10 Tips for Creating PowerPoint Lecture Videos Using Camtasia

1. **Create an Outline.** Break long presentations into a series of shorter ones to focus on only one topic per lecture. Take the time to plan how you want your video to flow.

2. **Tell a Story.** Stories are compelling and memorable. A two-minute commercial uses storytelling to provide the context which supports appeal for the most mundane of products. 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.** Your viewer can either listen to you or read a lot of text on-screen, but they can't do both. Streamline text-heavy slides to remove as many words as possible, and use more images and diagrams to convey meaning.

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. **Narrate your PowerPoint Presentation.** You can record either voice only, or record voice and a video capture of you as you narrate each slide.

6. **Import Additional Media to Clip Bin.** You can always incorporate additional content, (audio, video, more images etc.), after you've make your video recording.

7. **Edit Each Audio/Video Recording.** Remove extended pauses or unwanted noises.

8. **Add Some Call-outs, Pan and Zoom, and Transitions.** Judicious use of these elements are great for focusing audience attention to specific areas of the screen, but they should not be distracting. Stick to a consistent theme throughout each video.

9. **Create Captions.** You can embed the script in the notes area of your PPT or apply Speech-to-Text to caption your video. Either way, you will need to edit captions for accuracy. When you upload your video, make sure to check the box to include your captions.

10. **Produce & Share Video.** The produced size should generally be the same as the recording size. Upload to YouTube and edit settings to make your video unlisted and turn off all comments. Copy and paste the YouTube link or grab the embed code and post your video in Canvas.