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# TechSmith Camtasia 2023

The Essentials



Kevin Siegel



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## TechSmith Camtasia 2023: The Essentials

“Skills and Drills” Learning

Kevin Siegel





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# About This Book

## **This Section Contains Information About:**

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## The Author

**Kevin Siegel** is a Certified Technical Trainer (CTT), Certified Master Trainer (CMT), and Certified Online Training Professional (COTP). Kevin served in the U.S. Coast Guard, where he was twice decorated with the Coast Guard's Achievement Medal. He also received the coveted Alex Haley Award for writing and photojournalism.



Kevin has spent decades as a technical communicator, face-to-face and virtual trainer, eLearning developer, publisher, and keynote speaker. Kevin has written hundreds of books for adult learners. Some of his best-selling titles include "Adobe Captivate: The Essentials," "Articulate Storyline: The Essentials," and "TechSmith Camtasia: The Essentials."

## IconLogic

Founded by Kevin in 1992, IconLogic is a training, development, and publishing company offering services to clients across the globe.

As a **training** company, IconLogic has directly trained tens of thousands of professionals both on-site and online on a variety of applications. Our training clients include some of the largest companies in the world such as Adobe Systems, Inc., Urogen Pharma, Agilent Technologies, Sanofi Pasteur, Kelsey-Seybold Clinic, FAA, Office Pro, Adventist Health Systems, AGA, AAA, Wells Fargo, VA.gov, American Express, Lockheed Martin, General Mills, Grange Insurance, General Dynamics Electric Boat, Michigan.gov, Freddie Mac, Fannie Mae, ADP, ADT, Federal Reserve Bank of Richmond, Walmart, Kroger, Duke Energy, USCG, USMC, Canadian Blood, PSA, Department of Homeland Security, and the Department of Defense.

As a **development** company, IconLogic has produced eLearning and technical documentation for Duke Energy, World Bank, Heineken, EVERFI, Bank of America, Fresenius Kabi, Wells Fargo, Federal Express, Fannie Mae, American Express, Microsoft, Department of For-Hire Vehicles, DC Child and Family Services Agency, DCORM, Canadian Blood Services, Cancer.org, MLB, Archrock, NEEF, CHUBB Limited, Canadian Natural Resources, and Hagerty Insurance.

As a **publishing** company, IconLogic has published hundreds of critically acclaimed books and created technical documents for both print and digital publication. Some of our most popular titles over the years include books on HTML, Virtual Reality, Dreamweaver, QuarkXPress, PageMaker, InDesign, Word, Excel, Access, Publisher, RoboHelp, RoboDemo, iSpring Suite, Presenter, Storyline, Captivate, Camtasia, and PowerPoint.

You can learn more about IconLogic's varied services at [www.iconlogic.com](http://www.iconlogic.com).

## Book Conventions

In our experience, people learn best by doing, not just by watching or listening. With this concept in mind, instructors and authors with years of experience training adult learners have created IconLogic books. IconLogic books typically contain a minimal amount of text and are loaded with hands-on activities, screen captures, and confidence checks to reinforce newly acquired skills. This book is divided into modules. Because each module builds on lessons taught in a previous module, it is recommended that you complete each module in succession.

### Lesson Key

Instructions for you to follow look like this:

☐ choose **File > Open**

If you are expected to type anything or if something is important, it is set in bold type like this:

☐ type **9** into the text field

If you are expected to press a key on your keyboard, the instruction looks like this:

☐ press **[shift]**

### Confidence Checks

As you work through this book, you will come across the Confidence Check image at the right. Throughout each module, you are guided through hands-on, step-by-step activities. To help ensure that you are grasping the content, Confidence Checks encourage you to complete a process or steps on your own—without step-by-step guidance. Because some of the book's activities build on completed Confidence Checks, you should complete each of the activities and Confidence Checks in order.



### Software & Asset Requirements

To complete the lessons presented in this book, you will need TechSmith Camtasia version 2023 installed on your computer. Camtasia does not come with this book, but a free trial version can be downloaded from TechSmith.com.

You will need to download some free Camtasia projects and media assets that have been created specifically to support this book and this version of Camtasia (see the “Camtasia 2023 Project Assets” section below).

Because you will be importing, recording, and editing audio, ensure that you have a headset or a computer with speakers and a microphone.

You will learn how to incorporate Microsoft PowerPoint presentations into Camtasia projects. To complete those activities, you will need PowerPoint installed on your computer.





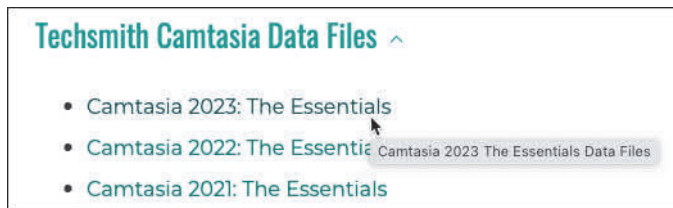
## Camtasia 2023 Project Assets

To help you get started with learning Camtasia, I have provided you with all of the Camtasia projects and media assets you need to get started except the Camtasia 2023 software. I call these assets data files, and they include several projects, videos, images, audio files, and more. The step-by-step instructions for downloading the data files from my website are shown below.

As you work through this book, pretend that you work for Super Simplistic Solutions, a fictional company in Anytown, USA. As the lead corporate trainer and professional eLearning developer, your job is to create all of the corporate training videos using TechSmith Camtasia.

