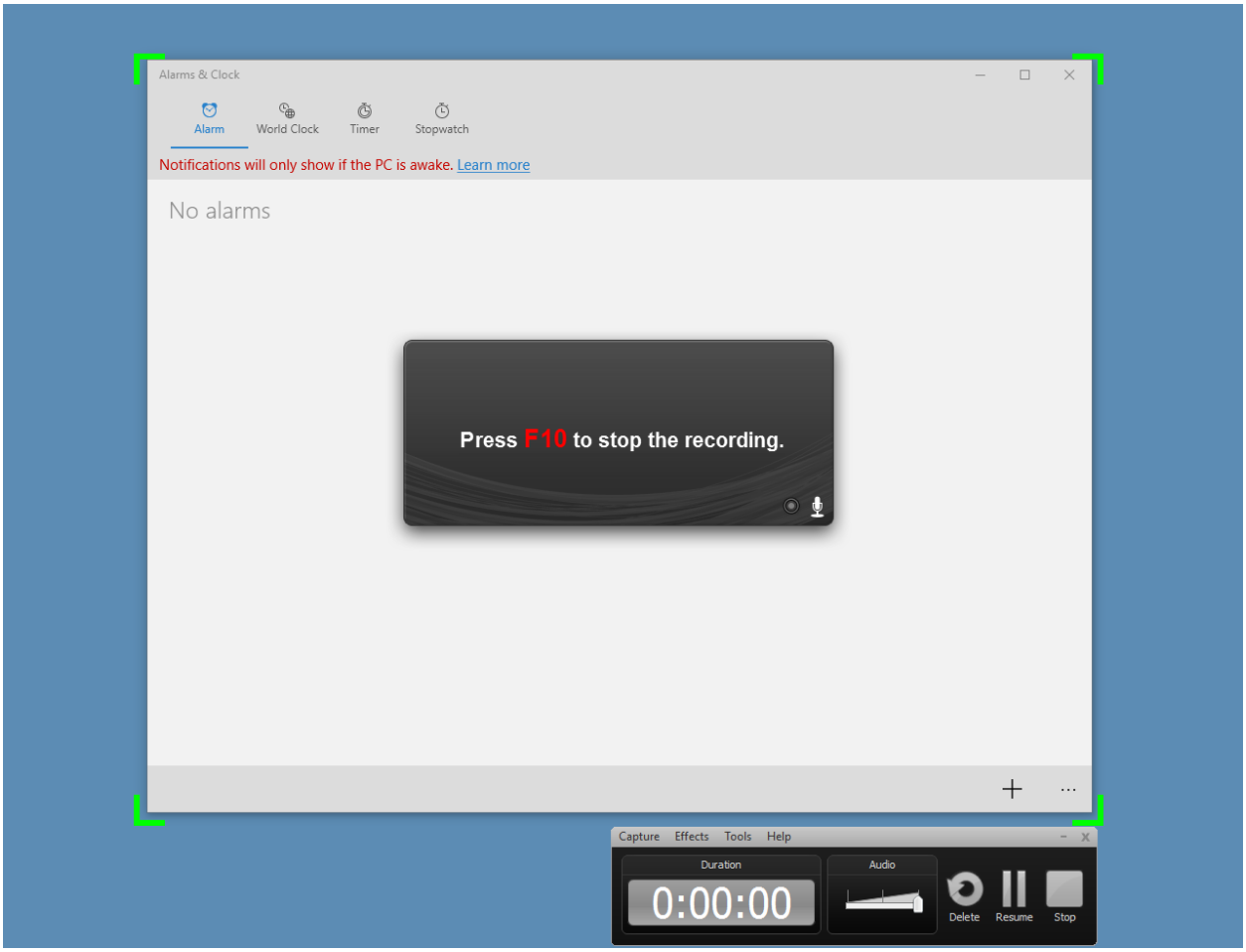

*Figure 25: Starting screen recording after clicking **rec** or pressing F9 hot key.*

Figure 25 shows how the Camtasia Screen Recorder starts the job. First, we can see that a set of four green corners are placed in the limits of the recording area. These corners act as a guide, telling the user that only those actions performed within these boundaries will be recorded. That includes the mouse pointer movement, of course. Also, a banner window with the legend “Press F10 to stop the recording” is displayed at the center of the recording area. This window has two purposes: first, it instructs the user on how the recording job can be stopped (in this case, by pressing the F10 hot key), and second, it will display a countdown to the moment that the screen recording starts.

Figure 26: The countdown prior to screen recording

As shown in Figure 26, a three-second countdown is displayed before the recording job starts. After that, the banner will disappear and recording will start.

Tip: The use of two monitors plugged into the computer is suggested, in order to display the recording script on the second monitor while the actual recording is being done on the main monitor.

Finishing recording

To stop video recording, we're going to press the **F10** hot key. After that, a preview window is shown and our recording material is played automatically. This window has a series of controls that allow us to manipulate the result of the recording. We can play the entire recording, skip to the beginning or the end, or choose what to do with the recording output.

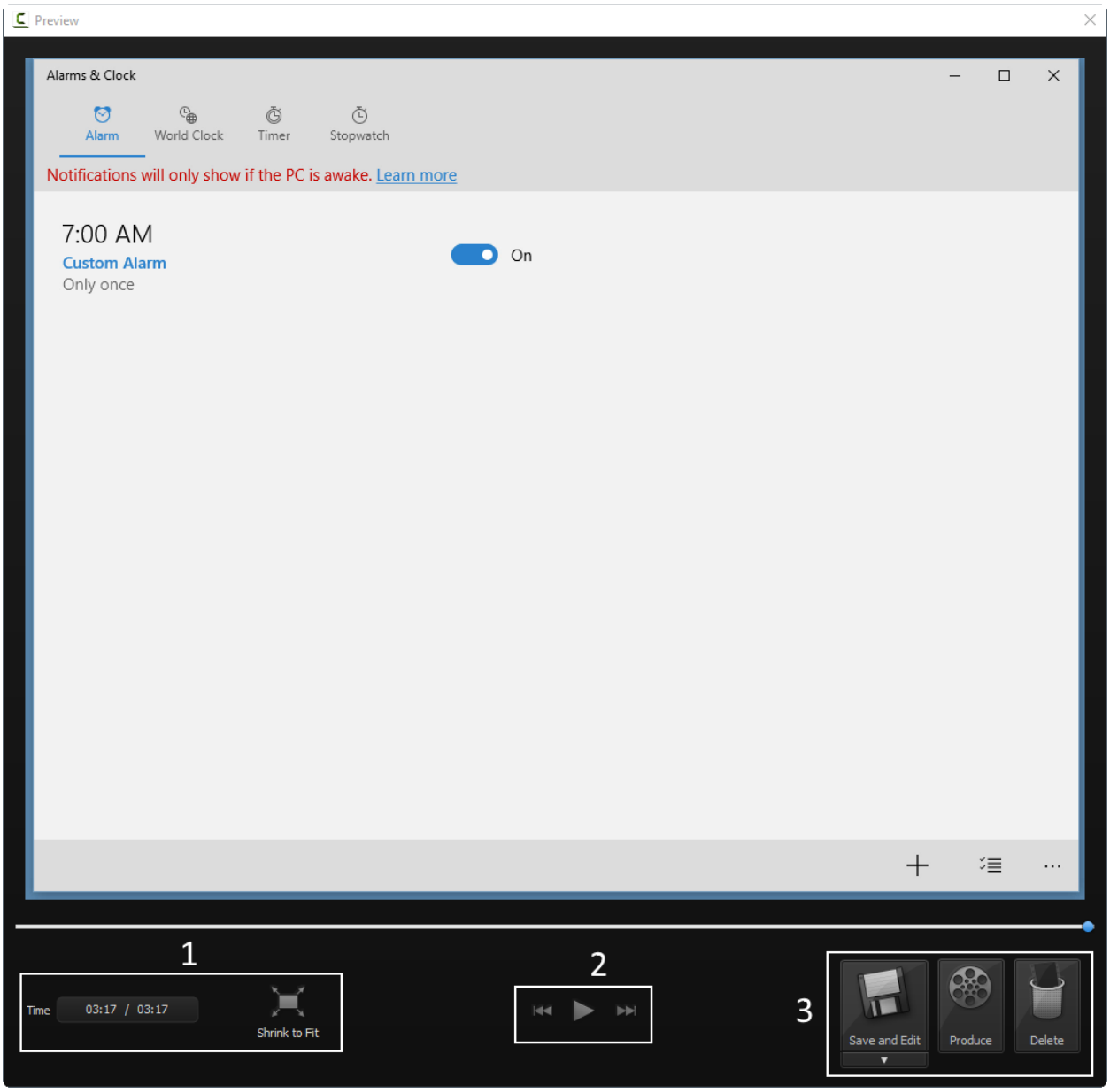

Figure 27: The Preview window

Figure 27 displays the Preview window. There are three highlighted areas that point to a specific set of controls into the window:

1. Recording time and Shrink to Fit button: Displays the total time for the recording and allows you to size the video to fit the entire window.
2. Recording navigation controls: Allow you to play the recording entirely, skip to the beginning, or skip to end of the recording.
3. Recording output actions: Allow you to choose what to do with the recording output. We can save the recording and editing in the Editor window, produce a video with a specific format directly, or delete the recorded material in order to perform a new job.

In this case, we will click **Save and Edit** to save the recording to the disk, and edit it in Camtasia Editor.

Saving the recording to disk

After you click **Save and Edit**, the Camtasia Recorder file-saving window will appear.

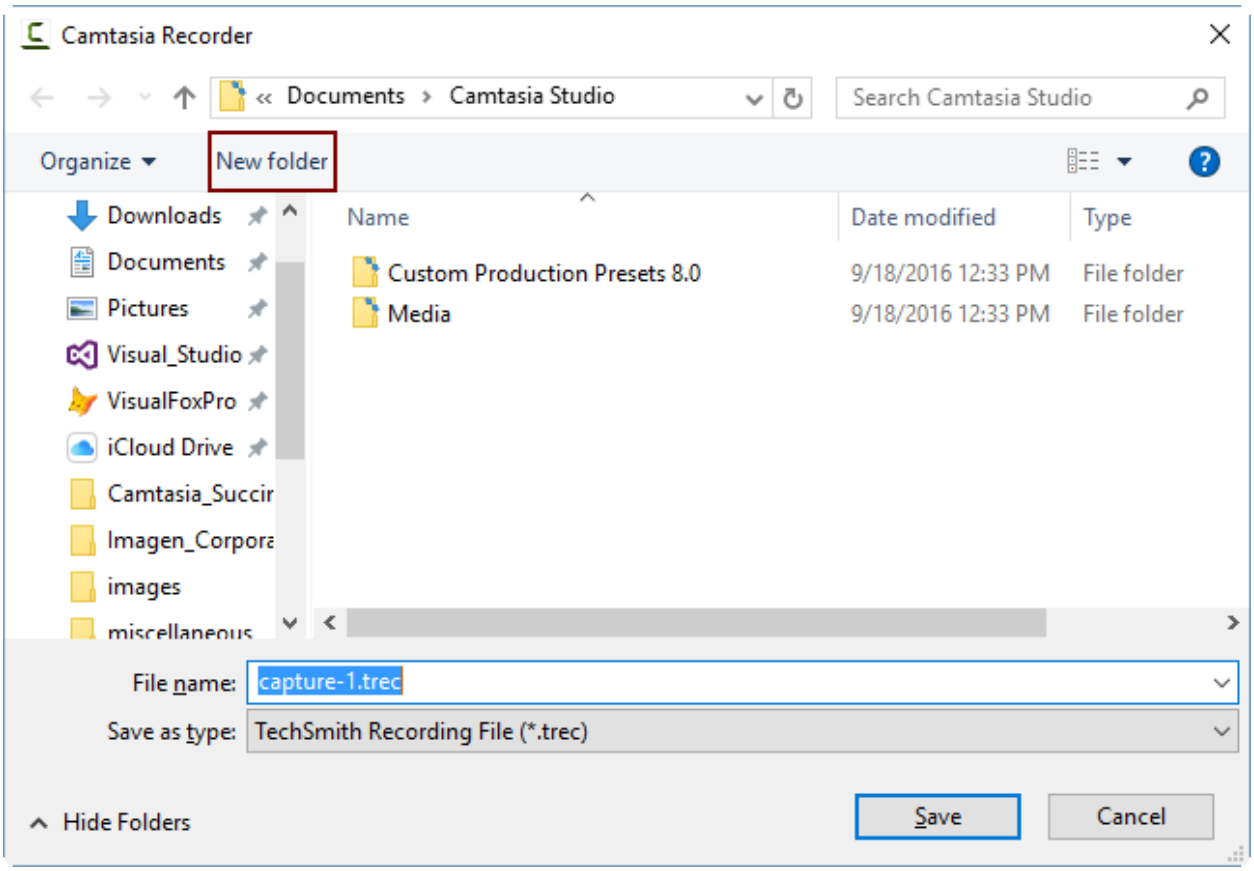

Figure 28: Camtasia file-saving window

By default, Camtasia Screen Recorder uses the **Documents\Camtasia Studio** folder to save files. In order to keep files properly organized, we will create a separate folder for this exercise and call it **Alarms_Tutorial**. Then, we're going to save the recorded material in a file named **alarmstutorial.trec**. Once this is done, the Screen Recorder will be closed and the recording file will be shown in the Camtasia Editor window.

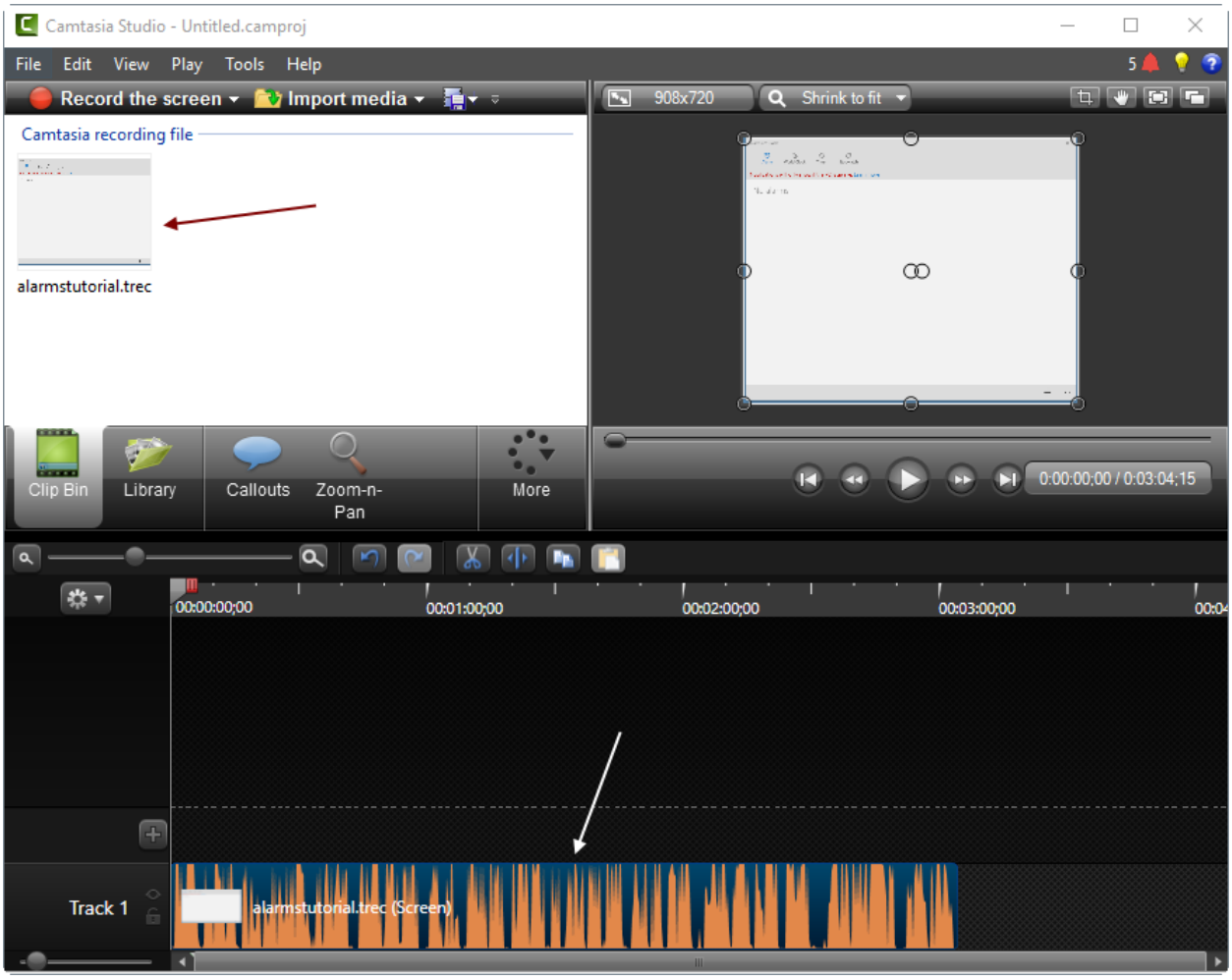

Figure 29: Camtasia Editor window with the recording file in the Clip Bin and the Timeline

The previous figure displays the Camtasia Editor Window and the **alarmstutorial.trec** file in the Clip Bin and in the Timeline. Now, we're ready to start working with Camtasia projects.

Chapter summary

This chapter covered the basics of screen recording. At the end, we created a small video tutorial on how to use the Alarms & Clock application. As recommended in Chapter 3, a script document was used as a plan for the video recording. We also placed the Alarms & Clock application at the center of the screen before recording. After that, we executed the Camtasia Screen Recorder by using the "Record the screen" button located in the program's main window.

We set up the recording boundaries and audio options before starting the job, using the Select Area and Audio buttons of the Camtasia Screen Recorder. For this exercise, we used the Custom button of Select Area to indicate that the Alarms & Clock application's window would be the recording boundaries to use. We also used the Audio button to suppress the recording of all sounds played by the system.

We used the F9 hot key to start screen recording. A banner window appeared after that, indicating that recording could be stopped by pressing the F10 hot key. This window also displayed a three-second countdown to indicate when the recording would begin.

Once the recording job was finished (by pressing the F10 hot key), a Preview window displayed the recording output. The recording job's material was saved in a file named **alarmstutorial.trec**.

Chapter 5 Camtasia Files and Projects

In the previous chapter, we recorded a small video tutorial about the Alarms & Clock application, using the output from the computer's screen. Then the recording material of this exercise was saved in a file named **alarmstutorial.trec**. This file is known as a recording, and for the purposes of Camtasia, it is considered a media file. However, a media file is only one piece of a complete video production. There could be several media files needed in order to make a complete video, and to succeed in this matter, Camtasia needs to organize those files into a single place: a project file.

Camtasia project

A Camtasia project is a media file that references all other media files to be included in a complete video production. Every time the user needs to work with any of those media files, he or she should open the project file. Every project file is saved with a .camproj file extension.

Other media file types

In a Camtasia project, other common media file types include:

- TechSmith Recordings (.trec files): These files contain screen video, microphone audio, webcam, and webcam recordings. Also, these are multiplatform files. This means that they can be used in Camtasia for Windows and Camtasia for Mac.
- Images (.png, .jpeg, etc.): Used as title slides or for other visual effects.
- Audio (.wav, .mp3, etc.): Used as a background music, or contain narrations recorded outside of Camtasia.

Camtasia default folder

By default, Camtasia uses the **Documents\Camtasia Studio** folder to save any media file. This behavior can be changed, but for the purposes of this book, it will remain the same.

Best practices for file organization

When we work with projects, it is recommended we create a separate folder for each one of them. This folder will contain all the media files needed to produce the video.

Attending the exercise from Chapter 4, a folder named **Alarms_Tutorial** was created before saving the **alarmstutorial.trec** file. Now we're going to use this folder to save the project file that will hold all media files needed to produce the Alarms & Clock Video Tutorial. We're going to name the file **alarmstutorial.camproj**.

After the project file is saved, Camtasia displays a window that looks like the following figure.

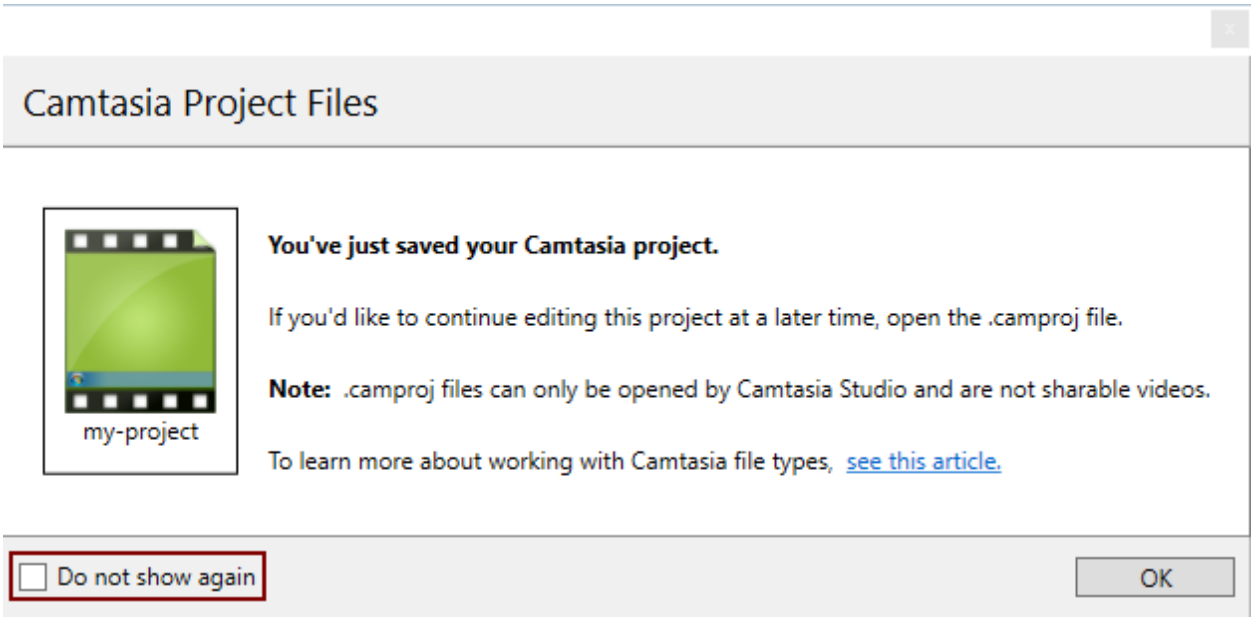

Figure 30: Camtasia Project Files window

At this time, Camtasia is telling us that a project file was saved, but there's no way to open this file outside of the program itself. That is, the file isn't a sharable video. The message also says that the file should be opened every time we need to edit any media file held by the project.

After you become familiar with Camtasia, you can prevent this window from being displayed by checking the **Do not show again** check box, located at the bottom-left corner of the window. Click **OK** to close this window.

Now, if we look into the Alarms_Tutorial folder, a couple of files can be seen: one file corresponds to the recording (.trec), and the other one is the Camtasia project file (.camproj). When any other file is needed for the project, it should be saved into this folder, in order to keep all project material properly organized.

