10 Tips for Creating PowerPoint Lecture Videos Using Camtasia

1. **Create an Outline of Entire Project.** Break apart long presentations into a series of shorter ones to focus on only one topic per lecture. Take the time to plan out how you want your video to flow. Keep the time on each slide brief, perhaps just a few minutes.

2. **Tell a Story.** A two-minute commercial uses storytelling to provide a tiny bit of context to make the most mundane product memorable. Think about how to introduce your subject, how to build suspense or curiosity, and what the “moral” of your story is. What additional media would help to illustrate?

3. **Remove Words & Add More Images, Animations, & Slides.** Your viewer can either listen to you OR read text on-screen, but they can’t do both. Remove as many words as possible, and use more images and diagrams to convey meaning. *Using transitions and animations in your PowerPoint means less work trying to create those in Camtasia!*

4. **Test Your Microphone and Camera.** Conduct a sound and camera check to make sure levels are set to your liking. Consider investing in an external mic to significantly improve audio quality.

5. **Record the Narration Over your PowerPoint.** You can record just your voice or you can also capture a video of yourself in the corner of your presentation if you have your webcam enabled. (You can move or even delete that video of yourself later if you change your mind!)

6. **Import Additional Media.** It’s easy to incorporate additional content, (audio, video, more images etc.), after you’ve make your video recording. (As mentioned in #1 and 3, however, if you plan ahead and add nice transitions and animations into the PowerPoint itself, your video will look really nice with no extra editing required!)

7. **Edit the Audio/Video Recording As Needed.** You can remove extended pauses or unwanted noises, or add a little stock introduction with music at the beginning of each lecture. But a good rule of thumb is to keep it simple!

8. **Add Some Call-outs, Pan and Zoom, and Transitions.** Judicious use of these are great for focusing audience attention, but they should not be too distracting. Stick to a consistent theme throughout each video. And remember, if you add transitions with a single-click in your PowerPoint, you won’t need to add it in Camtasia after the fact.

9. **Create Captions (OR Have YouTube Do It!)**. You can embed the script in the notes area of your PPT or apply Speech-to-Text to caption your video (Windows version only of Camtasia!) Edit captions for accuracy. When you upload your video, make sure to check the box to include your captions.

10. **Produce & Share Your Video.** The produced size should always be the same as recording size. Upload to YouTube and edit settings to make your video *unlisted NOT private*. Copy the YouTube link, and paste it on a page in Canvas!