### Download and Extract the Data Files

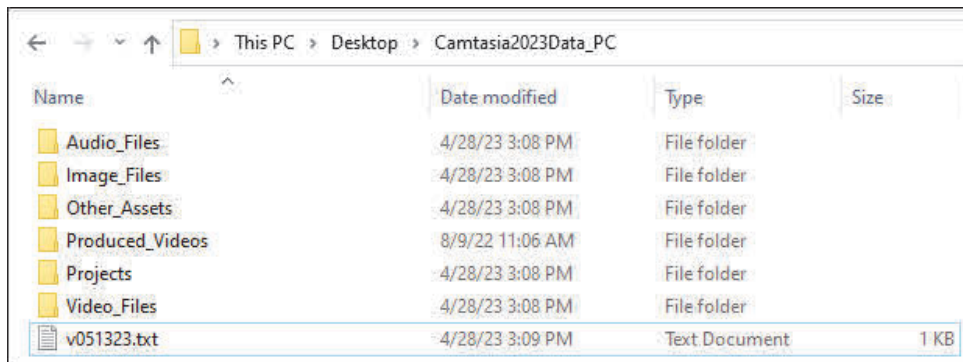
1. Download the support files that accompany this book.
  - ☐ start a web browser and go to the following website: **iconlogic.com/data**
  - ☐ depending on your platform, click either **PC** or **Mac**
  - ☐ from the **TechSmith Camtasia Data Files** area, click the **Camtasia 2023: The Essentials** link



The download is a zipped file containing several folders and files.

2. Once you have successfully downloaded the assets to your computer, locate and extract the contents of the file. Depending upon which version you downloaded, the file name is either **Camtasia2023Data\_PC** or **Camtasia2023Data\_Mac**.

Once unzipped, there should be a folder on your computer named **Camtasia2023Data\_PC** or **Mac**. Shown below is the **Camtasia2022Data\_PC** folder. While the folder structure is identical between the Mac and PC, the Camtasia project files contained are specific to the Mac or PC operating systems.

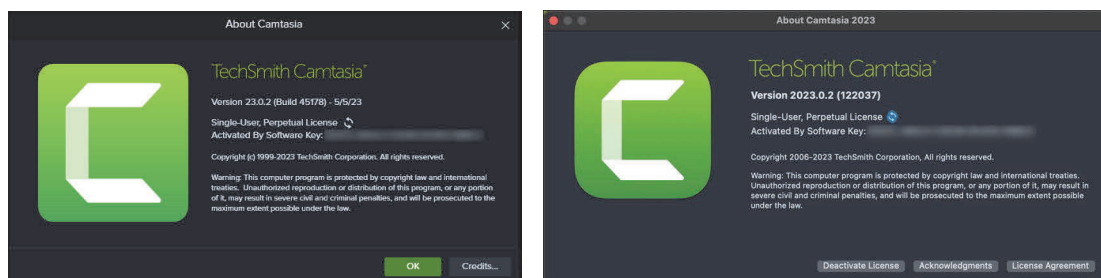




## How TechSmith Software Updates Affect This Book

This book was written specifically to teach you how to use TechSmith Camtasia **version 2023**. At the time this book was written (May 2023), Camtasia 2023 was the latest and greatest version of Camtasia available from TechSmith.

The specific version of the Camtasia **2023** software used for the screenshots shown throughout this book is **2023.0.2**. You can check your Camtasia version by choosing **Help > About Camtasia** if you're on a PC; if you're on a Mac, choose **Camtasia 2023 > About Camtasia**.



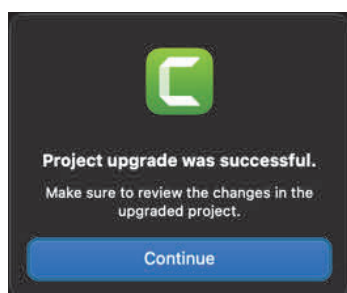
With each major release of Camtasia, my intention is to publish a book to support that version and make it available within 30-60 days of the software being released by TechSmith. Between major annual updates, TechSmith tends to update Camtasia frequently to fix bugs or add functionality. An updated version might be called Camtasia **2023.0.3** or perhaps **2023.1.x**.

The software updates from TechSmith are usually bug fixes and have little to no impact on the lessons presented in my books. However, TechSmith might make a significant change to the way Camtasia looks or behaves, even with a minor update. For instance, when TechSmith updated Camtasia from version 8.3 to 8.4, several features were changed which caused confusion for readers of that book.

Because it is not possible for me to recall nor update printed books, some instructions you are asked to follow in this book may not match your patched/updated version of Camtasia. If something on your screen does not match what is shown in the book, visit our Errata page on the IconLogic website or contact me directly at [ksiegel@iconlogic.com](mailto:ksiegel@iconlogic.com). Use your smartphone's camera on the image at the right to be taken directly to our Errata page.



If you are using a more recent version of Camtasia than was used to create the projects for this book, you may see a dialog box asking if you would like to update the project when opening them. If you see the alert message, click the **Yes** button. An **“upgrade successful”** alert as shown below may also appear. If you see the alert below, all that you need to do is click the **Continue** button.



## Contacting IconLogic

Web: [www.iconlogic.com](http://www.iconlogic.com) | Phone: 888.812.4827 | Email: [ksiegel@iconlogic.com](mailto:ksiegel@iconlogic.com)





## This image shows a full page of blank white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings present.



# Rank Your Skills

Before starting this book, complete the skills assessment on the next page.

# Skills Assessment

## How this assessment works

Below you will find 10 course objectives for *TechSmith Camtasia 2023: The Essentials*. **Before starting the book:** Review each objective and rank your skills using the scale next to each objective. A rank of ① means **No Confidence** in the skill. A rank of ⑤ means **Total Confidence**. After you've completed this assessment, go through the entire book. **After finishing the book:** Review each objective and rank your skills now that you've completed the book. Most people see dramatic improvements in the second assessment after completing the lessons in this book.

## Before-Class Skills Assessment

1. I can add media to the Media Bin.	①	②	③	④	⑤
2. I can add a Quiz to a Project.	①	②	③	④	⑤
3. I can create Captions.	①	②	③	④	⑤
4. I can export Camtasia projects as HTML5.	①	②	③	④	⑤
5. I can record voiceover audio within Camtasia.	①	②	③	④	⑤
6. I can add hotspots that jump to markers.	①	②	③	④	⑤
7. I can create a custom animation.	①	②	③	④	⑤
8. I can use Corner Pin Mode.	①	②	③	④	⑤
9. I can export a LMS-ready zipped package.	①	②	③	④	⑤
10. I can record screen actions using the Camtasia Recorder.	①	②	③	④	⑤

## After-Class Skills Assessment

1. I can add media to the Media Bin.	①	②	③	④	⑤
2. I can add a Quiz to a Project.	①	②	③	④	⑤
3. I can create Captions.	①	②	③	④	⑤
4. I can export Camtasia projects as HTML5.	①	②	③	④	⑤
5. I can record voiceover audio within Camtasia.	①	②	③	④	⑤
6. I can add hotspots that jump to markers.	①	②	③	④	⑤
7. I can create a custom animation.	①	②	③	④	⑤
8. I can use Corner Pin Mode.	①	②	③	④	⑤
9. I can export a LMS-ready zipped package.	①	②	③	④	⑤
10. I can record screen actions using the Camtasia Recorder.	①	②	③	④	⑤

---

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# Keyboard Shortcuts

Camtasia 2023 is loaded with keyboard shortcuts that make it more efficient to perform common tasks such as adding captions, importing assets to the media bin, and adding animations and effects.