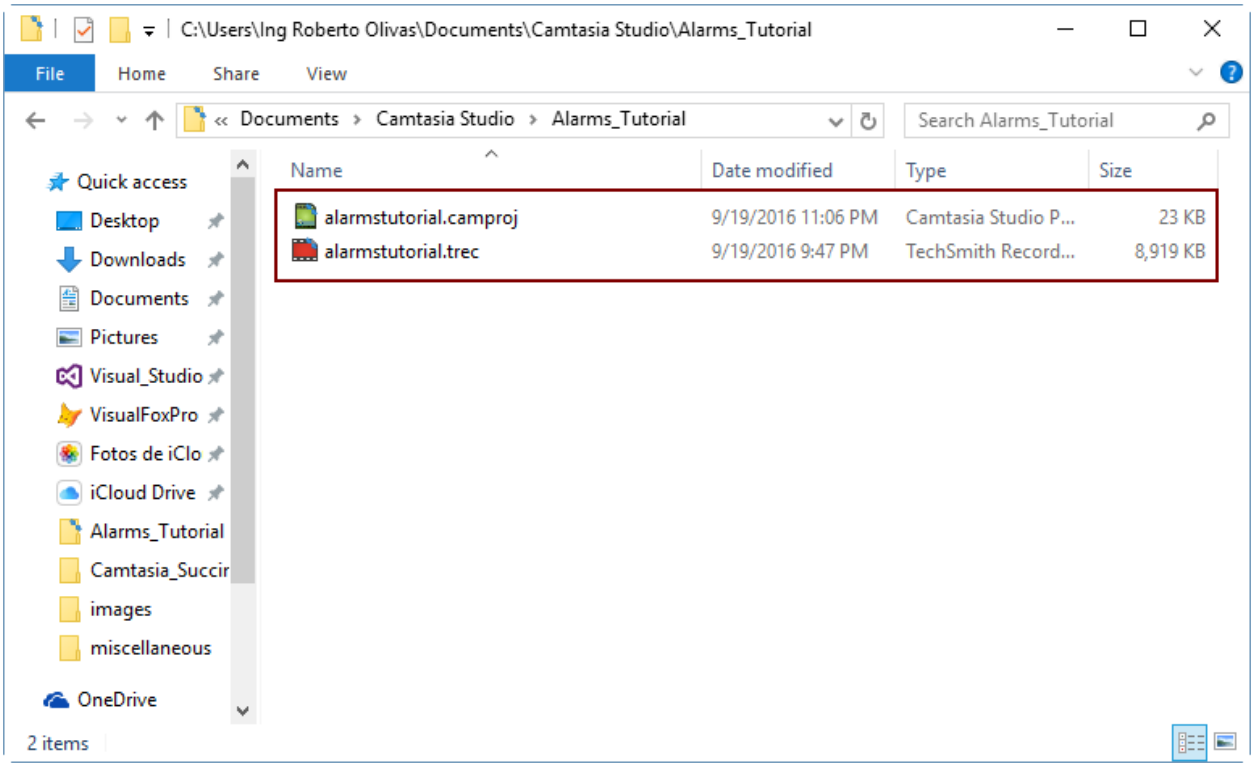

Figure 31: The Alarms_Tutorial project's folder

Chapter summary

A Camtasia Project is a media file that references all other media files to be included in a complete video production. Every project file is saved with a .camproj file extension. In a Camtasia Project, other common media file types include TechSmith recordings (.trec files), images (such as .png and .jpg files), and audio files.

By default, Camtasia uses the **Documents\Camtasia Studio** folder to save any media file, but when we work with projects, it is recommended we create a separate folder for each one of them. All media files needed to produce the video should be saved into this folder, including the project file. It also should be taken into account that a project file isn't a video itself—the project file is only intended to keep all video media files.

Chapter 6 Camtasia Editor

This chapter will give a general explanation about the Camtasia Editor. As described in Chapter 3, the Camtasia Editor is the application's main window and has three main areas: the Clip Bin, the Canvas, and the Timeline. The Camtasia Editor is where we'll do the necessary work to produce our final video.

The Clip Bin

The Clip Bin is where all the recordings and other media types we plan to use in Camtasia projects are stored.

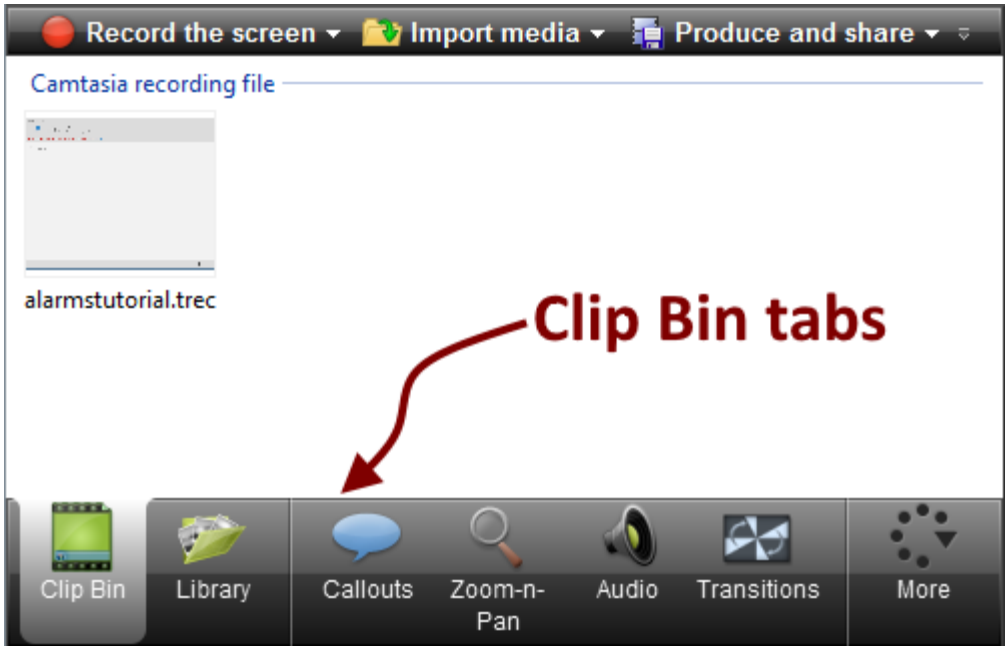

Figure 32: The Clip Bin with the alarmstutorial.trec recording

Figure 32 shows the Clip Bin and points to the Clip Bin tabs. These tabs give us options to add effects or other media elements to the video project:

- **Clip Bin**: Points to the Clip Bin itself. When we select this tab, all files that are part of the project are displayed.
- **Library**: When we select this tab, the assets library elements are displayed. This library contains different media types that we can add to our project.
- **Callouts**: When we select this tab, we can add shapes and text to our project in order to visually communicate information about it.
- **Zoom-n-Pan**: We use this tab to add zoom and pan animations in order to enhance the visual experience for our project.
- **Audio**: We should select this tab if we want to improve the audio's quality for the project.

- **Transitions**: When we select this tab, it shows a series of transition effects available to be added to our project.
- **More**: This tab displays a menu with additional effects that can be added to the project. When we select one of these additional effects from the menu, it is placed in the previous tab location. This is where the Transitions tab is located.

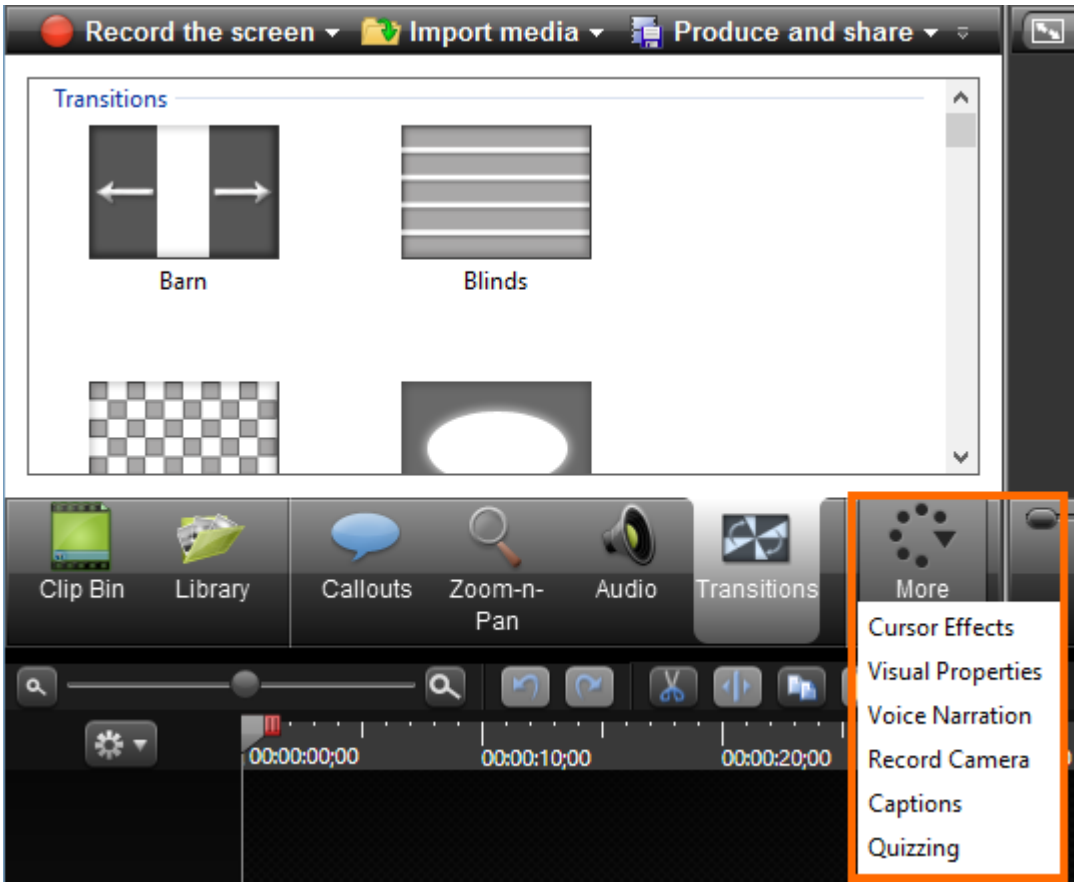

Figure 33: The More tab context menu

The Canvas

The Canvas is where a visual preview of our video is placed while we're editing. The Canvas can also be used to preview all media assets available for projects, and to arrange video project elements directly, using the mouse pointer.

A view of the Canvas while displaying the **alarmstutorial.trec** recording is shown in Figure 34.

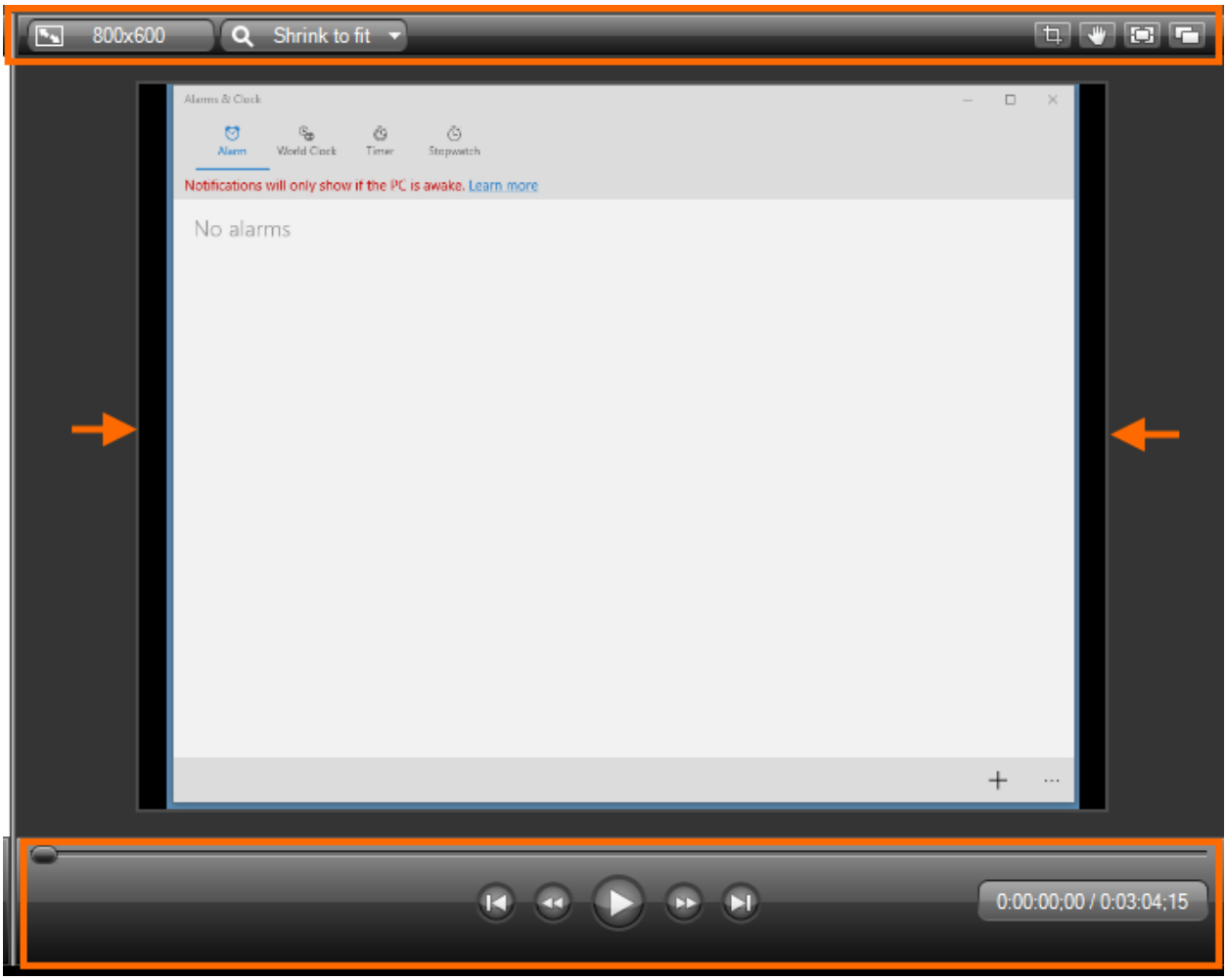

Figure 34: The Canvas with a preview of alarmstutorial.trec recording file

The highlighted areas displayed in the previous figure point to the Canvas controls. These controls are used to manipulate the media currently displayed in several ways. The arrows shown point to the display boundaries marker, which is a single-line rectangle. These boundaries tell us what exactly the viewer will see when our produced video is played.

Canvas basics

Zooming in and out

We can change the zoom size of the displayed output in the Canvas by using the **Zoom size** combo box. As noticed in the previous figure, when the content of a media type is displayed, the Canvas automatically sets the zoom size to “Shrink to fit.” That is, the content is scaled to fit into the window.

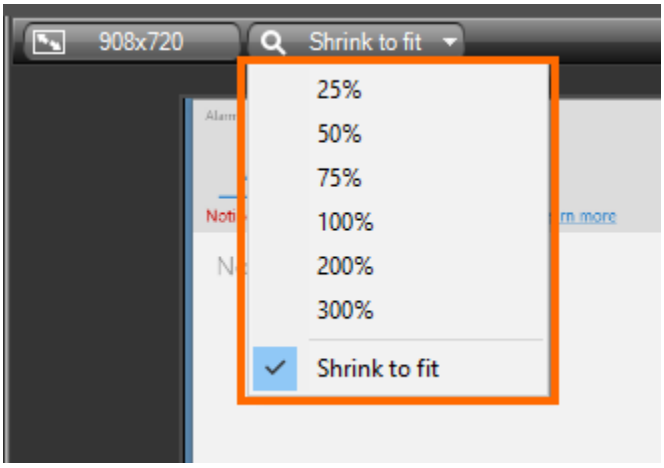

Figure 35: The Canvas Zoom size combo box and its options

Figure 35 shows the options available for the Zoom size combo box. Note that the "Shrink to fit" option is checked, because this is the Canvas default behavior. Changing zoom size is easy: we just should choose the desired size option from the menu.

Tip: Zoom size can also be changed by clicking on the Canvas outside of the video boundaries marker, and scrolling the mouse wheel.

Navigation through the displayed media

We can use the control bar to move around the previewed media. There are seven elements in this bar that can help us to accomplish this task:

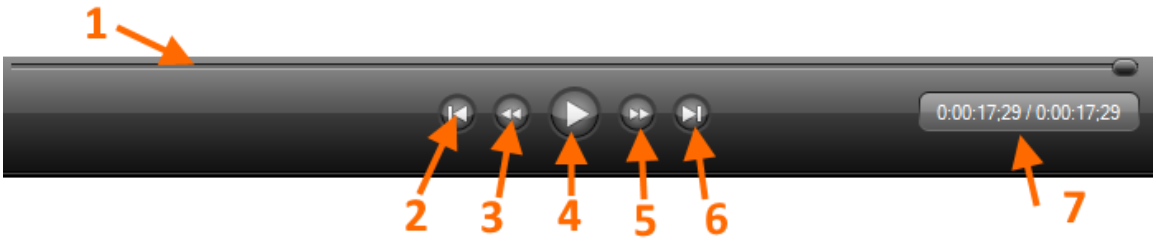

Figure 36: The Canvas control bar.

1. The slider: We can move along the entire content of the media previewed by using the slider button located on this bar. To do so, we should click on this button and drag it toward the end or the beginning of the bar.
2. Go to beginning button: This takes us to the beginning of the media previewed.
3. Backwards button: This moves us backwards as the media is previewed, with a 1/100 second precision.
4. Play/Pause button: This plays or pauses the media previewed.
5. Forward button: This moves us forward as the media is previewed, with a 1/100 second precision.
6. Go to end button: This takes us to the end of the media previewed.
7. Time scale: This shows us the position of the media previewed, in terms of time relative to the total length of the media previewed.

The Timeline

The Timeline is where the project is assembled. Here, we put all the project elements into the sequence we want them to be viewed in the produced video. Each project element is positioned within the Timeline in a separate place called Track. Every time we add a track, the Timeline names it **Track n**, where **n** is a consecutive integer number, starting with 1.

There is no limit to the number of tracks that can be placed in the Timeline. Likewise, there's no specific media type for a track, meaning that any track can hold video, audio, images, or any other effect available. Also, there's no restriction on the order in which the media elements for a project should be placed. However, this order defines how the media is arranged in the produced video. This behavior is known as the stacking order, and will be explained later in this book.

The Timeline shows you when the produced video will display each of one of the project elements, and how long each one of them will remain.

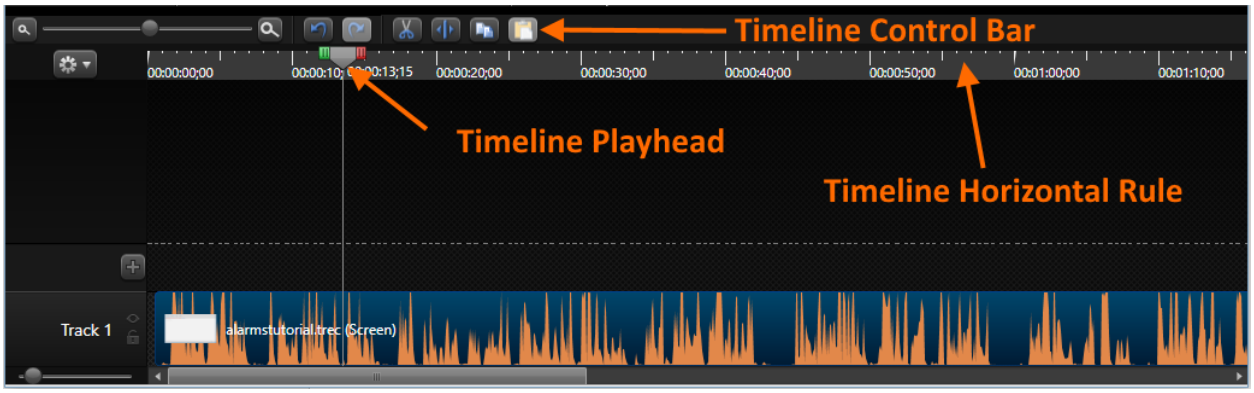

Figure 37: Camtasia Editor Timeline

Figure 37 displays the Timeline with one track within it. Also, it points to some important elements for doing the job.

- **Timeline Control Bar**: Holds a series of interface elements that allow us to edit each track placed within. Also, a zoom control is placed in order to increase or decrease the precision of the time displayed in the rule.
- **Timeline Playhead**: Allows us to move into a project element up to a precise moment in time. We can also use the playhead to select pieces of an element in order to perform an operation, such as cutting or making a duplicate.
- **Timeline Horizontal Rule**: Displays a scale in terms of time, with a 1/100 second precision. We can drag the playhead and place it at a desired time position over the rule, and the Canvas will display the frame corresponding to that moment in the sequence of project elements.

In the next chapter, we will learn some video editing basics using the Timeline.

Chapter summary

The Camtasia Editor is the place we'll do the necessary work to produce our final video, and has three main areas: the Clip Bin, the Canvas, and the Timeline.

The Clip Bin is where all the recordings and other media types we plan to use in Camtasia projects are stored. The Clip Bin has a series of tabs that allow us to add effects or other media elements to the video project.

The Canvas is where a visual preview of our video is placed when we're editing. It can also be used to preview all media assets available and to arrange video project elements using the mouse pointer. The Canvas has a series of controls to perform certain operations, like zooming in or zooming out the displayed output, or moving around the previewed media.

The Timeline is where the project is assembled. All the project elements are located here in the same sequential order in which they will viewed in the produced video. Each project element is positioned in a place called Track. A track can hold any media type, like video, audio, images, or any other effect. A limitless number of tracks can be added to a project.

The Timeline shows you when the produced video will display each of one of the project elements, and how long each one of them will remain displayed.

Chapter 7 Video Editing Basics

This chapter will explain some key points about video editing, using the elements available in the Timeline.

Separating video and audio

In Chapter 4, I explained how to make a recording using the computer screen's output. At the end, we saved a small video tutorial about the Alarms & Clock Windows application. Later, we added this recording file to a Camtasia project named **alarmstutorial.camproj**.

If you open this project in the Camtasia Editor, a single track containing the screen recording is displayed in the Timeline. We can see that the Camtasia Screen Recorder puts both audio and video in a single channel when the recording is saved to disk. This seems good for practical purposes, but if we want to edit the recording, we'll be dealing with video and audio at the same time, and there's risk for a potential accident.

Fortunately, we can separate the audio from the video in a screen recording with a single click operation. First, we should right-click on the Timeline track that contains the recording, in order to display the Track context menu.

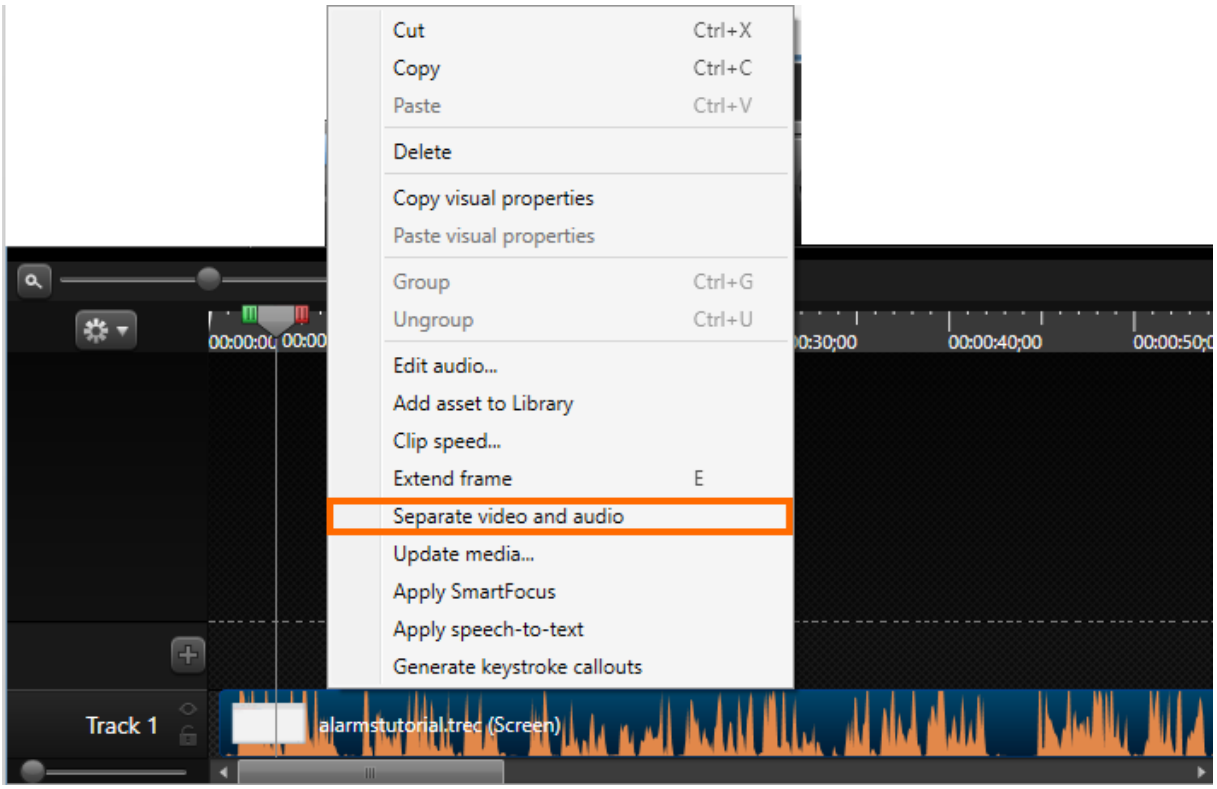

Figure 38: The Track context menu

To perform video and audio separation, we need to click the **Separate video and audio** option located in the context menu. This option is highlighted in Figure 38.

Now, the Timeline in the Camtasia Editor should look like the following figure.

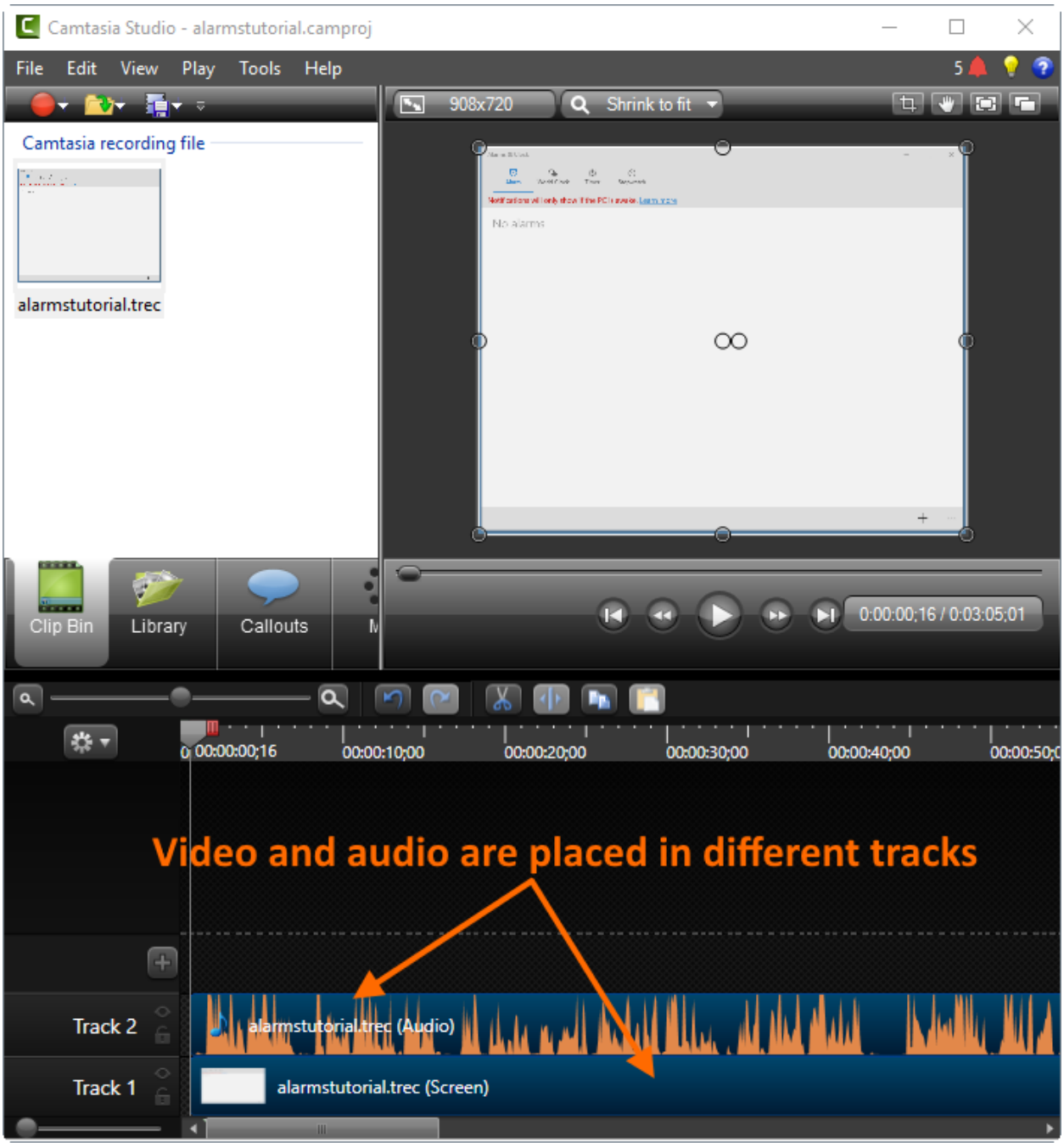

Figure 39: The Timeline after screen recording video and audio were separated.

As displayed in Figure 39, the video and the audio for the screen recording are now placed in different tracks.

Using the playhead

As explained in the Timeline section of the previous chapter, the playhead is the element of the Timeline that allows us to move to a precise moment within a track. The playhead will also help us select portions of tracks' content in order to perform editing operations.

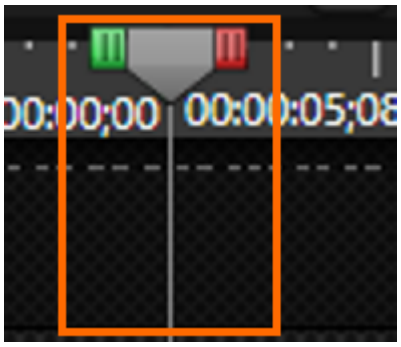

Figure 40: The playhead

Figure 40 shows the playhead positioned at a particular moment within a track. There are two buttons placed at the beginning and at the end of the playhead. The green button is known as the In button, and the red one is called the Out button.

The In button allows us to select a portion of the track's content, starting from the point where the playhead is located, and ending at a particular moment situated to the left of that position. When the playhead is located at the beginning of the Timeline, the In button is invisible.

The Out button performs the same operation as the In button, but in the opposite way. This means that the selection ends in a particular moment situated to the right of the current playhead position.

When a selection is made, the vertical gray line of the playhead splits, indicating the boundaries for the selection.

To move the playhead to a precise moment within a track, we should click on the gray button (the playhead itself) and drag it over the ruler to the desired position.

Selecting a portion of a track

First, make sure that the alarms tutorial project (**alarmstutorial.camproj)** is opened. Next, place the playhead in the position corresponding to 00:00:02;08 seconds (note that Camtasia separates minutes and seconds using the semicolon character). To make this easier, click **Zoom in** on the Timeline Control Bar.

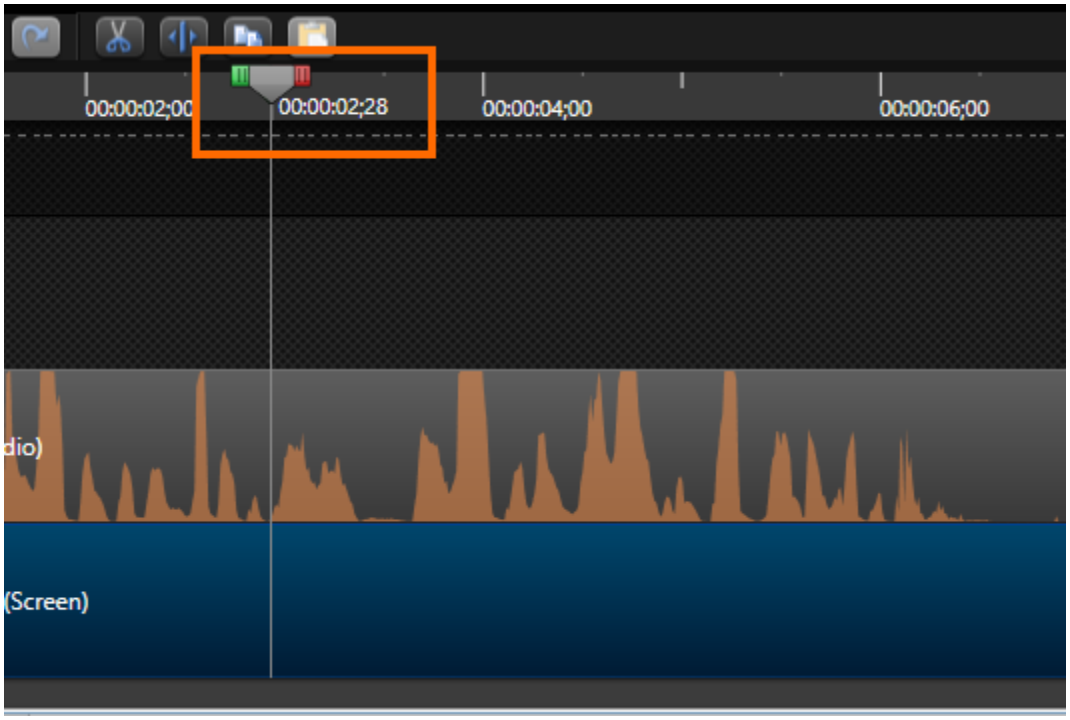

Figure 41: The playhead in the 00:00:02;28 seconds position

Now, click **Out** and drag it up to the **00:00:03;29** position. Notice that a tooltip label appears while the button is being dragged. This tooltip label displays the end position for the selection, and the duration for that selection. To end the operation, release the mouse button. The Timeline should look like the following figure.

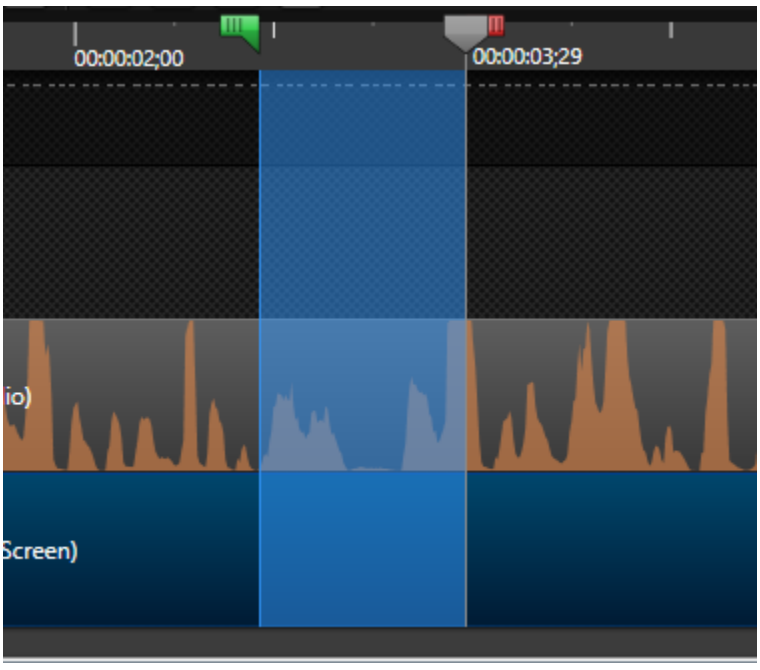

Figure 42: The selection made with the playhead

The blue, transparent area of the previous figure delimits the selected portion of the tracks. The In button of the playhead indicates the starting position, and the playhead itself shows the ending position for the selected portion.

Playing the selection

There are two ways to play the selection. The first is by pressing the space bar hot key. The second is to click **Play** in the Canvas control bar.

Clearing a selection

The playhead can also be used to clear a selection previously made. There are two ways to accomplish this task:

- Double-click **In**: In this case, after clearing the selection, the playhead is placed at the starting point of the selection cleared.
- Double-click **Out**: In this case, after clearing the selection, the playhead remains at the end point of the selection cleared.

Note: When making portion selections, if we drag the In button to a time point after the current playhead position, both In and Out buttons are automatically arranged.

Cutting out a track portion

In this section, we're going to cut out an unnecessary portion of a track. In this case, the portion to be deleted corresponds to Track 2, which contains the audio for the project. To accomplish this, we're going to start with the following steps:

1. Take the playhead to the **00:00:00;00** position (the beginning of the Timeline).
2. Drag the **Out** button up to the **00:00:01;01** position.

Now the portion to be deleted is selected, as we can see in Figure 43.

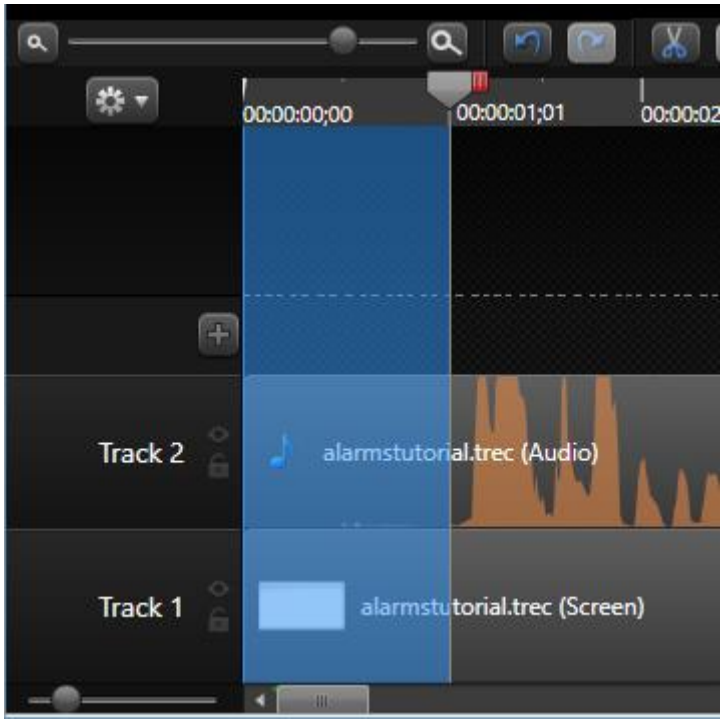

Figure 43: The track portion to be deleted

At this point, it seems so easy to finish the action. Clicking **Cut** would delete the selected portion, but there's a small problem.

In this moment, the selection previously made applies to all tracks in the project. So, if we click on **Cut**, not only will the selected portion of Track 2 be deleted, but that portion of all tracks under the selection area will be deleted as well.

Camtasia provides a mechanism to deal with this situation: track locking. Every track in the project can be protected to avoid changes to its content. To do this operation, we need to click **Lock**, found to the right of every track's name.

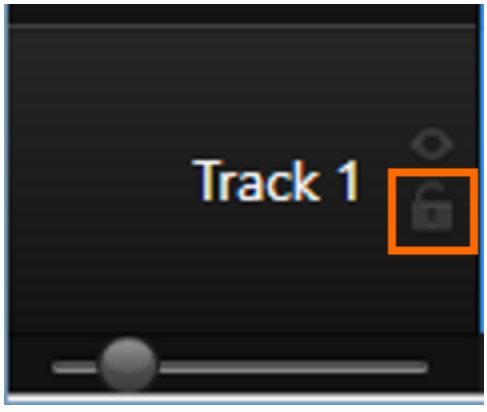

Figure 44: The Lock button

After that, we should click **Cut** to remove the undesired track portion. Now, the Timeline looks like the following figure.

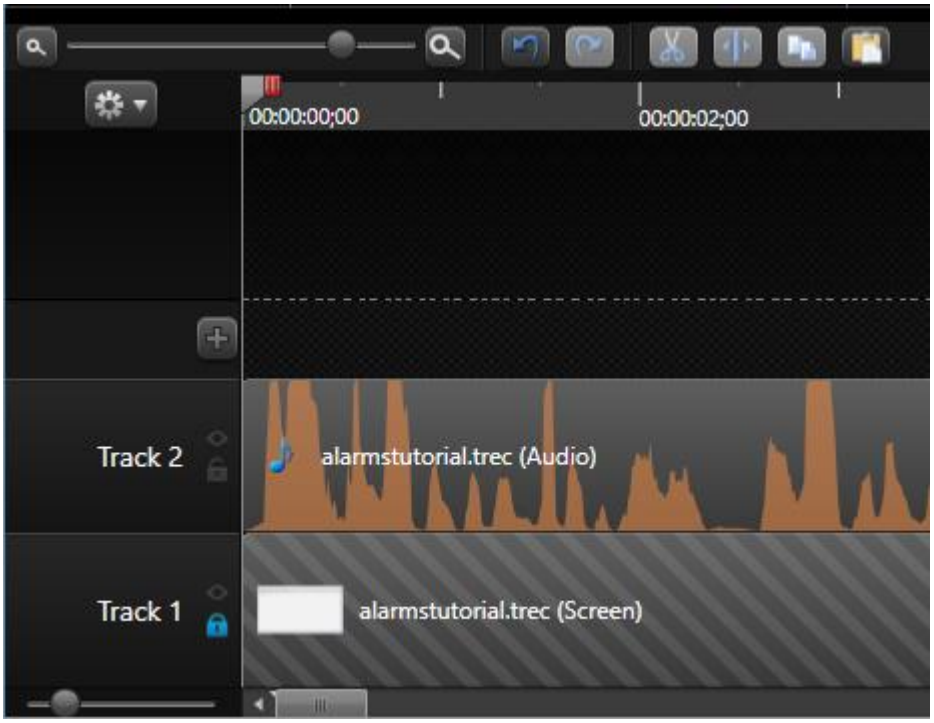

Figure 45: The Timeline after cutting out the selection.

As seen in Figure 45, the selected portion of Track 2 no longer exists, and Track 1 remains the same. Also, all Track 2 content was automatically moved to the beginning of the Timeline.

Tip: To avoid accidents, it's recommended to lock all tracks in a project except the tracks which need to be edited.

Splitting the content of a track

Sometimes, splitting the content of a track is useful in order to gain more control over the media placed there. Let's consider the timeline portion between 00:00:05;13 and 00:00:06;21 for Track 2. This portion corresponds to a silent moment during narration. Maybe it's better to cut this one from the track, and deal with two different narration pieces. So, we can get better results by handling these pieces separately.

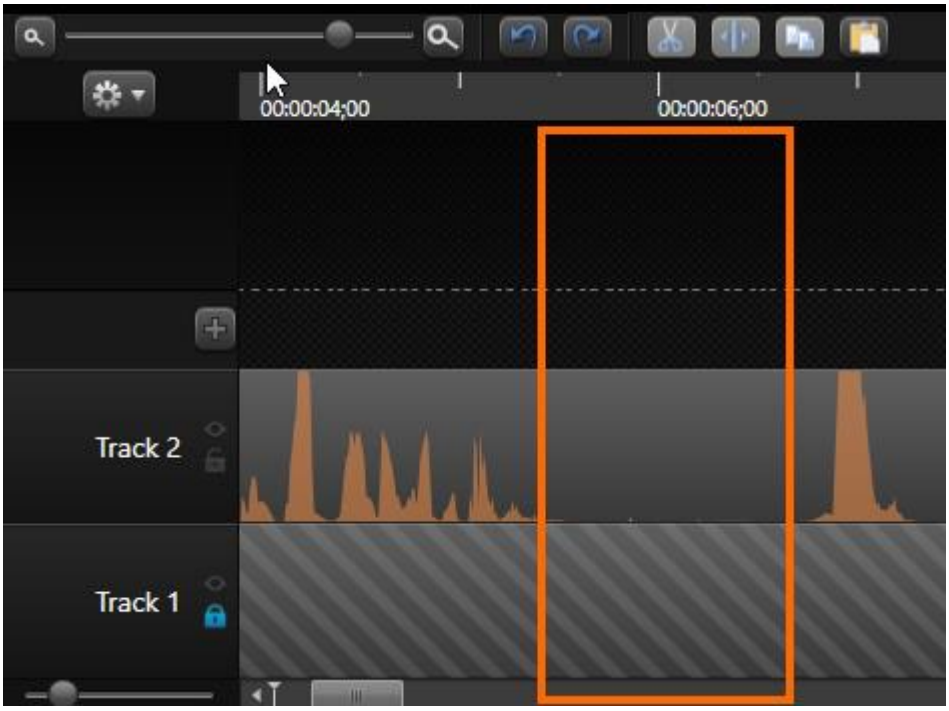

Figure 46: The silent moment in Track 2

To remove the silent moment in Track 2, we're going to place the playhead at the **00:00:05;13** position. Then we will right-click on the playhead to display the playhead's context menu. Once the menu is displayed, we will select the **Split all** option.

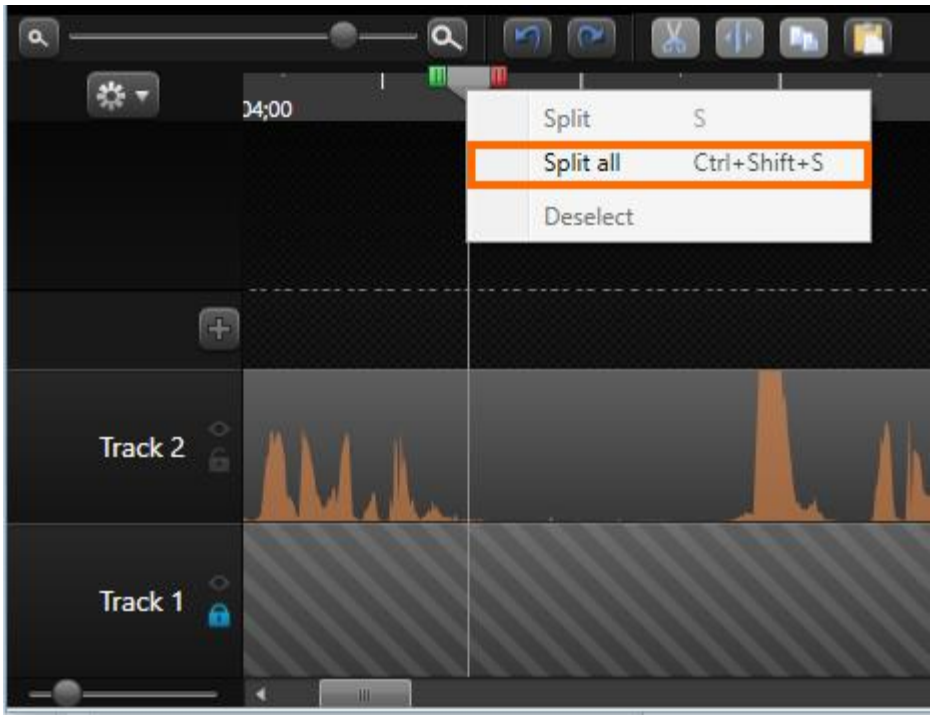

Figure 47: The Split all option in the playhead's context menu

At this moment, the audio of Track 2 is split in two separate portions. Now, we're going to drag the playhead's **Out** button up to the **00:00:06;21** position. Then, we're going to remove the selected portion by clicking **Cut**. After that, click **Split**, located in the Timeline controls bar.