In the pages that follow, I've included screenshots showing all of the available shortcuts. Keep in mind that you can easily customize the default shortcuts.

- Mac Keyboard Shortcuts, page xiv
- PC Keyboard Shortcuts, page xviii



## Mac Keyboard Shortcuts

You will find these shortcuts from within Camtasia by choosing **Camtasia 2021 > Preferences** and clicking **Shortcuts**.

### Animations and Effects

Add last used transition:	⇧T
Add custom animation:	⇧A
Jump to next animation:	⌘K
Jump to previous animation:	⇧K

### Canvas Options

Zoom in on canvas:	⌘=
Zoom out on canvas:	⌘-
Preview media outside of group:	⇧⌘G
Pan to here:	⌘Z
Scale to Fit:	⌘F
Pan and scale to 200%:	⌘4
Pan and scale to 100%:	⌘3
Pan and scale to 50%:	⌘2
Pan and scale to 25%:	⌘1

### Captions

Add captions:	⇧C
---------------	----

### Library Options

Add timeline selection to Library:	⌘A
------------------------------------	----

## Marker and Quiz Options

Add marker:	⌘M
Show/Hide marker view:	^M
Next marker:	^]
Previous marker:	^[
Extend selection to next marker:	^⌘]
Extend selection to previous marker:	^⌘[
Add quiz:	⌘Q
Show/Hide quiz view:	^Q
Next quiz:	^0
Previous quiz:	^9

## Program Options

Show/hide tools panel:	⌘1
Show/hide properties panel:	⌘2
Open media tab:	B
Open favorites tab:	F
Open library tab:	R
Open annotation tab:	N
Open transition tab:	T
Open behaviors tab:	O
Open animations tab:	A
Open cursor effects tab:	U
Open voice narration tab:	V
Open interactivity tab:	I
Open audio effects tab:	D
Open visual effects tab:	X
Open gesture effects tab:	G
Import package:	^⌘P
Export package:	^⌘E





## Project Options

Import media:	<input type="button" value="⌘I"/>
Export frame as:	<input type="button" value="⌘F"/>
Export Frame at Playhead:	<input type="button" value="⌘⇧F"/>
Export:	<input type="button" value="⌘E"/>

## Recorder Options

Start/pause recording:	<input type="button" value="⌘⇧2"/>
Stop recording:	<input type="button" value="⌘⇧3"/>

## Timeline Editing

Group:	<input type="button" value="⌘G"/>
Ungroup:	<input type="button" value="⌘U"/>
Silence audio:	<input type="button" value="⌘S"/>
Restore audio:	<input type="button" value="⌘R"/>
Split selected media:	<input type="button" value="⌘T"/>
Split all:	<input type="button" value="⌘⇧T"/>
Stitch selected media:	<input type="button" value="⌘⇧I"/>
Add annotation:	<input type="button" value="⌘N"/>
Add placeholder:	<input type="button" value="P"/>
Duration:	<input type="button" value="⌘D"/>

## Timeline Navigation

Return playhead:	 ^\Space
Previous clip:	 ^,
Next clip:	 ^.
Step backward:	 ,
Step forward:	 .
Zoom in:	 ⌘⌘=
Zoom out:	 ⌘⌘-
Zoom to fit:	 ⌘⌘0
Zoom to max:	 ⌘⌘9
Zoom to selection:	 ⌘⌘8
Move playhead to beginning:	 ⌘⌘↶
Move playhead to end:	 ⌘⌘↷
Extend selection to next clip:	 ⌘⌘⇧.
Extend selection to previous clip:	 ⌘⌘⇧,
Extend selection range right:	 ⌘.
Extend selection range left:	 ⌘,
Increase track heights:	 ⌘=
Decrease track heights:	 ⌘-
Detach/Attach timeline:	 ⌘3
Open group:	 ⌘⌘G





## PC Keyboard Shortcuts

You will find these shortcuts from within Camtasia by choosing **Edit > Preferences** and clicking **Shortcuts**.

### Animations and Effects

Add last used transition	Shift+T
Add custom animation	Shift+A
Jump to next animation	Alt+K
Jump to previous animation	Shift+K
Start/stop narration recording	Ctrl+Shift+V

### Canvas Options

Zoom in on canvas	Ctrl+=
Zoom out on canvas	Ctrl+-
Enable/disable canvas snapping	Ctrl+;

### Program Options

Show/hide tools panel	Ctrl+1
Show/hide properties panel	Ctrl+2
Attach/detach Timeline	Ctrl+3
Open media tab	B
Open library tab	R
Open favorites tab	F
Open annotations tab	N
Open transitions tab	T
Open behaviors tab	O
Open animations tab	A
Open cursor effects tab	U
Open voice narration tab	V
Open audio effects tab	D
Open visual effects tab	L
Open interactivity tab	I
Open captions tab	C
Launch preferences dialog	Ctrl+,
Launch recorder	Ctrl+R
Import Package	Ctrl+Shift+P
Export Package	Ctrl+Shift+E

## Project Options

Import into media bin	Ctrl+I
Export frame as	Ctrl+F
Add exported frame to playhead	Ctrl+Shift+F
Produce/share production wizard	Ctrl+P
Silence audio	Shift+S

## Timeline Editing

Group	Ctrl+G
Ungroup	Ctrl+U
Open group	Ctrl+Shift+G
Close group	Ctrl+Shift+U
Split selected media	S
Split all tracks at playhead	Ctrl+Shift+S
Stitch selected media	Ctrl+Alt+I
Add annotation	Shift+N
Extend frame	Shift+E
Deselect all	Ctrl+D
Ripple delete	Ctrl+Backspace
Add Placeholder	P
Convert to Placeholder	Ctrl+Alt+P

## Library Options

Import to library	Add Shortcut
Add selection to library	Ctrl+Shift+A





## Timeline Navigation

Return playhead	Ctrl+Alt+M
Move playhead to previous clip	Ctrl+Alt+,
Move playhead to next clip	Ctrl+Alt+.
Step backward on timeline	,
Step forward on timeline	.
Zoom in	Ctrl+Shift+=
Zoom out	Ctrl+Shift+-
Zoom to fit	Ctrl+Shift+7
Zoom to max	Ctrl+Shift+9
Zoom to selection	Ctrl+Shift+8
Jump to beginning of timeline	Ctrl+Home
Jump to end of timeline	Ctrl+End
Extend selection to next clip	Ctrl+Alt+Shift+Right
Extend selection to previous clip	Ctrl+Alt+Shift+Left
Extend selection range left	Shift+,
Extend selection range right	Shift+.
Increase track heights	Alt+=
Decrease track heights	Alt+-
Extend selection to timeline beginning	Ctrl+Shift+Home
Extend selection to timeline end	Ctrl+Shift+End
Select succeeding media	Alt+Right
Select preceding media	Alt+Left

## Captions

Add caption	Shift+C
Increase caption duration	Ctrl+Alt+]
Decrease caption duration	Ctrl+Alt+[

## Marker and Quiz Options

Add marker	Shift+M
Add quiz	Shift+Q
Show/hide marker view	Ctrl+M
Show/hide quiz view	Ctrl+Q
Next marker	Ctrl+]
Previous marker	Ctrl+[
Select next marker	Ctrl+Shift+]
Select previous marker	Ctrl+Shift+[
Next quiz	Ctrl+0
Previous quiz	Ctrl+9



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# Preface

## **In This Module You Will Learn About:**

- Planning eLearning Lessons, page 2
- eLearning Development Phases, page 3
- Project Size and Display Resolution, page 4
- Design Best Practices, page 5
- Fonts and eLearning, page 6



## Planning eLearning Lessons

If you want to create eLearning, Camtasia is an essential development tool. However, if your goal is effective and relevant eLearning, consider the following:

- ☐ **Why are you creating an eLearning course?** You might be surprised by the number of people who start Camtasia and immediately begin creating content. This kind of development process might be well intentioned, but you really need to map out the entire course, including the way you are going to track learner comprehension (if that's important to you). During the initial planning and mapping process, you might conclude that your course isn't appropriate for eLearning and decide upon a different delivery method for the content.
- ☐ **Who is your audience?** The way children learn is different from adults. For instance, children need praise and encouragement during the learning process; however, adult learners might find such praise and encouragement annoying. Also, you need to know if the learner already has foundational knowledge or are new to the topic. The answer to that question can dramatically alter the direction of the course content.
- ☐ **What exactly are you teaching, and is it appropriate for eLearning?** Not every lesson in an instructor-led course can be effectively re-tooled for eLearning. For instance, if a course relies on breakout groups, group discussion, or collaborative work, those aspects of the course cannot easily be included in Camtasia. Keep in mind that eLearners usually work independently and have little or no live interaction with others.
- ☐ **Does your project need closed captions?** If the answer is yes, you should budget approximately 10-15 percent more time to create the closed captions in Camtasia.
- ☐ **Do you want your projects to contain images, videos, and background music?** If so, where will you find the media assets? If you find assets online, be aware that there are likely usage restrictions. You will learn how to import assets beginning on page 38. You will learn that you can add your own assets and that Camtasia includes a robust number of free assets in the Library. In addition, there are royalty-free assets available via a subscription plan to TechSmith.
- ☐ **Do you need a project template?** You will learn about templates beginning on page 171. If you are required to use a template, are you going to create the template or is it being provided to you?
- ☐ **Will there be annotations (written instructions and descriptions)?** You will learn how to add annotations beginning on page 64. While annotations are easy to insert, who will write the content contained within the annotations? This role is typically filled by a technical writer/technical communicator.
- ☐ **Is your course soft skills, or is it a software video demonstration?** Soft skills courses typically teach a life skill such as conflict resolution, onboarding, or interacting with people. Video demonstrations are typically computer screen recordings. You will learn about recording your screen on page 20. If your goal is to create soft skills training, does it make sense to create most of the content in Microsoft PowerPoint and then import the presentation into Camtasia? Given how strong PowerPoint is as a presentation tool, I would encourage you to go the PowerPoint route. There are lessons on importing PowerPoint into Camtasia beginning on page 148.

If you're creating a video demonstration, has someone already created a step-by-step script needed to capture that correct steps/processes? You'll learn about scripts on page 20

# eLearning Development Phases

The infographic below offers you a visual guide to the eLearning development process and phases.

A larger version of the graphic can be downloaded from [www.iconlogic.com/skills-drills-workbooks/elearning-resources.html](http://www.iconlogic.com/skills-drills-workbooks/elearning-resources.html). You can also use the camera on your mobile device to scan the code at the right for direct access to the image.







## Camtasia Production Times (Level of Effort)

When I say production time, I'm referring to the actual time you will spend adding content to the Media Bin, adding that content to the Timeline, adding animations, annotations, etc. It may sound like common sense, but the longer the play time for your videos, the longer it will typically take for you to produce them in Camtasia.

Many new eLearning developers underestimate the number of hours needed to produce eLearning. Consider the following guide.

Project Size	Number of Production Hours
Small Videos (1-3 minutes of play time)	1-6 hours
Medium Videos (4-6 minutes)	8-12 hours
Long Videos (7-10 minutes)	14-20 hours
Extra-Long Videos (more than 10 minutes)	Consider splitting videos this large into smaller Camtasia projects.