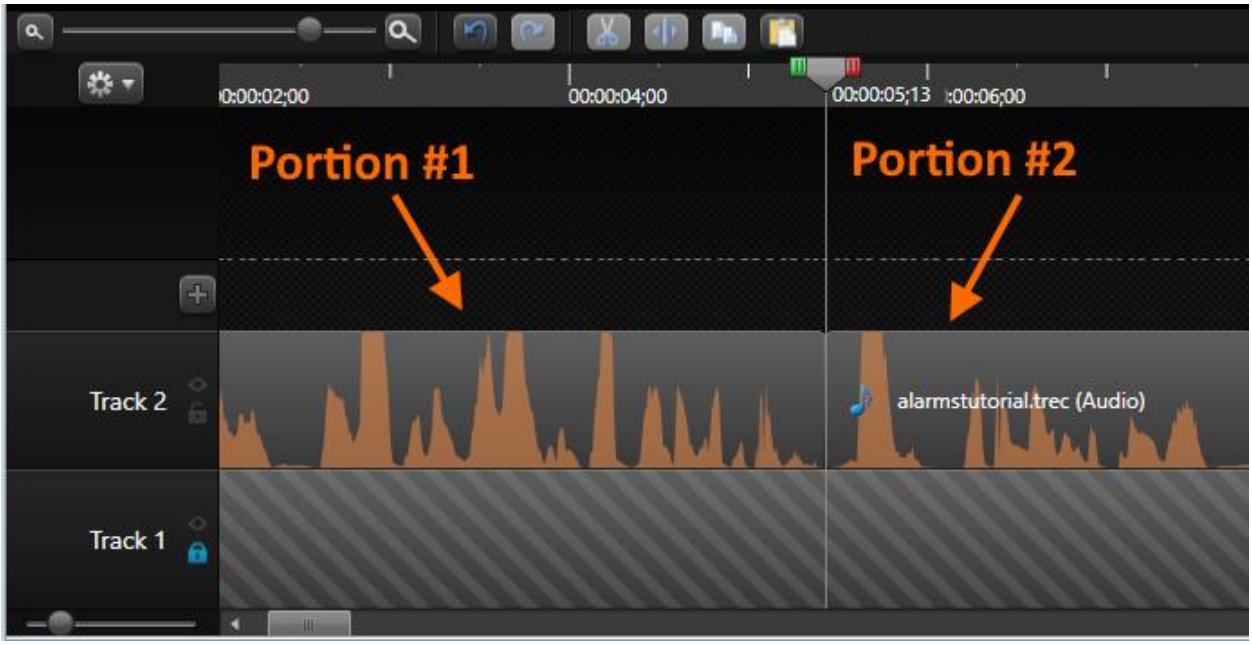

Figure 48: The audio of Track 2 is split

Now, as displayed in Figure 48, the silent moment of Track 2 has been deleted and the audio has become split into two isolated portions.

Dragging elements in tracks

In the previous section we discuss how to split the content of a track. The result of this exercise was two isolated portions for the audio placed in Track 2. The purpose of this section is to work with these portions in order to explain how to drag an isolated element within a track.

To complete this exercise, we're going to perform the following steps:

1. First, the mouse pointer should be placed over the second audio portion located in Track 2.
2. Now, we will click on the audio portion and drag it up to the **00:00:06;22** position.

There will be a gap between the two audio options as a result of executing the previous steps, and now this gap will create the silent moment deleted in the previous section.

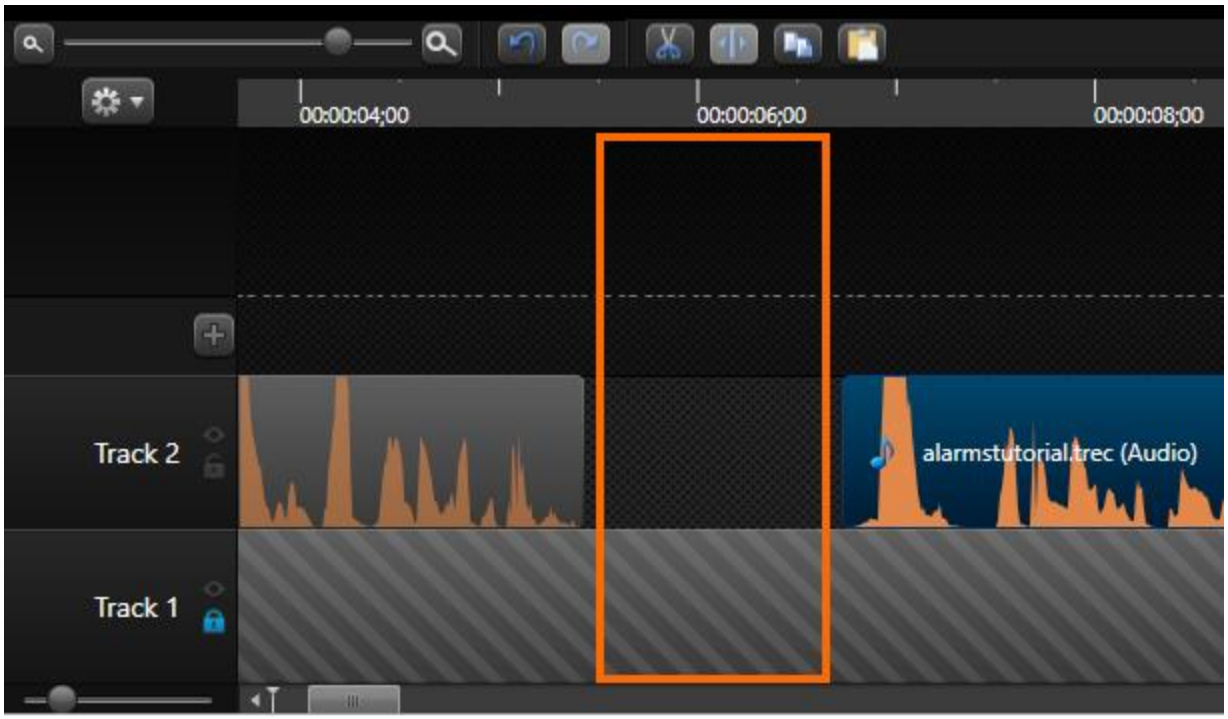

Figure 49: The Timeline after dragging the audio portion

Cropping track content

Unlike cutting out a selection, when track content is cropped, Camtasia only suppresses the portion cropped when the track is being played. This means the content is not deleted.

For this exercise, we're going to perform the following operations:

1. Place the playhead at the **00:03:02;10** position in the Timeline.
2. Place the mouse pointer at the end of Track 2 until the pointer becomes a horizontal resize arrow.
3. Hold down the left mouse button and drag the pointer up to the playhead position.

And that's it! The content of Track 2 was cropped.

Note: After content is cropped, we can place the mouse pointer at the edge of the result and drag it in the opposite direction. This is going to leave the content in its original form.

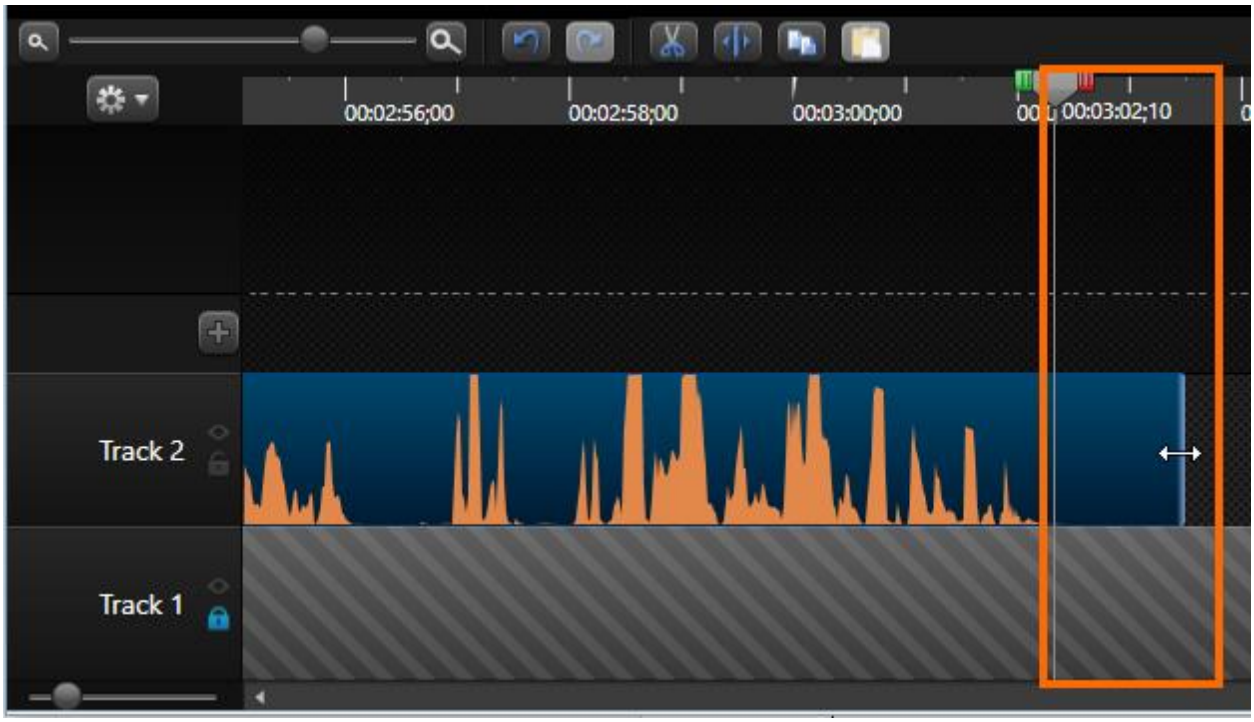

Figure 50: The content to be cropped in Track 2

Adding markers

When we create the recording plan for a video project, it's a good idea to create a script file. This file contains the detailed recording plan as a series of detailed steps. As suggested in Chapter 3, these steps should be numbered in a sequence, starting with 1.

Sometimes you're required to record video and audio separately. Camtasia allows you to add voice narrations while the project is being edited. Once a voice narration recording is started, a preview of the recorded video will be played according to its timeline. So the narrator needs a reference to know when exactly to talk. This reference can be set up in Camtasia as a series of graphic elements, placed at the top of the Timeline. These graphic elements are called markers.

To add a marker in the Timeline, we first need to show the Markers view. This can be accomplished by pressing the **Ctrl** + **M** keys combination.

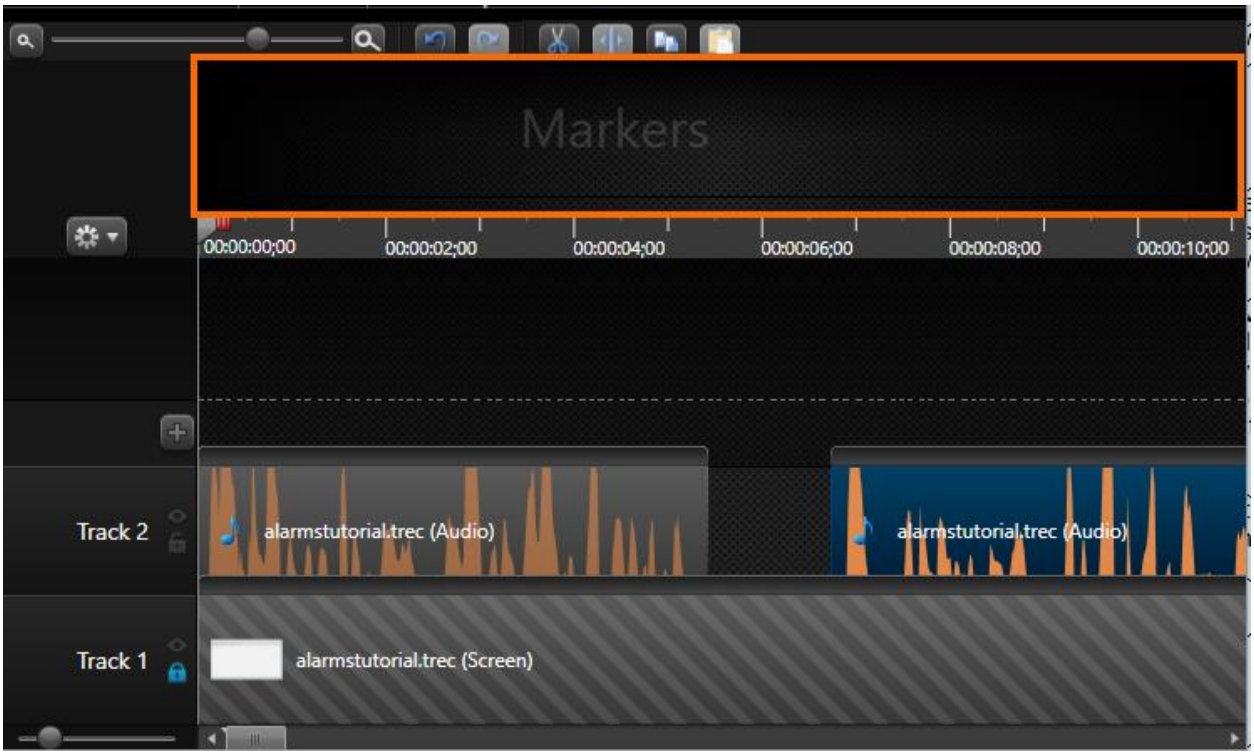

Figure 51: The Timeline with the Markers view displayed

Now, we need to place the playhead in every timeline position where a marker is needed. After that, we should press the **M** hot key to add the marker.

Note: Every time a marker is added, a text entry is displayed in order to name it.

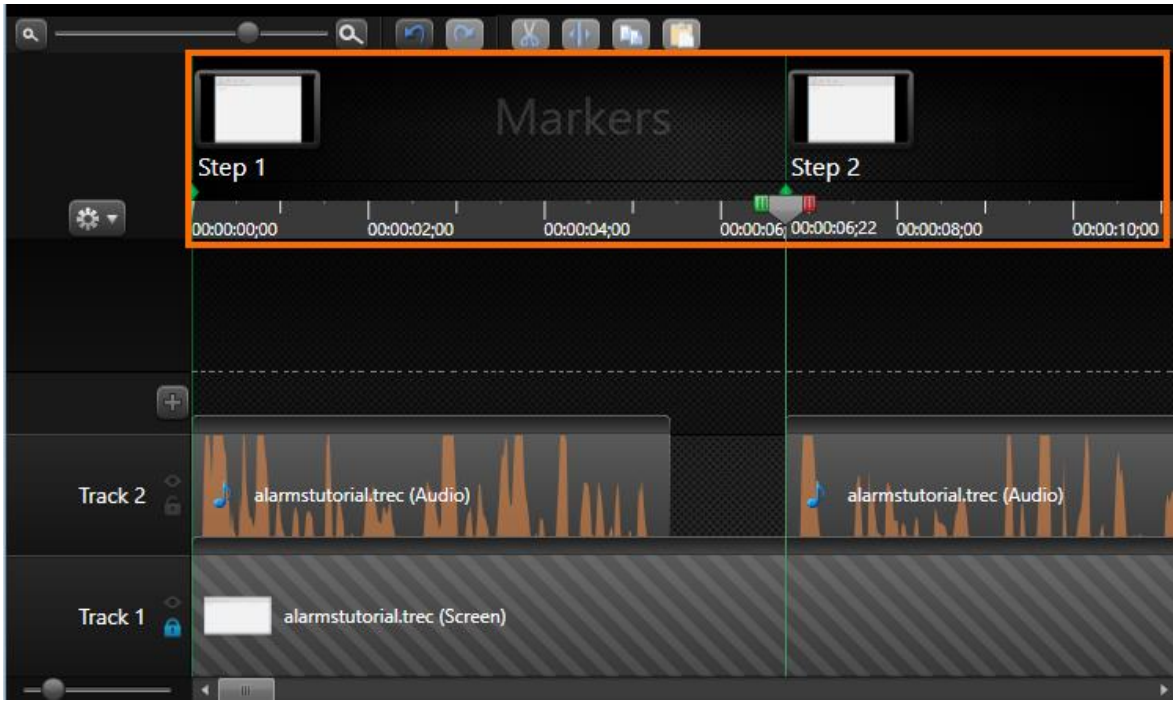

Figure 52: The Timeline after adding markers

Chapter summary

This chapter explained some key points about video editing, using the elements available in the Timeline.

The first task was to separate the audio and the video for a screen recording. This separation was performed by right-clicking on the Timeline track containing the recording, and after that, selecting the **Separate video and audio** option from the context menu.

Then, we learned how to use the playhead. The playhead is the element of the Timeline that allows us to go to a precise moment in the tracks of a project. There are two buttons placed on either side of the playhead. The green button is the In button, and the red one is the Out button. With these buttons, we can make selections in the content of the project.

A selection affects all tracks in the project, so we need to be careful at the time of making editing operations, such as cutting out, splitting, or cropping. Any editing operation is applied to all tracks. Camtasia lets us place a locking mechanism on any track in order to avoid accidents. A locked track is not considered for editing operations.

Sometimes, video and audio need to be recorded separately. Later, while editing the project, Camtasia allows us to add audio narrations. In this case, the narrator should have a reference within the project in order to know when exactly to speak. This reference is composed of a series of graphic elements called markers. We can add markers by placing the playhead in the Timeline position where a marker needs to be positioned, and then pressing the **M** hot key.

Chapter 8 Effects and Other Editing Tricks

In this chapter we're going to discuss adding effects to our video, and we'll learn some other editing tricks.

Importing media to our project

At this point, I completely removed the original audio from the Alarms & Clock original screen recording (I don't think the readers should suffer hearing my awful voice). Instead, I replaced the audio with a series of MP3 files. These files contain the audio for all narrations described in the recording script. To create these files, I used a great text-to-speech online tool located here. The only restriction for this tool is that the text can only be up to 100 characters in length. That's the reason I split the narrations into several files.

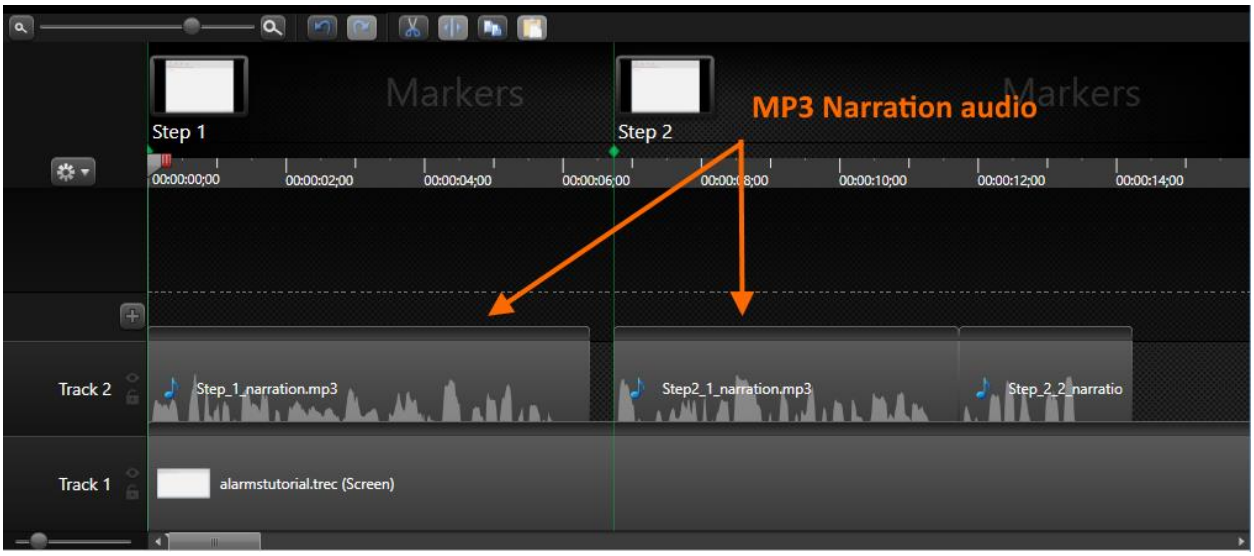

Figure 53: The Timeline with MP3 files in Track 2

Figure 53 displays a general view with those MP3 files placed in Track 2. Note that there are markers pointing to each step of the recording script. These markers will help us place the audio files in the Timeline exactly where they're needed.

Now, let's take a look at how these files were imported into our project. This can be accomplished by using the **Import media** button located at the top of the Clip Bin. Clicking on this button will bring up a menu with all the importing options available.

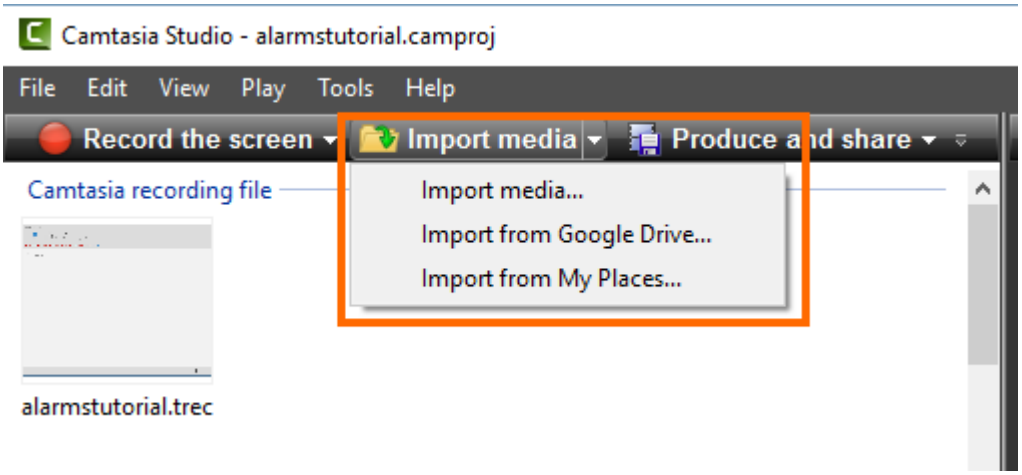

Figure 54: The Import media button and its menu

As shown in Figure 54, there are three importing options in Camtasia:

- **Import media**: Import media files from the computer.
- **Import from Google Drive**: Import media files from a Google Drive folder.
- **Import from My Places**: Import media files from a TechSmith My Places storage account.

Importing media files from the computer

Click the **Import media** option in order to import media files from the computer. The Open dialog box will appear.

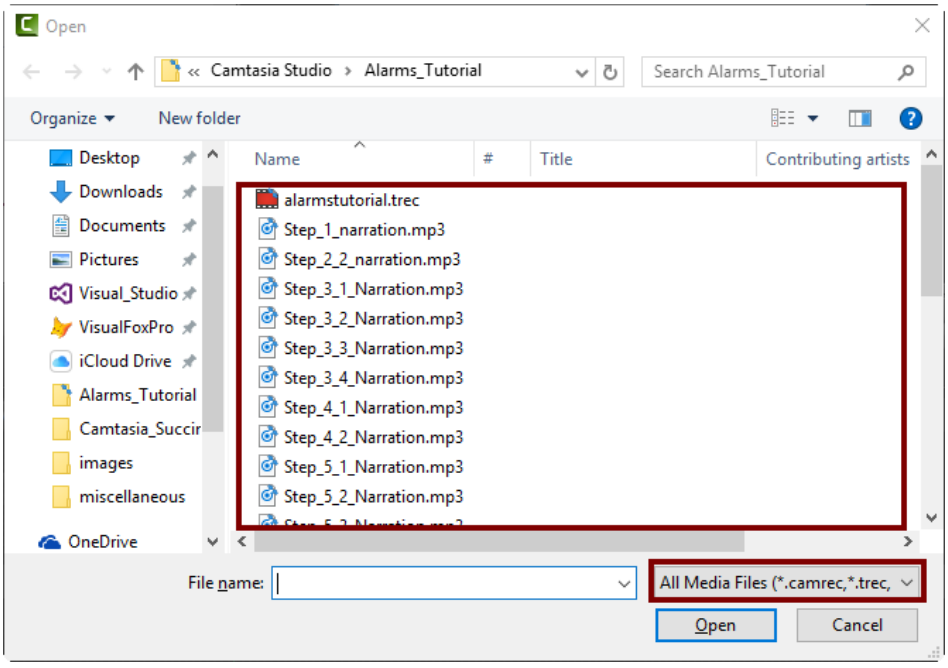

Figure 55: The Open dialog box for importing media files

The Open dialog box will display media type files only, as shown in Figure 55. We can select all those files needed in the same way we do it in any Windows application. After a selection is made, click **Open** to import the files.