## Project Size and Display Resolution

Several years ago, monitors were small and display resolutions low and a display resolution of 800 x 600 pixels was common. If you developed eLearning content for a small display, a Camtasia canvas size of 640 x 480 worked well.

A few years later, 1024 x 768 was the standard display resolution, resulting in typical Camtasia projects sized to 800 x 600. Today, a common desktop screen resolution is higher than 1366 x 768.

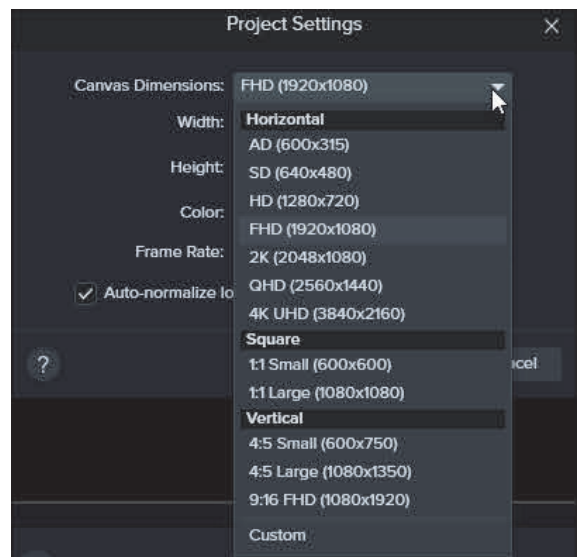
What's the ideal size for a Camtasia project? Unfortunately, there isn't one absolute answer. The width and height of a software demonstration you record depends largely on the size of your display, your display resolution, and the software you're recording (some software cannot be resized and may need to take up the entire screen).

Video cards and display sizes vary from computer to computer. I like my Camtasia courses and screen recordings to look consistent, so I always use the same computer, display resolution, Camtasia project template, Camtasia project size, and screen recording size.

In the image at the right, notice the suggested Canvas Dimensions available in Camtasia's Project Settings.

According to TechSmith, if you are creating content for learners on Instagram, consider a Canvas size of 640 x 640. FaceBook video? Think 820 x 462. YouTube? Consider a project size of 1280 x 720.

If your target audience uses mobile devices or widescreen displays, widescreen dimensions such as 720p work well.



## Design Best Practices

Much of what you do in Camtasia will feel similar to what you can do in Microsoft PowerPoint. If you've used PowerPoint, you are familiar with adding objects to a slide. In Camtasia, you add objects to the Canvas and use the Timeline to control when those objects are seen by the learner. Unlike PowerPoint, which can contain hundreds of slides, there is only one Canvas in Camtasia, and only one Timeline.

You don't have to be a seasoned designer to produce beautiful and effective Camtasia projects. Here are a few tips to get you started:

- ☐ If you're creating the content in PowerPoint, there are occasions when a bulleted list is the best way to convey an idea. Although PowerPoint uses a bulleted approach to information by default, you do not have to use that format in eLearning.
- ☐ Try splitting the bullets into separate slides with a single image to illustrate each point, or forgo the text and replace it with a chart, diagram, or other informative/interesting image.
- ☐ It is not necessary to have every bit of information you cover on the screen at one time. Encourage your audience to listen and, if necessary, take notes based on what you say, not what is shown on the screen.
- ☐ Few learners are impressed with how many moving, colorful objects each slide contains. When it comes to eLearning, the old saying "content is King" has never been more appropriate. Ensure each of your screens contains relevant, need-to-know information and that the information is presented as clutter-free as possible.
- ☐ Consider taking more of a photographic approach to the images you use. You can easily find stock photographs on the web using any one of a number of pay-for-use websites. There are many free sites, but keep in mind that to save time and frustration (and improve on the selection and quality), you might want to set aside a budget to pay for images.







## Fonts and eLearning

The most important thing about eLearning is solid content. But could you be inadvertently making your content harder to read and understand by using the wrong fonts? Is good font selection really important? Read on to discover the many surprising ways fonts can affect your content.

### Some Fonts Read Better On-Screen

eCommerce Consultant **Dr. Ralph F. Wilson** did a study to determine if serif fonts (fonts with little lines on the tops and bottoms of characters, such as Times New Roman) or sans serif fonts (those without lines, such as Arial) were more suited to being read on computer monitors. His study concluded that although Times New Roman is easily read in printed materials, the lower resolution of monitors (72 dots per inch (dpi) versus 180 dpi or higher) makes it much more difficult to read in digital format. Times New Roman 12 pt was pitted against Arial 12 pt with respondents finding the sans serif Arial font more readable at a rate of two to one.

Lorem ipsum frangali puttuto rigali fortuitous confulence magficati alore. Lorem ipsum frangali puttuto rigali fortuitous confulence magficati alore.	Lorem ipsum frangali puttuto rigali fortuitous confulence magficati alore. Lorem ipsum frangali puttuto rigali fortuitous confulence magficati alore.
Times New Roman 12 pt	Arial 12 pt
520	1123
32%	68%

Source: <http://www.practicalecommerce.com/articles/100159-html-email-fonts>

Wilson also tested the readability of Arial versus Verdana on computer screens and found that in font sizes greater than 10 pt, Arial was more readable, whereas Verdana was more readable in font sizes 10 pt and smaller.

So should you stop using Times New Roman in your eLearning lessons? Not completely. For instance, you can use Times New Roman for text content that is not expected to be read quickly.

## Some Fonts Increase Trust

A study by **Sharath Sasidharan** and **Ganga Dhanesh** for the Association of Information Systems found that typography can affect trust in eCommerce. The study found that to instill trust in online consumers, you should keep it simple: “To the extent possible, particularly for websites that need to engage in financial transactions or collect personal information from their users, the dominant typeface used to present text material should be a serif or sans serif font such as Times New Roman or Arial.”

If you feel your eLearning content will be presented to a skeptical audience (or one you’ve never worked with before), dazzling them with fancy fonts may not be the way to go. You can use fancy fonts from time to time to break up the monotony of a dry lesson but use such nonstandard fonts sparingly. Use the fancy fonts for headings or as accents, but not for the bulk of your text.