Figure 56: The Clip Bin after importing media files

After importing files, they appear in the Clip Bin, as displayed in Figure 56. We can drag any of these files to a track within the Timeline.

Importing media files from Google Drive

We can also use a Google Drive account to import media files. This process resembles importing files from the computer, except that we need to log into a Google Drive account first.

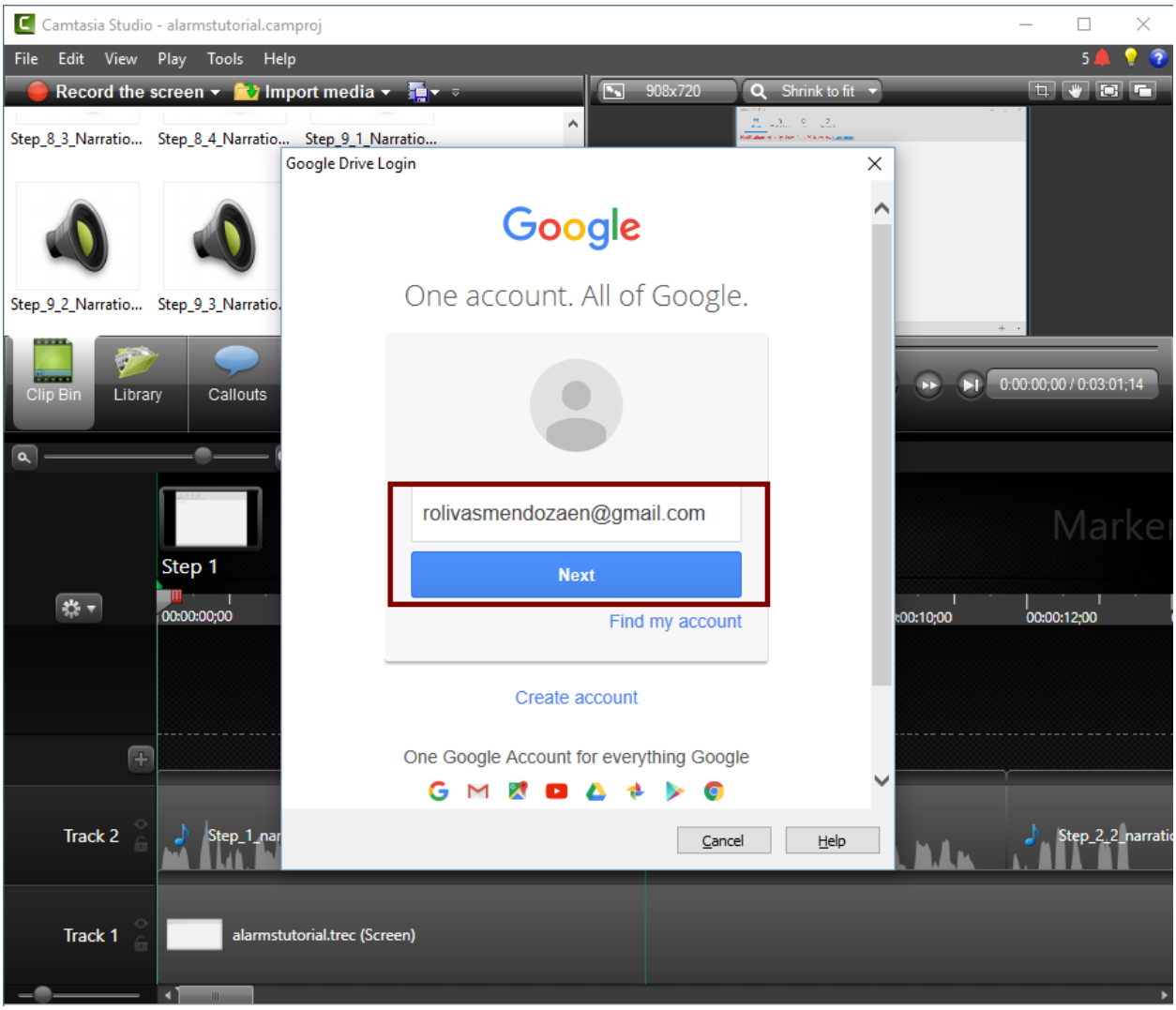

Figure 57: Google Account login dialog box in Camtasia

Click on the **Import from Google Drive** option to bring up the Google Account Login dialog box, as displayed in Figure 57. Here, we will enter our credentials for accessing our Google Drive account. The following dialog box will appear after a successful login.

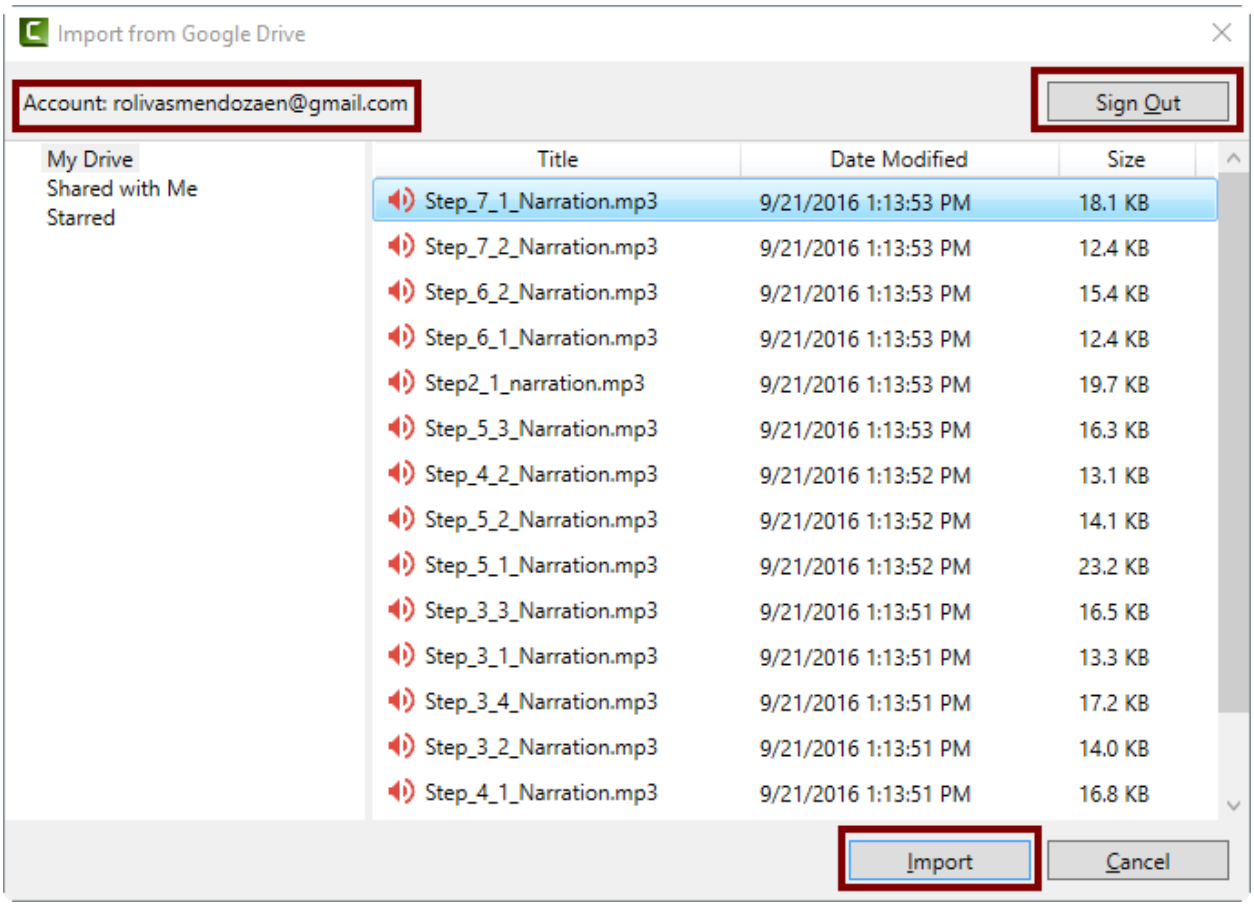

Figure 58: The Import from Google Drive dialog box

As shown in Figure 58, Camtasia retrieves all content from our Google Drive account and displays it in a dialog box named Import from Google Drive. The dialog box is similar to the Open dialog box discussed in the previous section, except for the Sign Out and Import buttons.

We can select the files needed in the same way we do it in any Windows application, and after the selection is made, we should click **Import** to bring the files into our project.

Using callouts

Sometimes it's important to highlight or point out important information on the screen, in order to draw the viewer's attention. For these cases, Camtasia provides us with a special effect called a callout.

A callout is a shape object, often an arrow, that we can place in our video to point at the screen in a particular moment within the Timeline. We can customize properties for this object in order to define the kind of shape to be displayed, fill and border colors, border width, and other effects applied to it. Also, when a callout allows us to place text in it, we can define the font name, font size, and font style for that text.

Adding a callout

In this section, we're going to add a callout pointing to the Alarms & Clock application's toolbar, which will appear at the precise moment when the narrator mentions it. To add this callout, we should follow these steps:

1. Position the playhead where you'd like the callout to appear (in this case, the **00:00:07;28** position).
2. Select the **Callouts** tab from the Clip Bin.
3. Click **Add callout**.

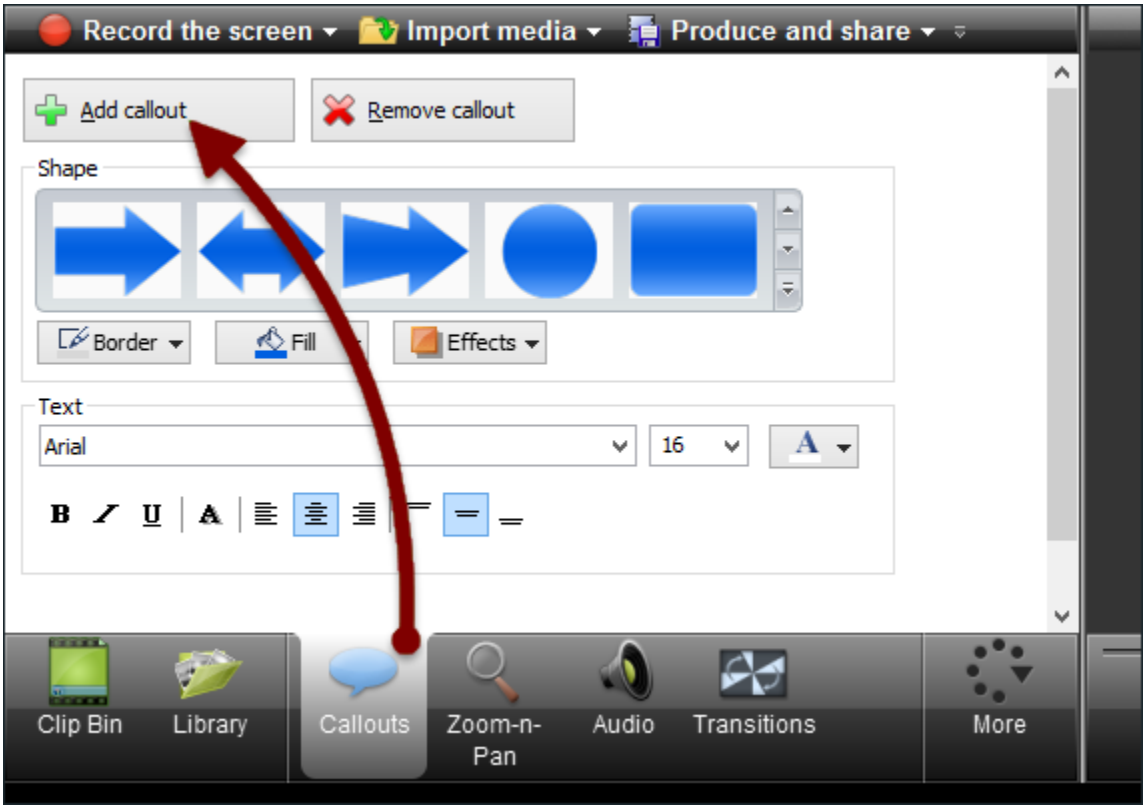

Figure 59: The Callouts tab in the Clip Bin

Tip: We can add the callout most recently added to our project by pressing the C hot key.

Adjusting callouts effects

After we add a callout, it appears in its own track within the Timeline. Also, it is displayed in the Canvas.

We can adjust certain callout properties such as scale or rotation directly in the Canvas, by using the dragging points placed around when we click over it.

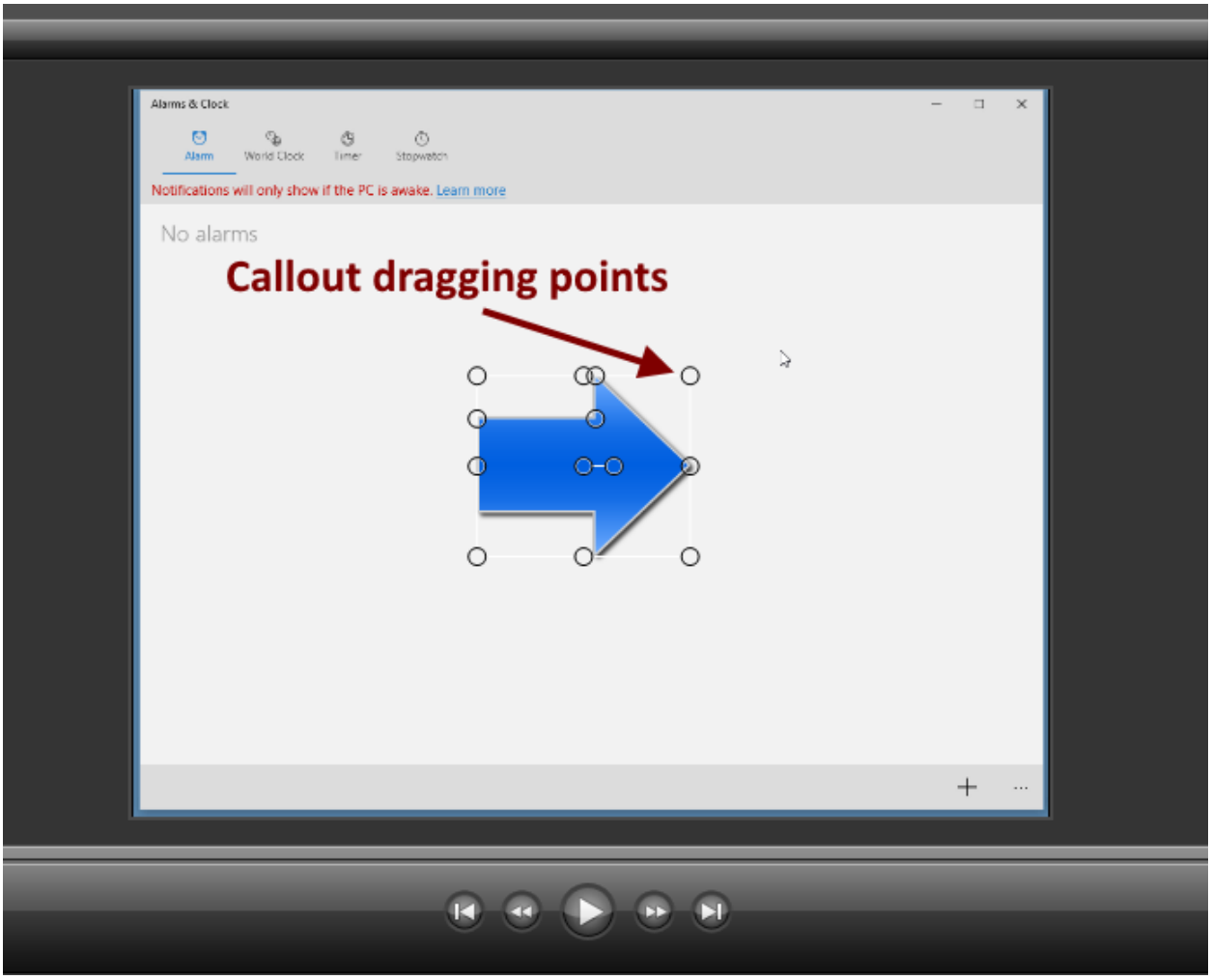

Figure 60: The added callout displayed in the Canvas

For the purposes of this exercise, we are going to rotate the callout 180 degrees left, and then we'll place it pointing to the Alarms & Clock application's toolbar. If we want to adjust the callout properties manually, we should click over the callout in the Canvas, and then click on the **Callouts** tab in the Clip Bin.

The callout default properties are fine for the purposes of this exercise, but you can play around with all the choices for practice.

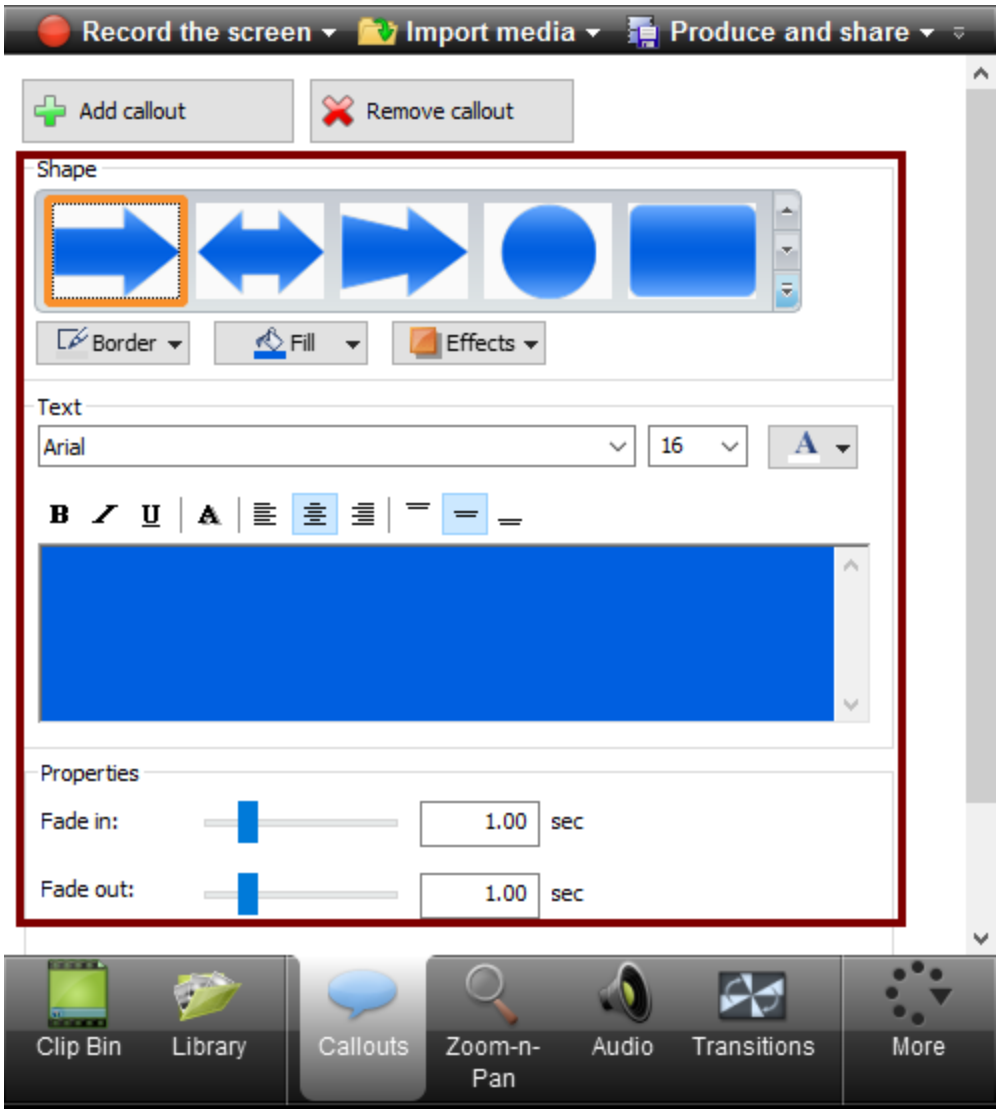

Figure 61: The Callout properties in the Callouts tab of the Clip Bin

Figure 61 displays the Callout properties in the Callouts tab of the Clip Bin. These properties are displayed only if a callout object is selected in the Canvas.

Using transitions

In video editing, a transition is what we show between two shots or clips. When those clips or shots are joined, a transition occurs.

Adding a transition

We can add transitional digital effects to our project by clicking on the **Transitions** tab of the Clip Bin. The following steps should be performed:

1. Select a video media type track, to which the transition will be applied (in this case, **Track 1**).

2. Place the playhead in the Timeline at the precise moment when the transition will start (in this case, at the beginning of Track 1).

3. Select the desired transition effect from the Clip Bin, and drag it to the video media track at the playhead position (for this exercise, we will apply the **Fade through black** effect).

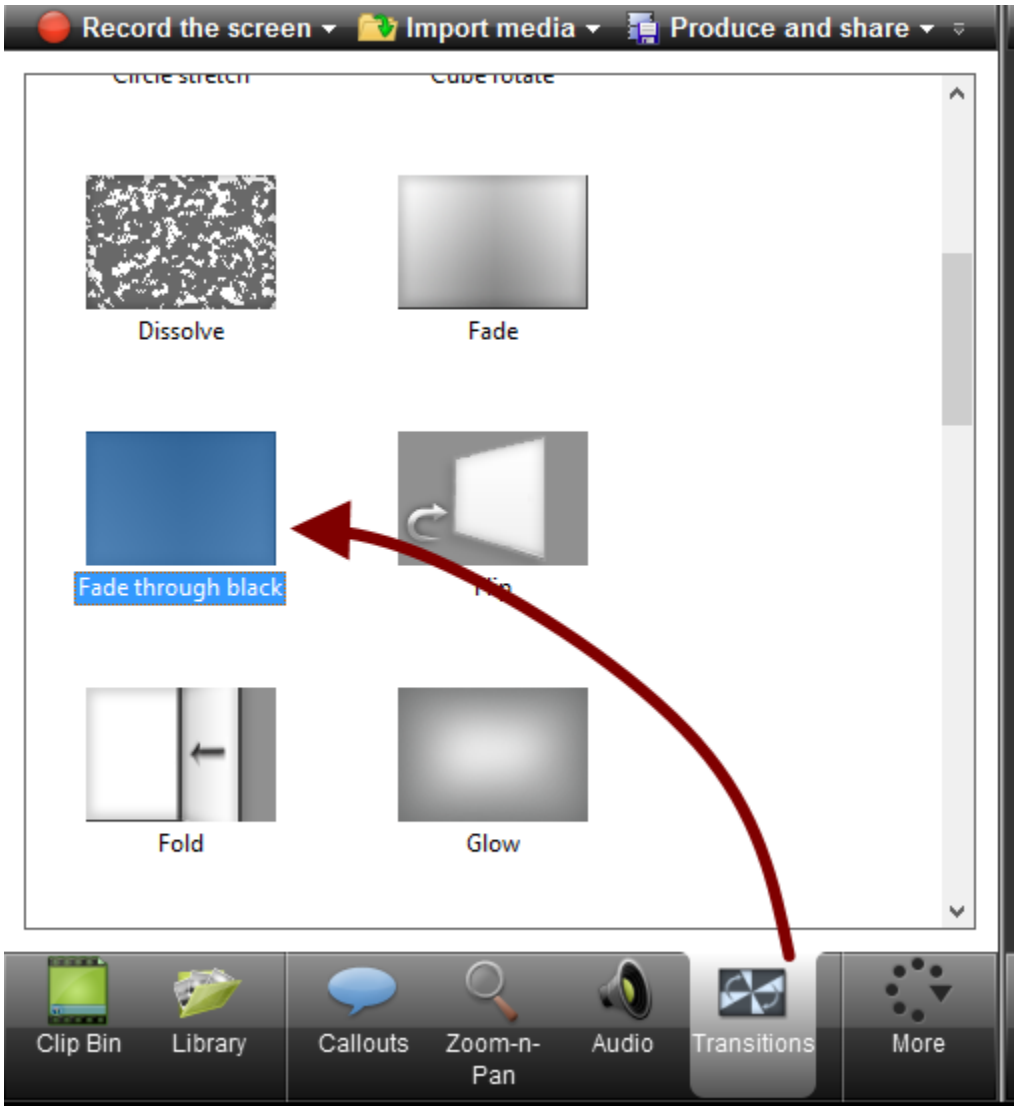

Figure 62: Transition effects in the Clip Bin

Figure 62 displays the Transitions tab of the Clip Bin. Some of the available effects are shown, including the effect used in our exercise.