## The Readability of Fonts Affects Participation

A University of Michigan study on typecase in instructions found that the ease with which a font in instructional material is read can have an impact on the perceived skill level needed to complete a task.

The study found that if directions are presented in a font that is deemed more difficult to read, the task will be viewed as being difficult, taking a long time to complete, and perhaps, not even worth trying. The study also suggests that it is not a good idea to create Camtasia annotations using the Times New Roman font because it could make the content more difficult to process and become overwhelming, especially to beginners.

## Popular eLearning Fonts

I ran a poll where I asked developers which fonts they tended to use in eLearning. Here is a list of the most popular fonts:

- ☐ Verdana
- ☐ Helvetica
- ☐ Arial
- ☐ Calibri
- ☐ Times
- ☐ Palatino
- ☐ Times New Roman
- ☐ Century Schoolbook (for print)





## Fonts and Personas

Camtasia's default font is Montserrat and it can be changed easily using the Properties panel. If you are creating eLearning for business professionals, you might want to use a font that is different from one you would use if you were creating eLearning for high school students. But what font would you use if you want to convey a feeling of happiness? Formality? Cuddliness?

In a study (funded by Microsoft) by **A. Dawn Shaikh**, **Barbara S. Chaparro**, and **Doug Fox**, the perceived personality traits of fonts are categorized. The table below shows the top three fonts for each personality objective.

	Top Three		
Stable	TNR	Arial	Cambria
Flexible	Kristen	Gigi	Rage Italic
Conformist	Courier New	TNR	Arial
Polite	Monotype Corsiva	TNR	Cambria
Mature	TNR	Courier New	Cambria
Formal	TNR	Monotype Corsiva	Georgia
Assertive	<b>Impact</b>	<b>Rockwell Xbold</b>	Georgia
Practical	Georgia	TNR	Cambria
Creative	Gigi	Kristen	Rage Italic
Happy	Kristen	Gigi	Comic Sans
Exciting	Gigi	Kristen	Rage Italic
Attractive	Monotype Corsiva	Rage Italic	Gigi
Elegant	Monotype Corsiva	Rage Italic	Gigi
Cuddly	Kristen	Gigi	Comic Sans
Feminine	Gigi	Monotype Corsiva	Kristen
Unstable	Gigi	Kristen	Rage Italic
Rigid	<b>Impact</b>	Courier New	Agency FB
Rebel	Gigi	Kristen	Rage Italic
Rude	<b>Impact</b>	<b>Rockwell Xbold</b>	Agency FB
Youthful	Kristen	Gigi	Comic Sans
Casual	Kristen	Comic Sans	Gigi
Passive	Kristen	Gigi	Comic Sans
Impractical	Gigi	Rage Italic	Kristen
Unimaginative	Courier New	Arial	Consolas
Sad	<b>Impact</b>	Courier New	Agency FB
Dull	Courier New	Consolas	Verdana
Unattractive	<b>Impact</b>	Courier New	<b>Rockwell Xbold</b>
Plain	Courier New	<b>Impact</b>	<b>Rockwell Xbold</b>
Coarse	<b>Impact</b>	<b>Rockwell Xbold</b>	Courier New
Masculine	<b>Impact</b>	<b>Rockwell Xbold</b>	Courier New

Source: <http://www.usabilitynews.org>



**ICONLOGIC**

"Skills and Drills" Learning

# Module 1: Exploring Camtasia

## **In This Module You Will Learn About:**

- The Camtasia Interface, page 10
- The Media Bin and Library, page 13
- The Canvas and Timeline, page 16

## **And You Will Learn To:**

- Explore a Completed Camtasia Project, page 10
- Explore the Media Bin and Library, page 13
- Use the Canvas to Preview a Project, page 16



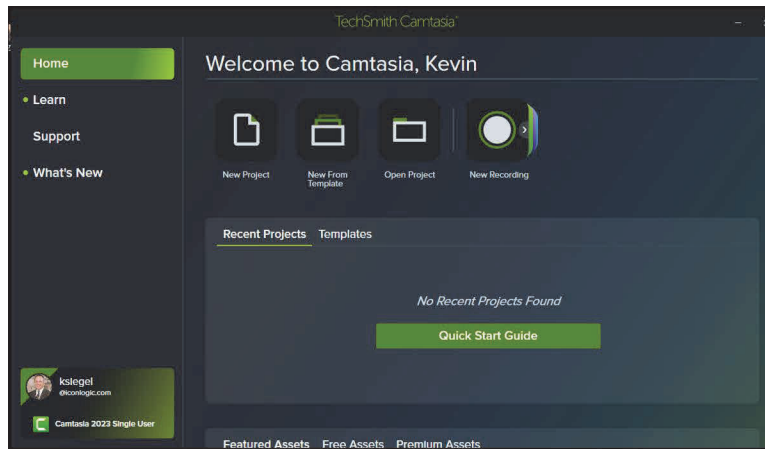
## The Camtasia Interface

During these first few guided activities, I'd like to give you a chance to familiarize yourself with Camtasia's workspace. Specifically, you'll start Camtasia, access the Getting Started project, open a project from the **Camtasia2023Data** folder, and poke around Camtasia's interface a bit.

### Guided Activity 1: Explore a Completed Camtasia Project

1. Start Camtasia 2023.

The **Home** screen opens. (If you do not see the Home Window, choose **File > Home** to open it.)



**Note:** If you have not yet downloaded this book's support assets (also known as Data Files), turn to the **About This Book** section at the beginning of this book and work through the **Download and Extract the Data Files** activity on page viii.

2. Open a project from the Camtasia2023Data folder.

- ☐ from the options at the left on the **Home** screen, click **Home**
- ☐ from beneath the heading "Welcome to Camtasia," click the **Open Project** icon

The **Open** dialog box appears.

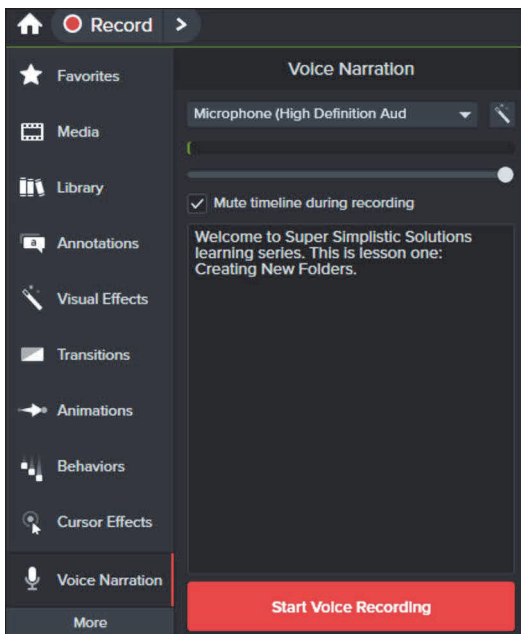
- ☐ navigate to the **Camtasia2023Data** folder
- ☐ open the **Projects** folder and then open the **Demo.tscproj** folder
- ☐ open the **Demo.tscproj** file



## 3. View the Voice Narration tool.

☐ choose **View > Tools > Voice Narration**

The Voice Narration features open. This area is used to record voice narration. You will learn to record voiceover audio beginning on page 92.

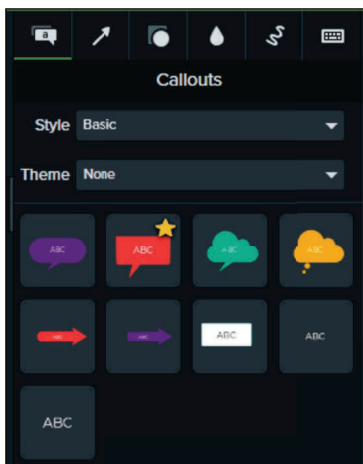


**Note:** You can access all of the tools, such as Voice Narration, from the list of tools at the left. Depending upon the size of your screen, you may need to click **More** at the bottom of the list to see all of the tools.

## 4. Display the Annotations.

☐ from the list of tools at the left, click **Annotations**

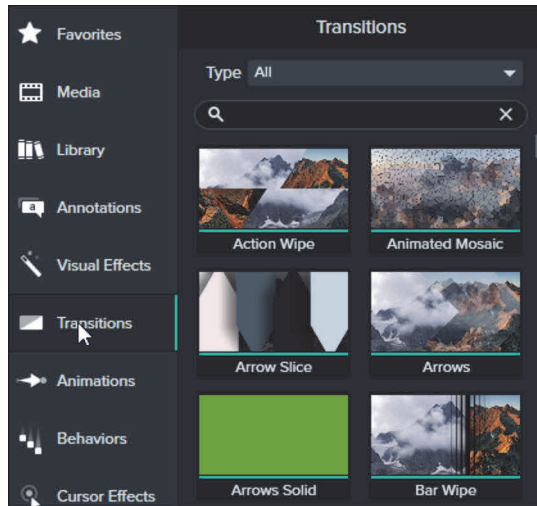
There are six Annotation categories. Annotations are used to focus the learner's attention to specific areas of a video. Annotation types include Callouts, Arrows & Lines, Shapes, Blur & Highlight, Sketch Motion, and Keystroke callouts. You will learn to work with Annotations beginning on page 64.





5. Display the Transitions.

☐ from the list of tools at the left, click **Transitions**



Transitions give you the ability to move from one part of your lesson to another using professional animation effects. You'll learn how to add Transitions to a project beginning on page 77.

Next you will explore the Media Bin and the Library.

## The Media Bin and Library

The Media Bin and Library provide access to media such as images, videos, and audio that can be added to the Camtasia Timeline.

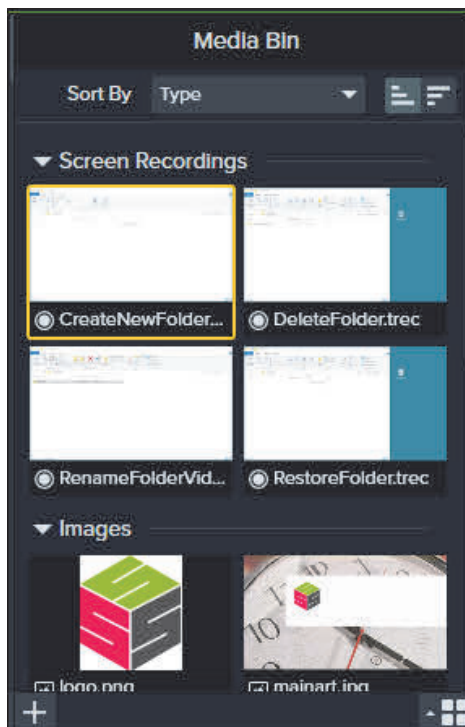
Every Camtasia project has its own Media Bin, and it is empty by default. As you import assets into the Media Bin, those assets can be added directly to the Canvas, the Timeline, or the Library. There is no limit to how many assets you can add to the Media Bin, but the bin cannot be shared or opened by other Camtasia projects.

The Library comes preloaded with dozens of free assets provided by TechSmith, including animations, icons, and music. Unlike the Media Bin, Library assets are available to any Camtasia project on your computer. And Library assets can be exported and shared with other Camtasia developers on your team.

### Guided Activity 2: Explore the Media Bin and Library

1. Ensure that the **Demo** project is open.
2. View the Media Bin.
  - ☐ from the list of tools at the left, click **Media**

There are several assets in this project's Media Bin, including screen recordings, images, and audio.



The default view for the Media Bin is Thumbnails, which is nice if you want a decent-sized preview of the Media Bin assets. However, many developers prefer the organized look and feel of the Details view.