After the transition effect is added to the track, this appears in the form of a green rectangle with the name of the effect displayed within it.

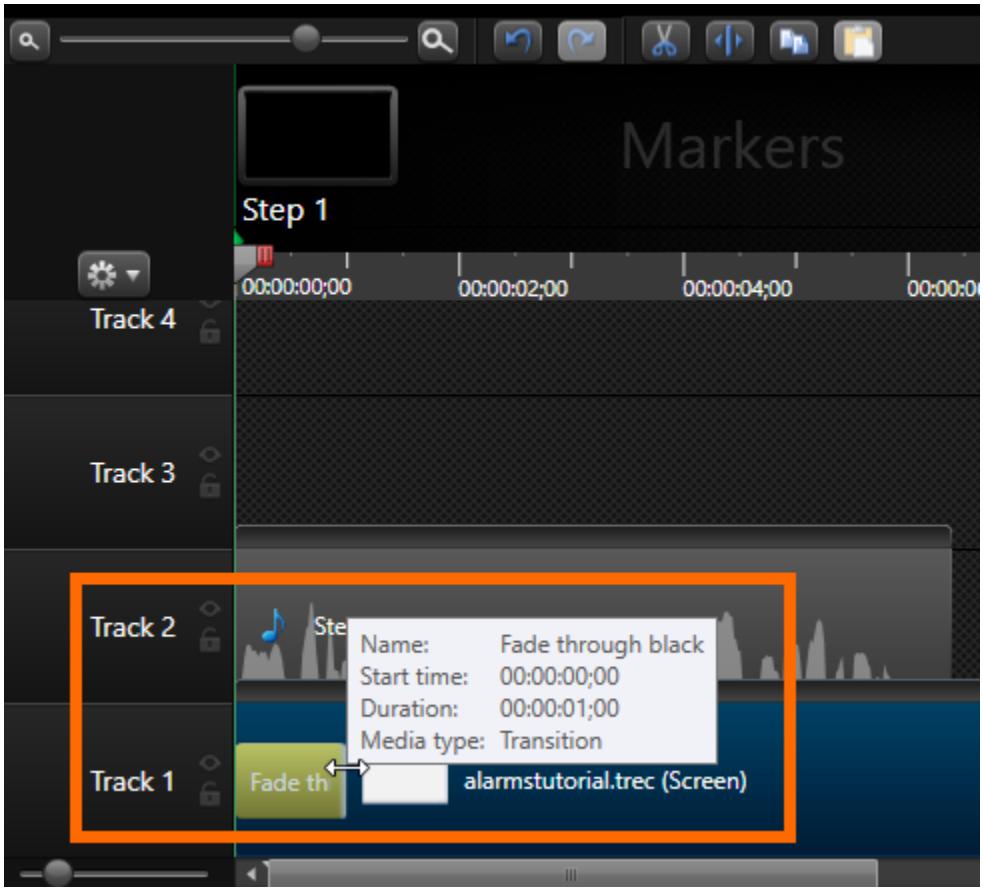

Figure 63: The transition effect in the Timeline

Figure 63 displays the transition effect added to Track 1. The two-headed arrow cursor indicates that we can enlarge or reduce the duration of the transition. We can drag the cursor to the right if we desire to increase the duration time, or we can drag the cursor to the left if we wish to reduce it. Also, a tooltip label is displayed with the name of the transition effect, the effect start time, duration, and media type.

Removing a transition

We can remove a transition if we no longer want it to appear in the video. To remove the transition, we should follow these steps:

1. Make the track and the position where the transition is placed visible in the Timeline.
2. Right-click on the transition effect rectangle.
3. Click the **Delete** option from the context menu.

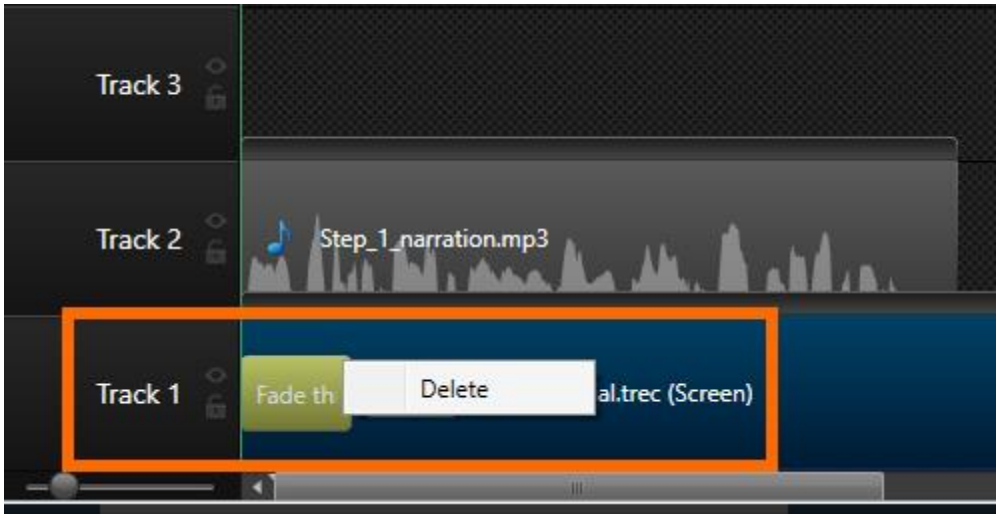

Figure 64: Deleting a transition effect

Using zoom effects

When working with screen recordings, it may be necessary to show important details about what's happening and ensure the viewers note these details.

Reviewing the video project we've been discussing throughout this book, there's a moment when the narrator points to a plus sign button, located at the bottom-right side of the Alarms & Clock application. This button is used to add a new alarm configuration. We might want to draw the attention of the viewers to this button and leave out any other part of the screen from the video. The easiest way to accomplish this is employing a zoom effect.

Applying a zoom effect

The purpose of a zoom effect in our video is to scale up (or sometimes down) a certain portion of the displayed content, in a specific moment within the Timeline, and for a certain duration.

We're going to add a zoom effect to our project performing the following steps:

1. Select a video, image, or group track in the Timeline (in this case, the video placed in Track 1).

2. Place the playhead in the position where we want the zoom effect to start.

3. Click the **Zoom-n-Pan** tab in the Clip Bin.

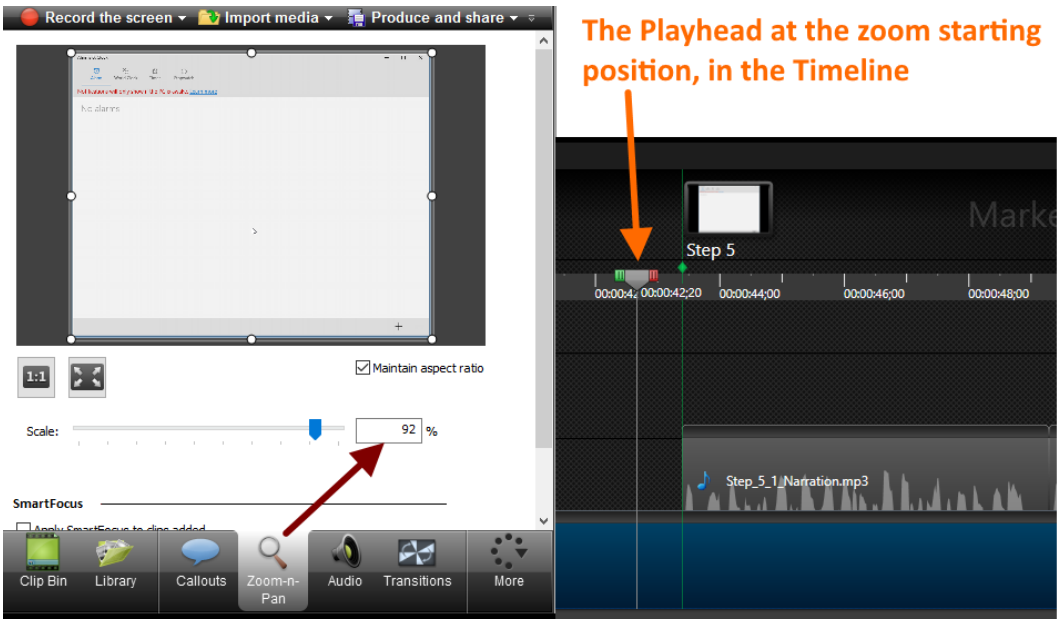

Figure 65: A simultaneous view of the Zoom-n-Pan tab and the playhead in the Timeline

Now the Zoom-n-Pan tab displays a thumbnail with the frame that corresponds to the exact moment selected in the Timeline. Also, eight drag points are placed around the image.

4. We're going to drag one of these points in order to adjust the desired scale for the zoom effect (in this case, we're going to drag the upper-left point until the rectangle covers the plus sign button only). After that, the zoom effect is applied to the video and appears as an arrow icon in the Timeline.

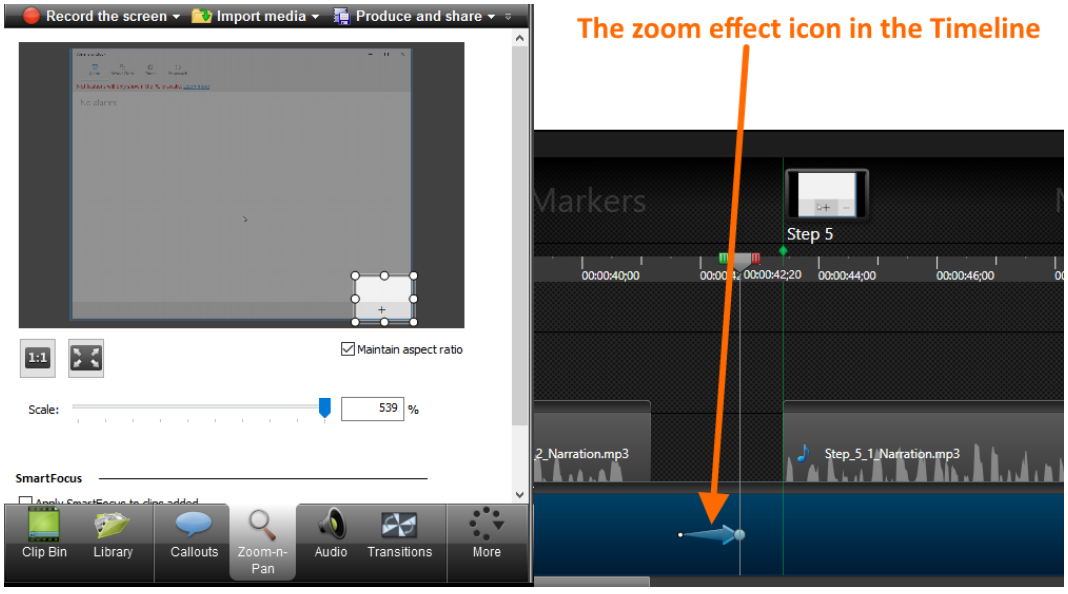

Figure 66: The zoom effect in both the Clip Bin and the Timeline

5. Now, we're going to establish the point in the Timeline where we want the video be displayed back in its original scale. If we do not perform this step, the zoom effect will

remain applied until the video ends. So, we're going to place the playhead in the corresponding position in the Timeline.

6. Click the **Scale media to fit entire Canvas** button in the **Zoom-n-Pan** tab.

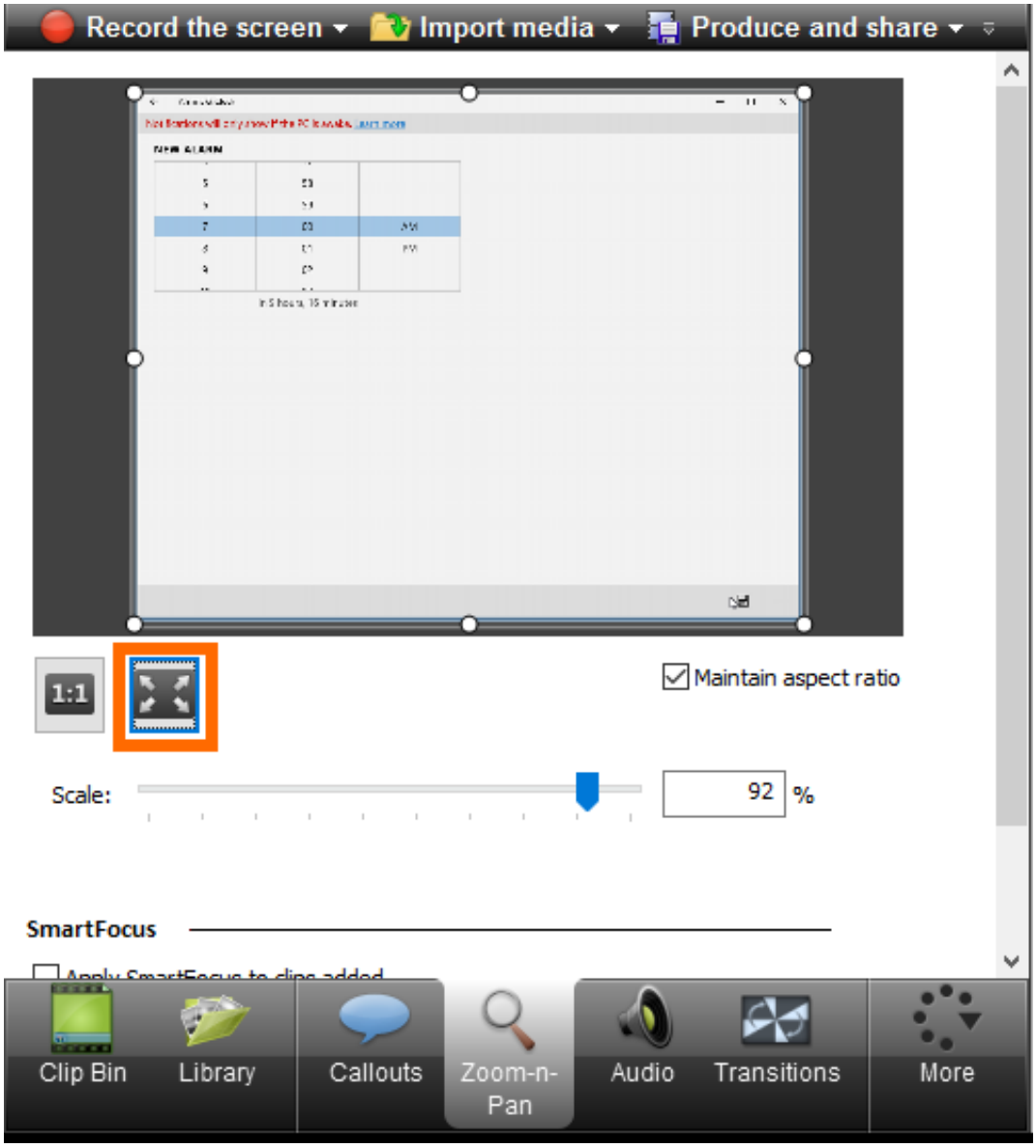

Figure 67: The "Scale media to fit entire Canvas" button, in the Zoom-n-Pan tab

Removing zoom effects

To remove a zoom effect, we should locate the corresponding arrow icon in the Timeline, and then right-click over the icon. After that, we should click **Delete** from the displayed context menu.

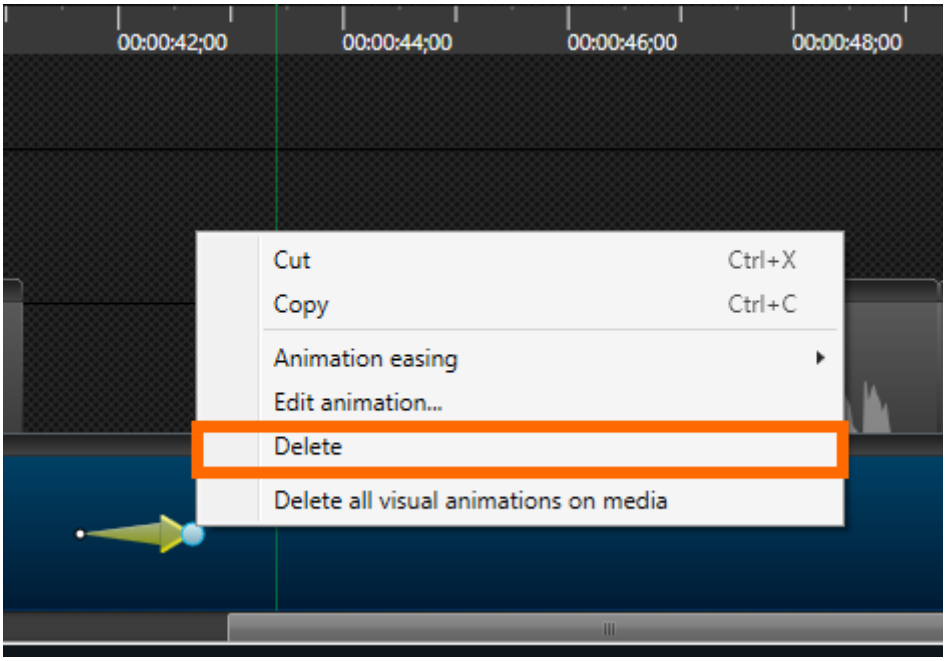

Figure 68: Deleting a zoom effect

Using visual properties to create animations

We can enhance our video by adding animations. To do this, we're going to use the Visual Properties option from the Clip Bin.

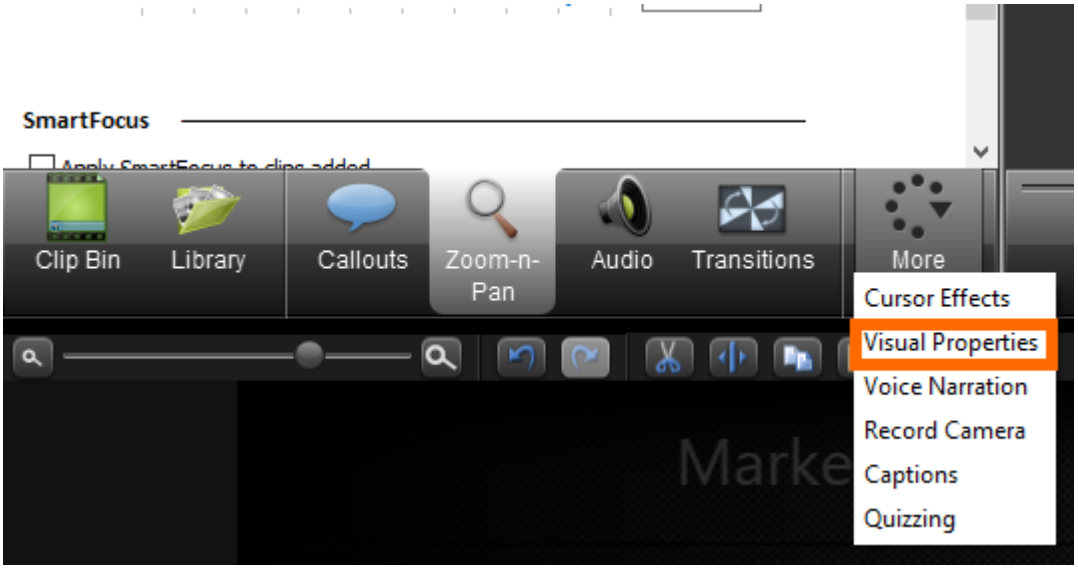

Figure 69: Visual Properties option displayed in the More tab

Understanding an animation

An animation is a visual effect that can be applied to an element within the Timeline, in order to change its visual properties from one state to another, in a certain amount of time.

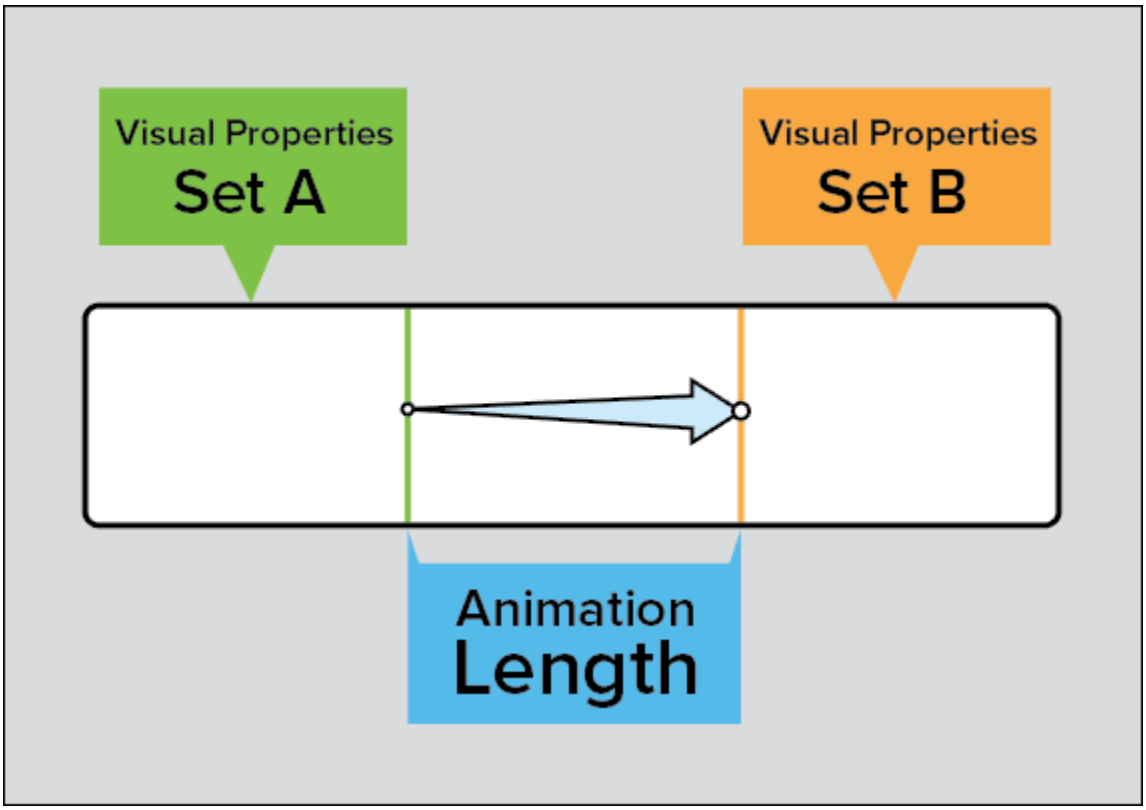

Figure 70: The components of an animation

As displayed in the previous figure, when an animation is applied to an element, three components are created.

- A set of Visual Properties for the left side of the animation (Set A).
- A set of Visual Properties for the right side of the animation (Set B).
- An amount of time between Set A and Set B (Animation Length).

We can also notice that the Animation Length is represented with an arrow. The starting point of the arrow delimits the Visual Properties Set A, and the ending point of the arrowhead indicates the beginning of the Visual Properties Set B. The longer the arrow, the longer the time to change between Set A and Set B.

Adding an animation to callouts

We're going to use the callout previously added to the project to create an animation. If you were playing a preview of the video as we were advancing in this book, you probably noticed that the callout has a fade-in effect to appear in the video, and a fade-out effect to disappear.

We're going to remove these effects from the callout before applying the animation. For doing this, the playhead should be placed at the point where the callout is located.

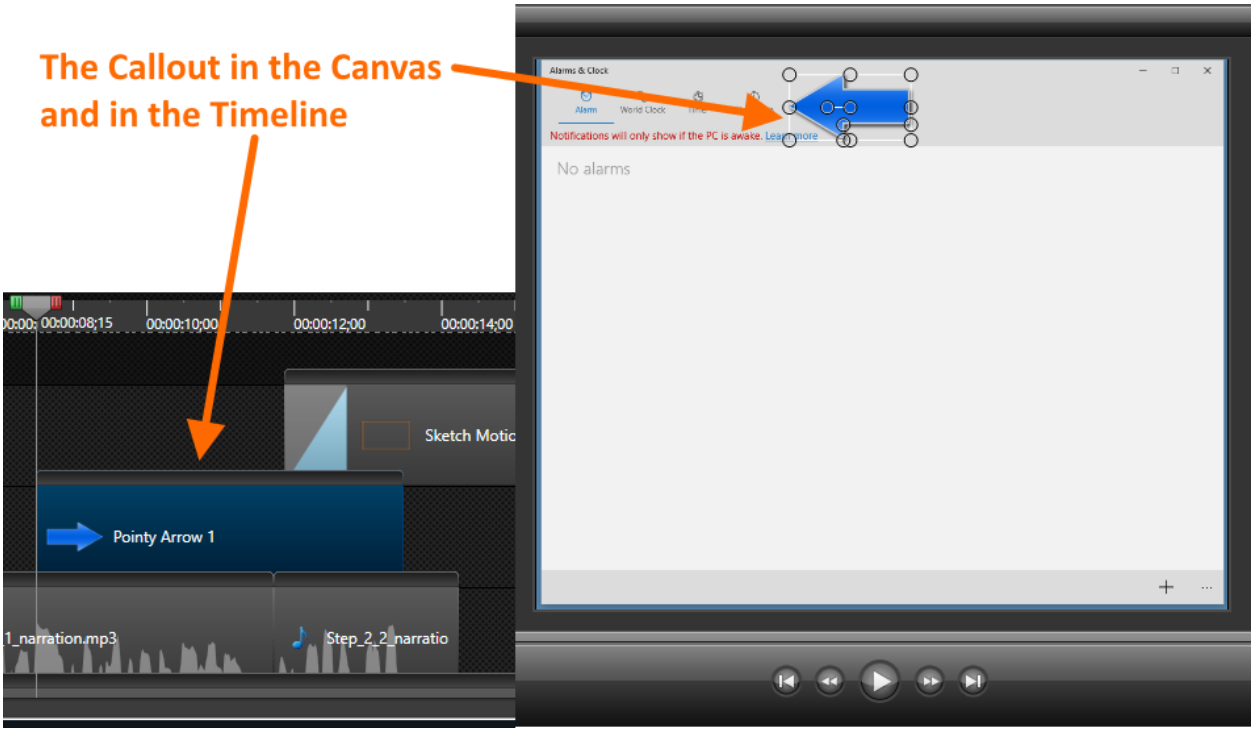

Figure 71: Selecting the callout for removing fade effects

Select the callout by clicking it in the Canvas. Now, we should select the **Callouts** tab in the Clip Bin. Finally, we should set the **Fade in** and **Fade out** properties to **0** seconds, as shown in Figure 72.

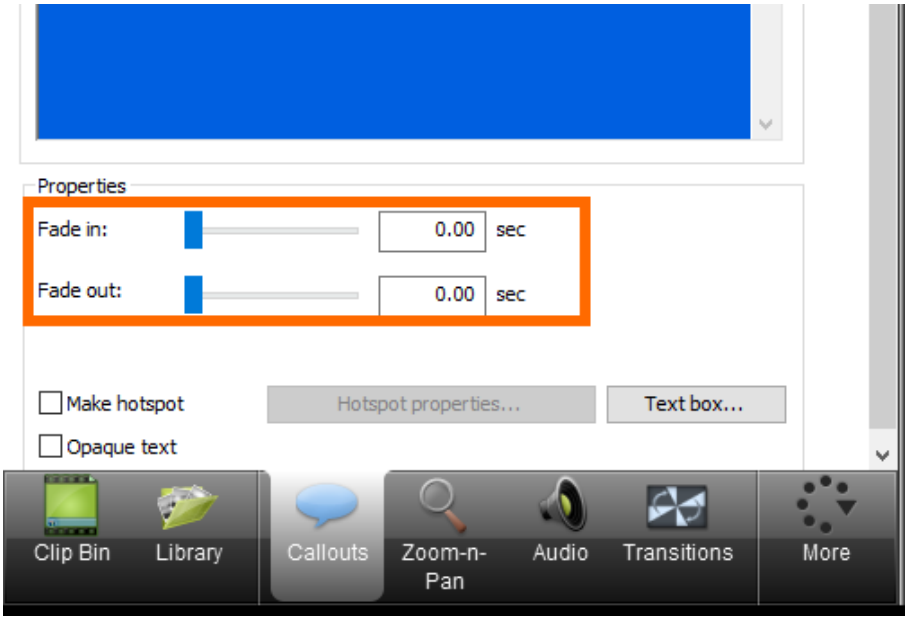

Figure 72: Fade in and Fade out properties

Now, we're going to move the playhead to the middle point of the callout to set the initial point for the animation (that is, Visual Properties Set A). After that, we're going to drag the callout out of the Canvas to make it invisible at the beginning of the animation.

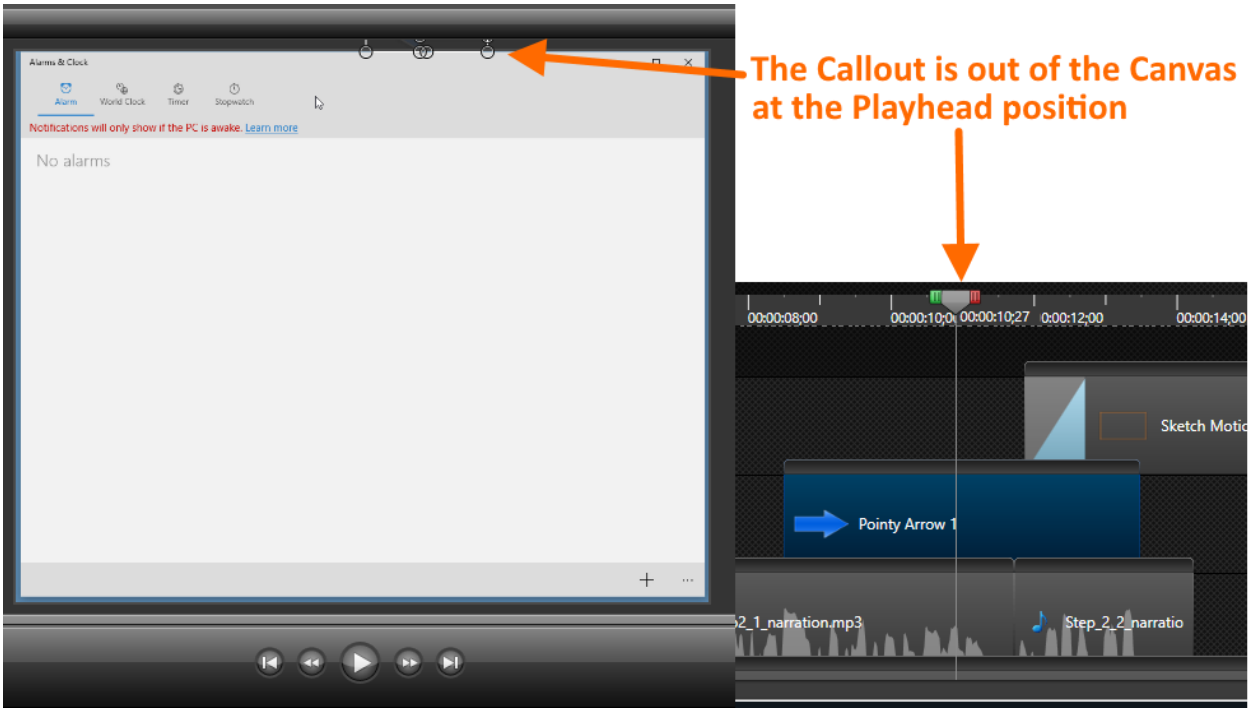

Figure 73: Setting the initial point for the animation

Now, select the **Visual Properties** tab from the Clip Bin, and click **Add Animation**. After that, an arrow icon appears over the callout.

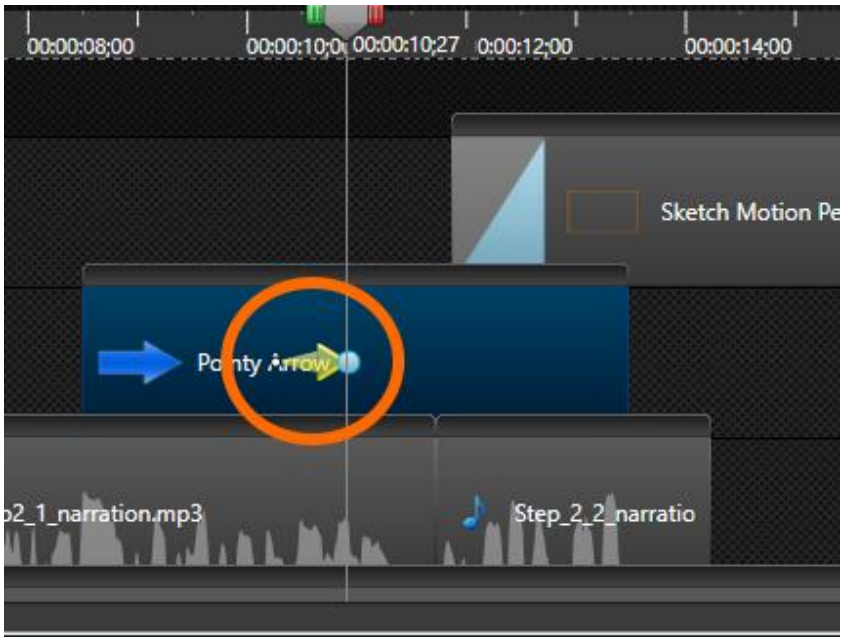

Figure 74: The animation icon on the callout

The blue dot at the end of the arrowhead, as displayed in Figure 74, points to the visual effects Set B, that is, the animation finishing.

Finally, drag the callout into the Canvas and place it where we want to remain still, after the animation ends.

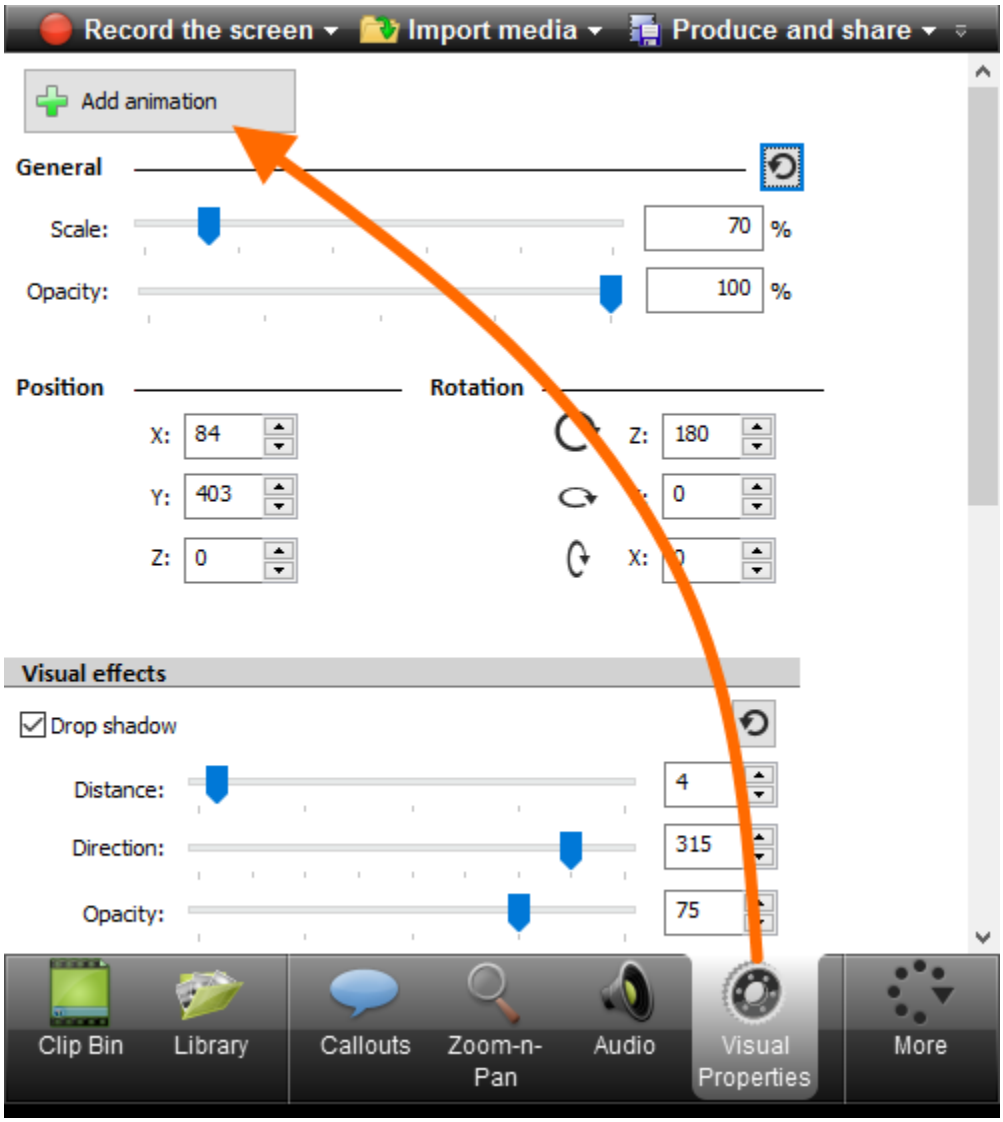

Figure 75: The Add animation button in the Visual Properties tab

Removing an animation

To remove an animation from the Timeline, we should right-click on the corresponding animation icon and select **Delete** from the context menu.

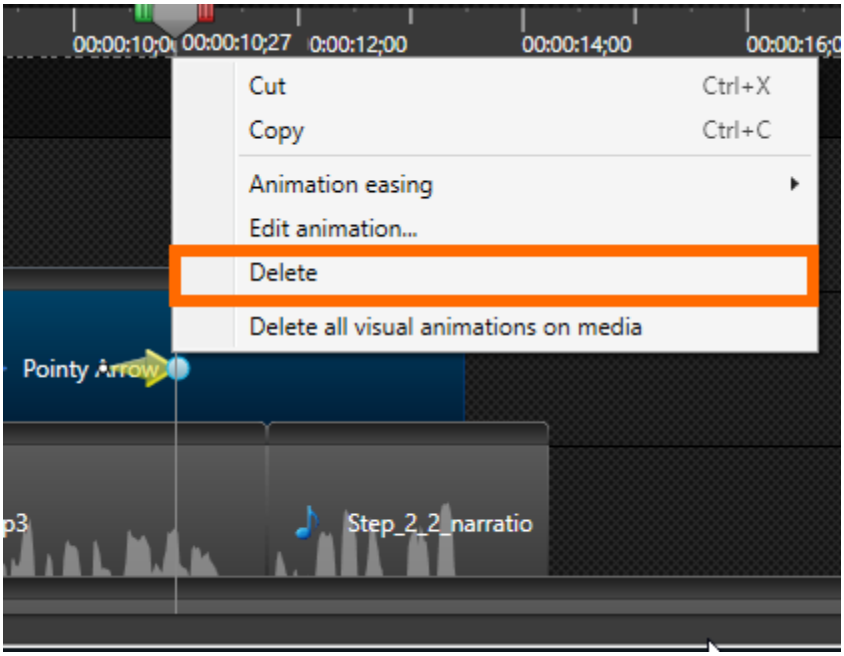

Figure 76: The Animation context menu

Chapter summary

This chapter explained how to enhance our video by adding effects. The effects detailed in this chapter were callouts, transitions, zoom, and animations. We also covered the process for importing media files, either from the computer or from Google Drive.

A callout is a shape object that we can place in our video to point at the screen in a particular moment, in order to catch the viewers' attention regarding a specific topic explained in the video. A transition is what we show between two shots or clips, using a digital effect such as a fade effect. A zoom effect in our video scales up (or sometimes down) a certain portion of the displayed content in order to cover the entire Canvas, so we draw the viewer's attention to that portion's content. An animation is a visual effect that changes the visual properties of an element from one state, known as Visual Properties Set A, to another, which is known as a Visual Properties Set B, in a certain amount of time known as the Animation Length.

Chapter 9 Producing the Video

All the effort displayed in editing work would be useless without a final product: the video. Camtasia can produce a video in the MP4 format. It also allows us to share our video on YouTube, Vimeo, Google Drive, or TechSmith's Screencast.com service.

Produce and share

To start video production, click **Produce and share** in the Clip Bin.

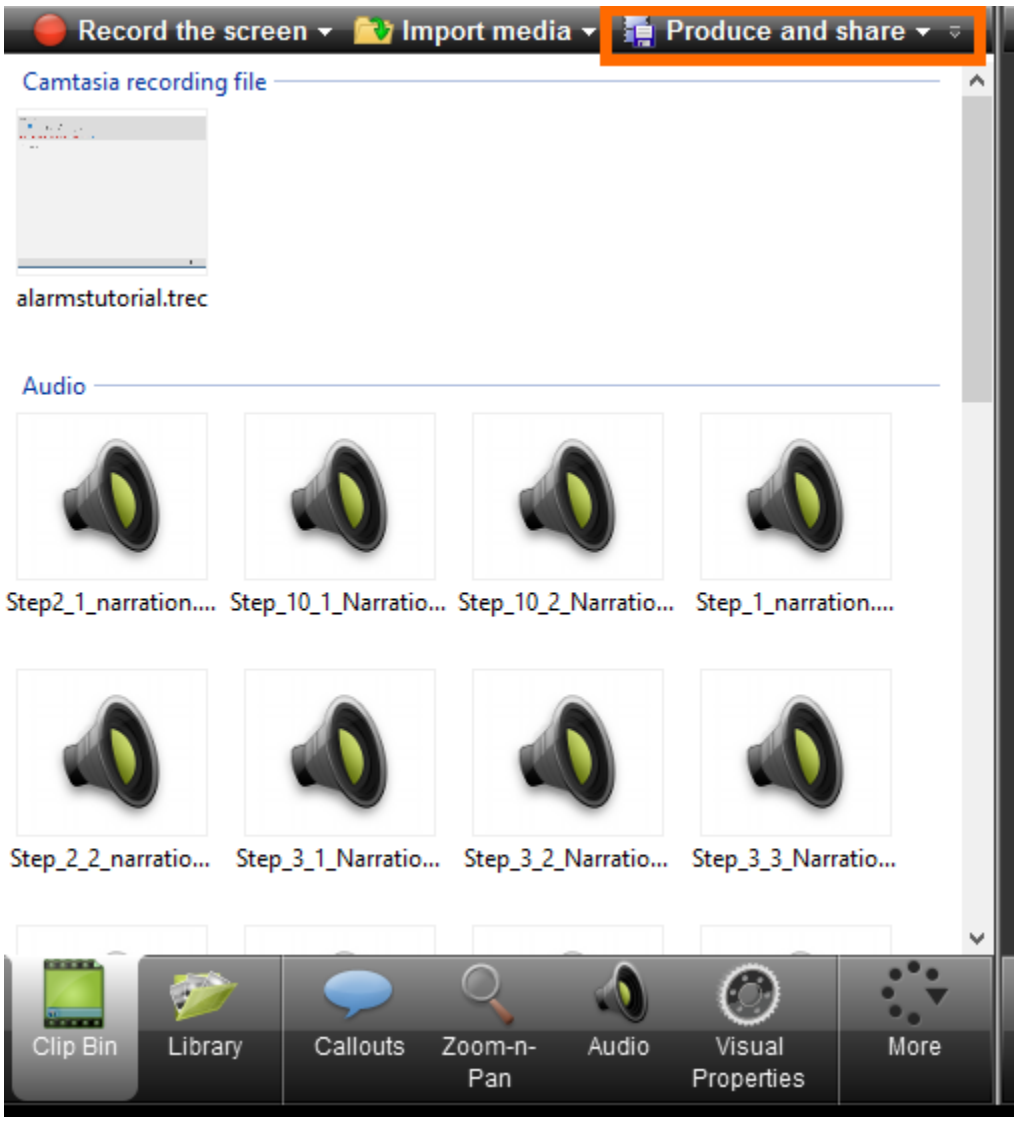

Figure 77: The Produce and share button in the Clip Bin

The dialog box displayed in the following figure will appear.

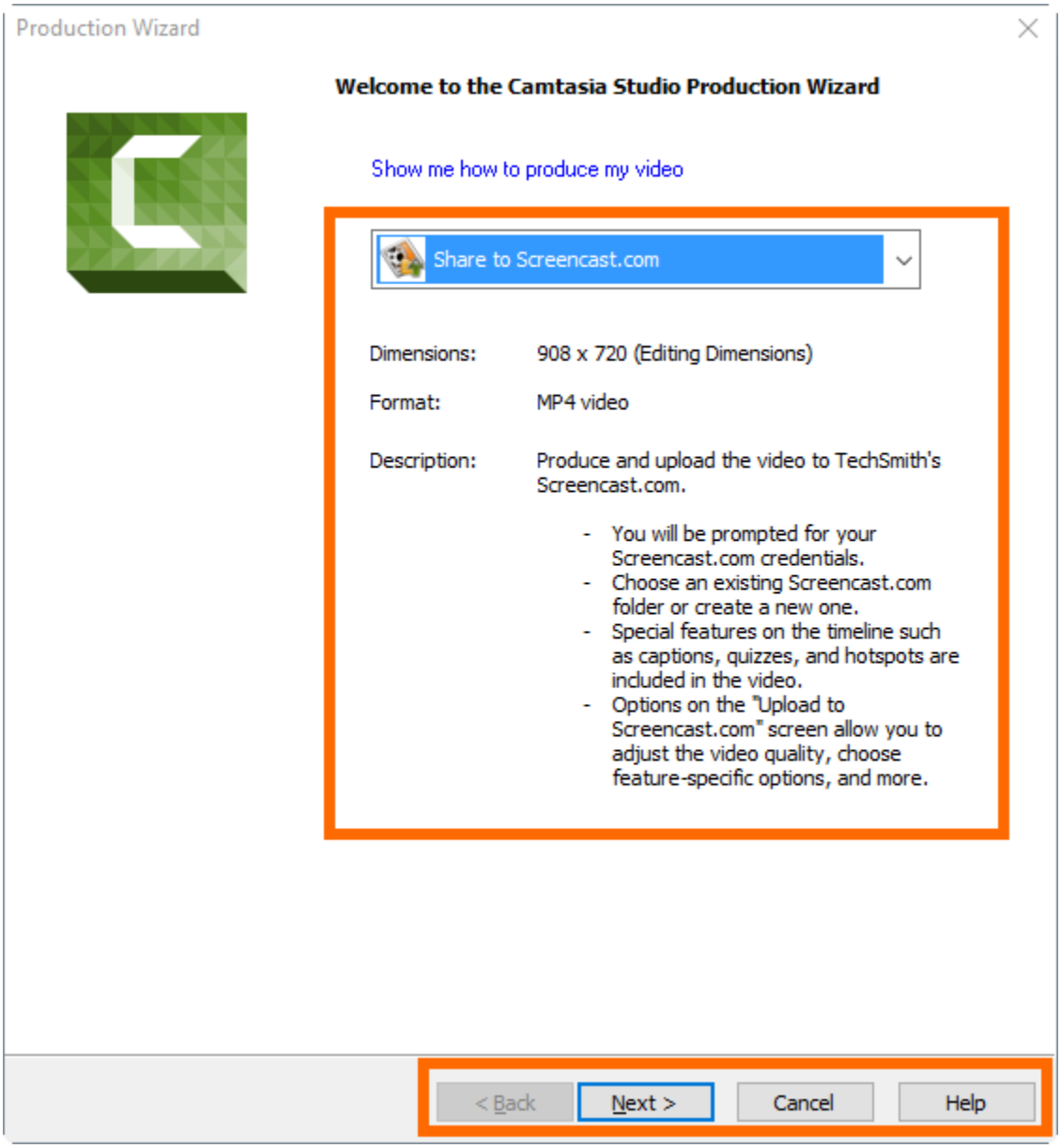

Figure 78: Camtasia Studio Production Wizard

This is the Camtasia Studio Production Wizard, which will help us to create our video. As noticed in Figure 78, the combo box in the dialog allows us to select the type of video to be produced. Also, the video specifications for the option selected are displayed below the combo box.

If we wish to change the video type, we should click over the drop-down button of the combo box. A list of all the available options will be displayed.

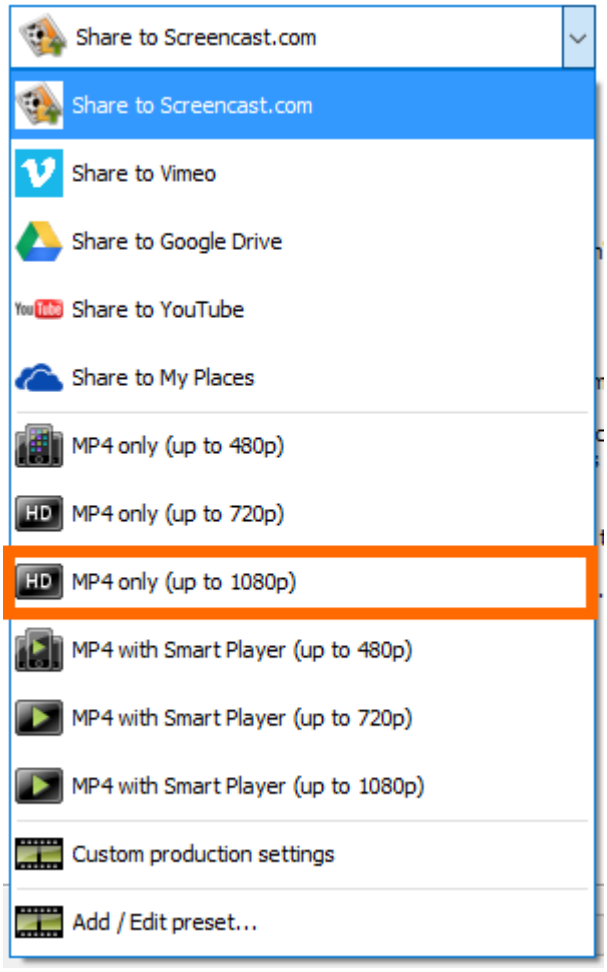

Figure 79: Video format options

For the purposes of this exercise, we will select the **HD MP4 only** option. The Camtasia Studio Production Wizard looks like the following figure.

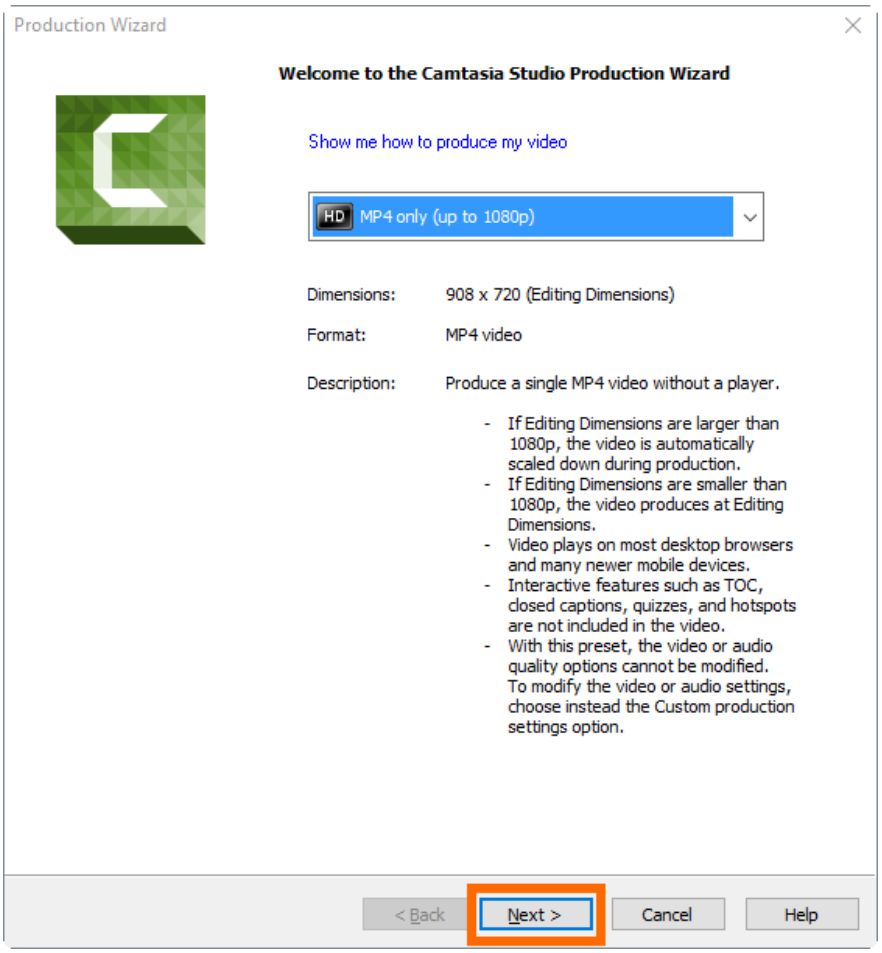

Figure 80: "HD MP4 only" video format selected

Click **Next** to continue. Now, the following dialog box appears.

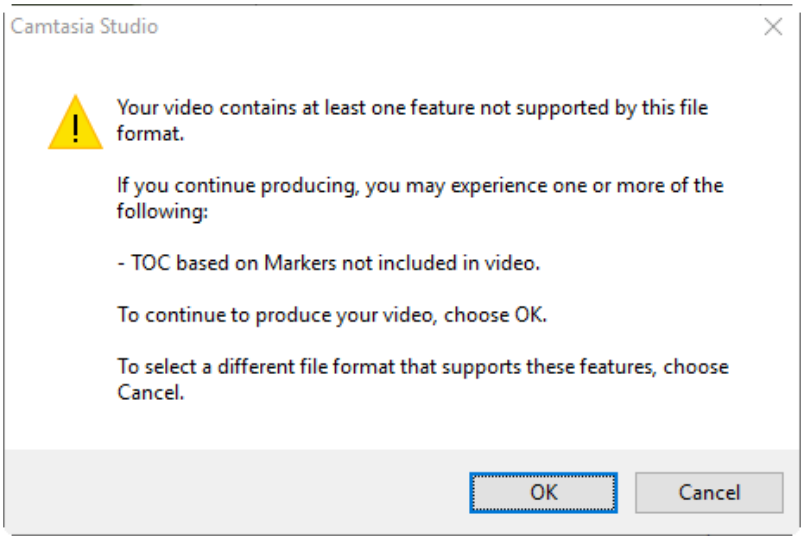

Figure 81: Features compatibility warning dialog box

This is a features compatibility dialog box, which is displayed because we employed markers in order to add references for each step described in the video recording script. In this case, Camtasia tells us that those markers are not supported by the file format we've chosen. Since there's no problem with this issue, we should click **OK** to continue.

Now, the Production Wizard will ask for the destination to save the video.

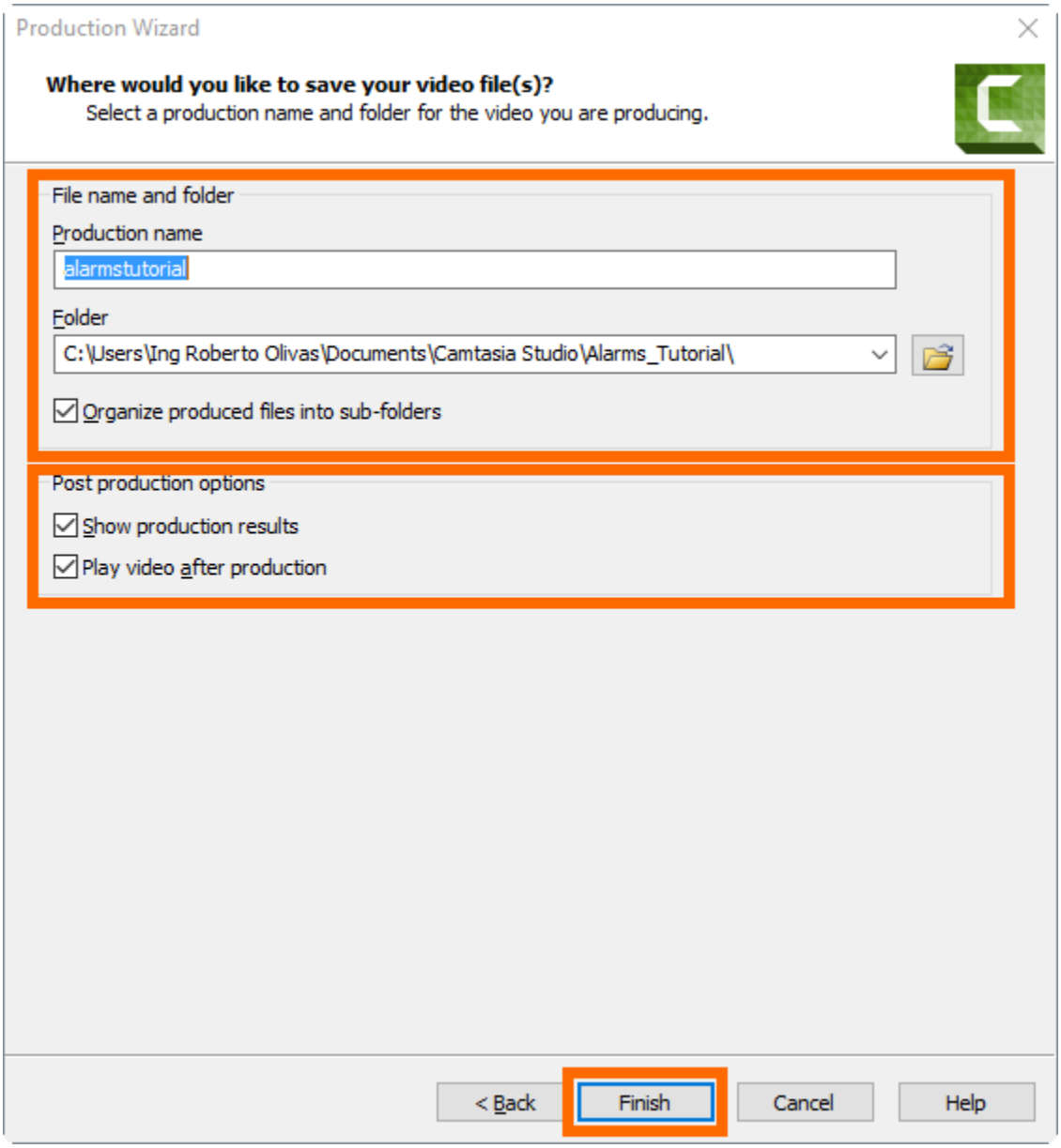

Figure 82: Video destination dialog box

As you can see in Figure 82, the Production Wizard assigns the name of the project file to the video file. Also, it uses the project's folder as the destination folder for the video. The **Organize produced files into sub-folders** option instructs the Production Wizard to create subfolders for the produced files. This is checked by default.

Finally, there are two postproduction options that are checked by default:

- **Show production results**: Tells the Production Wizard to show a dialog box with the results of the production process, after finishing video production.
- **Play video after production**: Tells the Production Wizard to launch the default video playing application, in order to play the produced video just after finishing video production.

Click **Finish** to start video production, and the following dialog box will appear.

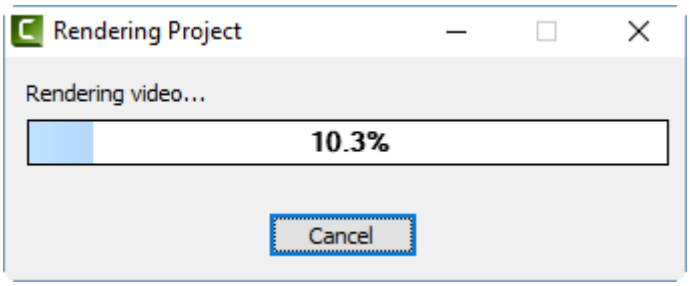

Figure 83: Rendering Project dialog box

This dialog box will show the progress of the production process. When the process ends, the dialog box will be closed and the Production Results dialog box will be shown (if the “Show Production results” option was checked). Also, the video will be played using the default video player application (if the “Play video after production” option was checked).

If the Production Results dialog box is displayed, we should click **Finish** to close the dialog and finish the production process. The Production Results dialog box is shown in the following figure.

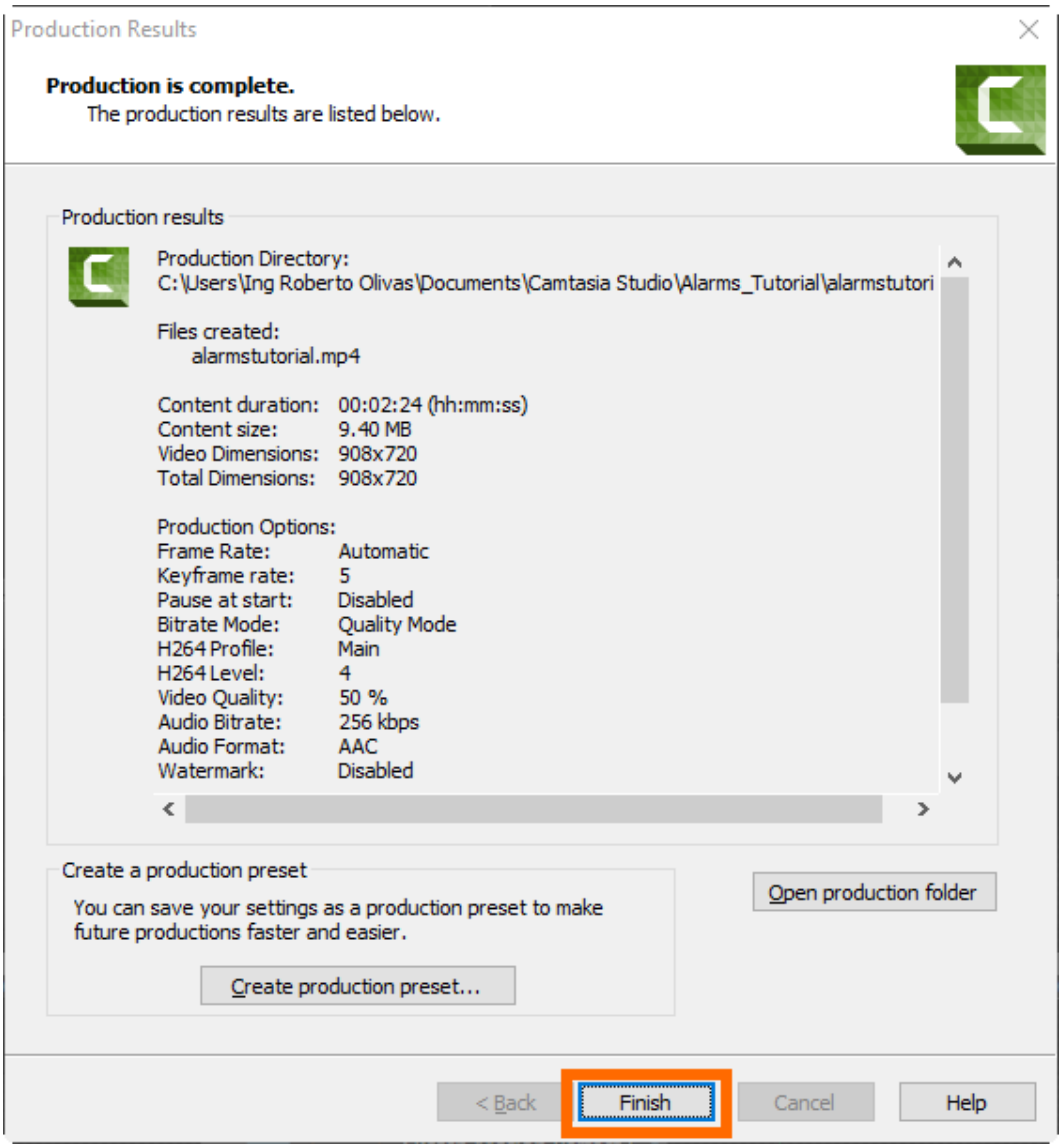

Figure 84: The Production Results dialog box

Now we can go into the project's folder in order to find the produced video. The video was saved in a subfolder named after the project file (without the .camproj extension).

Chapter summary

Camtasia can produce a video in the MP4 format, and allows us to share our video using YouTube, Vimeo, Google Drive, or TechSmith's Screencast.com service. We should click on **Produce and share** in the Clip Bin in order to start video production. Then the Camtasia Studio Production Wizard is displayed to help us with video production. A combo box is displayed in order to select the type of video to be produced. For the purposes of this book, we selected the **HD MP4 only** video format.

A features compatibility dialog box was displayed because we employed markers in the project. These markers added references for each step described in the video recording script. In this case, Camtasia told us that those markers couldn't be supported by the file format we chose. Since there was no problem with this issue, we clicked **OK** to continue the production process.

The Production Wizard assigned the name of the project file to the video file. Also, it used the project's folder as the destination folder for the video. The check box option to **Organize produced files into sub-folders** instructed the Production Wizard to create subfolders for the produced files.

Finally, we kept the two postproduction options delivered by the Production Wizard: the **Show production results** option, in order to show a dialog box with the results of the process after finishing; and the **Play video after production** option, in order to play the produced video just after finishing production.

At the end, the produced video was saved in a subfolder named as the project file (without the .camproj extension).

Conclusion

As a Camtasia user, I can definitely say that this is an awesome tool. It has as many features as the most powerful video editing programs. Since Camtasia was conceived primarily as a screen recording program, creating any kind of tech tutorial is very easy. Also, features like hotspots, callouts, or video zooming help us to keep our audience focused on the important parts of a video.

Since Camtasia has such an intuitive interface, the learning curve for the software is small. We can have a trained video maker in a few hours, with a minimum effort. The editor window allows us to find all important features at a glance, avoiding the use of complex and tedious menus. The Screen Recorder lets us capture exactly what we want at a pixel level, and the crosshairs help us to define capture boundaries with a single click. Unlike another software, video editing in Camtasia is a piece of cake. We can cut out mistakes or patch in new footage in a matter of clicks. Also, we can easily arrange any element of a video by dragging it to a desired location within the Timeline.

Since we can create a video in hours (sometimes, in minutes), my company is making a substantial amount of video training material. This has helped us to improve our customer support department, reducing response times and costs. Also, it’s been helping us to build an extensive and powerful digital knowledge base in a fraction of the time of other, similar tools.

Finally, the software is worth much more than the price we paid for it. The cheapest professional graphic design tool costs more. We can say that the investment has returned several times to our company since we acquired the software.

Appendix Camtasia Major Hot Keys

Recorder default hot keys

Option	Hot Key
Record	F9
Pause	F9
Stop	F10
Marker	Ctrl + M
ScreenDraw	Ctril + Shift + D

Preview window hot keys

Option	Hot Key	Description
Previous Clip	Ctrl + Alt + Left Arrow	Move the scrubber to the beginning of the previous clip on the timeline.
Step Backward	Ctrl + Left Arrow Hold the keys down to rewind.	Rewind the video frame by frame.
Play/Pause	Spacebar	Start the video from the playhead/scrubber position. Click again to pause.
Step Forward	Ctrl + Right Arrow Hold the keys down to fast-forward.	Fast-forward the video frame by frame.
Next Clip	Ctrl + Alt + Right Arrow	Move the scrubber to the beginning of the next clip on the timeline.
Scrubber	None Grab and drag the scrubber	Indicates the playback progress on the timeline.
Full screen	Alt + Enter	View the entire canvas in full screen mode.

		Press the **Esc** key on the keyboard to exit full screen mode.

Editor hot keys

Option	Hot Key
Play/Pause	Spacebar
Stop playback and return to previous location of the playhead.	Ctrl + Alt + Space
Delete	Delete key Delete a timeline selection or any selected media clip. For a timeline selection, the delete action spans all unlocked tracks. When using Delete, a gap will be left between any clips on the timeline. 1. On the timeline, make a playhead selection or click to select a clip. 2. Press the <Delete> key on the keyboard.
Copy	Ctrl + C Copy and place media on clipboard. 1. On the timeline, make a playhead selection or click to select a clip. 2. Press the <Ctrl + C> key on the keyboard.
Cut	Ctrl + X Cut a timeline selection or any selected media clip and place on clipboard. For a timeline selection, the cut action spans all unlocked tracks. When using Cut, the gap between any clips on the timeline is stitched together. 1. On the timeline, make a playhead selection or click to select a clip. 2. Press the <Ctrl + X> key on the keyboard.
Paste	Ctrl + V
Redo	Ctrl + Y
Undo	Ctrl + Z
Split	S

Option	Hot Key
Split All	Ctrl + Shift + S
Crop	With Crop icon off, hold Alt to toggle Crop mode on. Release Alt to escape Crop mode. To engage Crop mode, click the Crop icon, then again to turn off. 1. Select media on canvas. 2. Press and hold <Alt> key. 3. Drag blue handles to crop media. Or, click Crop icon.

Generic Windows hot keys

Option	Hot Key
Ctrl + C	Copy
Ctrl + X	Cut
Ctrl + V	Paste
Ctrl + N	New
Ctrl + S	Save
Ctrl + O	Open
Ctrl + P	Print
Ctrl + Z	Undo
Ctrl + A	Select all
F1	Open help
Alt + Space	Display system menu
Ctrl + F4	Close tab or child window