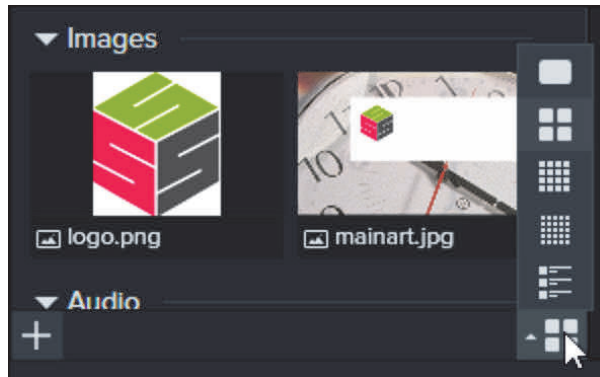




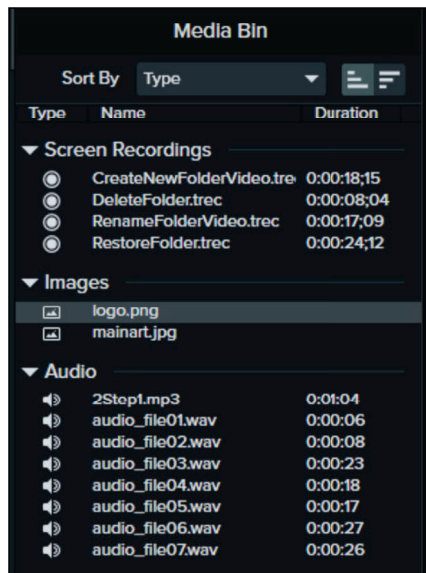


3. Change the Media Bin view from Thumbnails to Details.

☐ at the bottom right of the **Media Bin**, click the **Change Media Bin view** icon



☐ click the **Details** icon



4. Change the Media Bin view from Details back to tiled thumbnails.

☐ at the bottom right of the **Media Bin**, click the **Change Media Bin view** icon

☐ click the **tiled thumbnails** icon



You will learn how to add assets to the Media Bin beginning on page 39.

5. View the Library.

☐ from the list of tools at the left, click **Library**

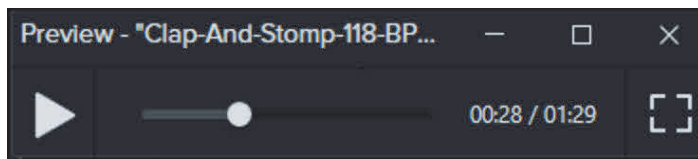
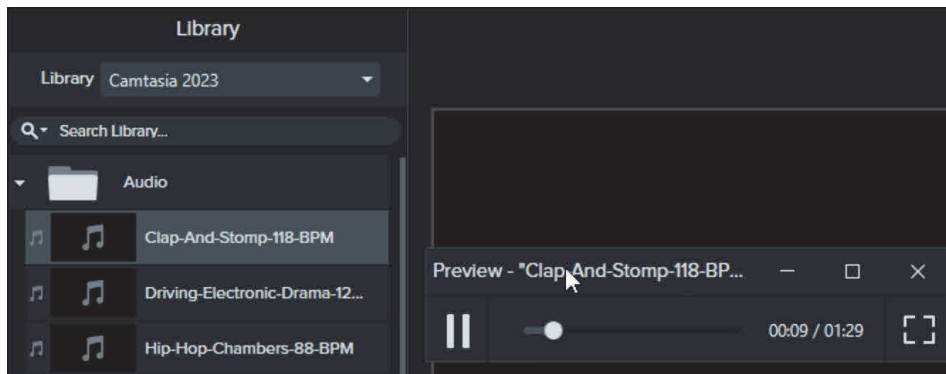
The Library takes the space previously occupied by the Media Bin. By default, there are several folders within the Library containing images, animations, and audio files. You can create your own folders and import your own assets into the Library. Also, there is a link at the bottom of the Library labeled **Download more assets**. TechSmith offers a subscription service that provides thousands of royalty-free videos, images, and audio files you can use in your Camtasia project. You won't need the subscription service to complete this book because you'll be using the free assets currently in the Library or

within the Camtasia2023Data folder. However, once you start creating your own projects and need assets such as videos, images, or icons, the subscription may prove invaluable.

6. Preview a Library asset.

- ☐ from the Library drop-down menu, choose **Camtasia 2023** (if necessary)
- ☐ on the **Library**, expand (open) the **Audio** folder
- ☐ double-click any of the audio assets

A preview window opens, and assuming you have speakers or a headset, you will hear the music.



7. Close the audio preview window.

You will learn how to add Library audio assets to the Timeline later.



## The Canvas and Timeline

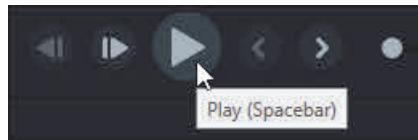
The Canvas, also known as the Stage, offers an excellent way to position screen elements and preview the project as you're working. As you preview a project on the Canvas, you'll be able to use the Timeline to keep track of and control the media.

The Timeline is at the bottom of the Camtasia window. The Timeline is used to control the timing of objects added to the Canvas. For instance, using the Timeline, you can force objects such as images or videos to appear at the same time, or you can force one object to appear as another goes away.

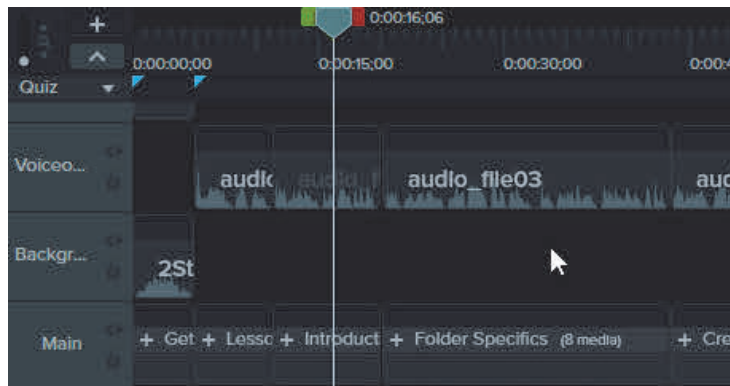
### Guided Activity 3: Use the Canvas to Preview a Project

1. Ensure that the **Demo** project is open.
2. Preview the project.

☐ below the **Canvas**, click **Play** icon



As the preview plays on the Canvas, notice that an object moves across the Timeline. The object is known as the Playhead. The Playhead includes a thin vertical line and a green and a red square, which you will learn about later. The Playhead and thin line show you where the Canvas preview is at any specific point in time. You will learn to work with the Timeline as you work through the lessons in this book.



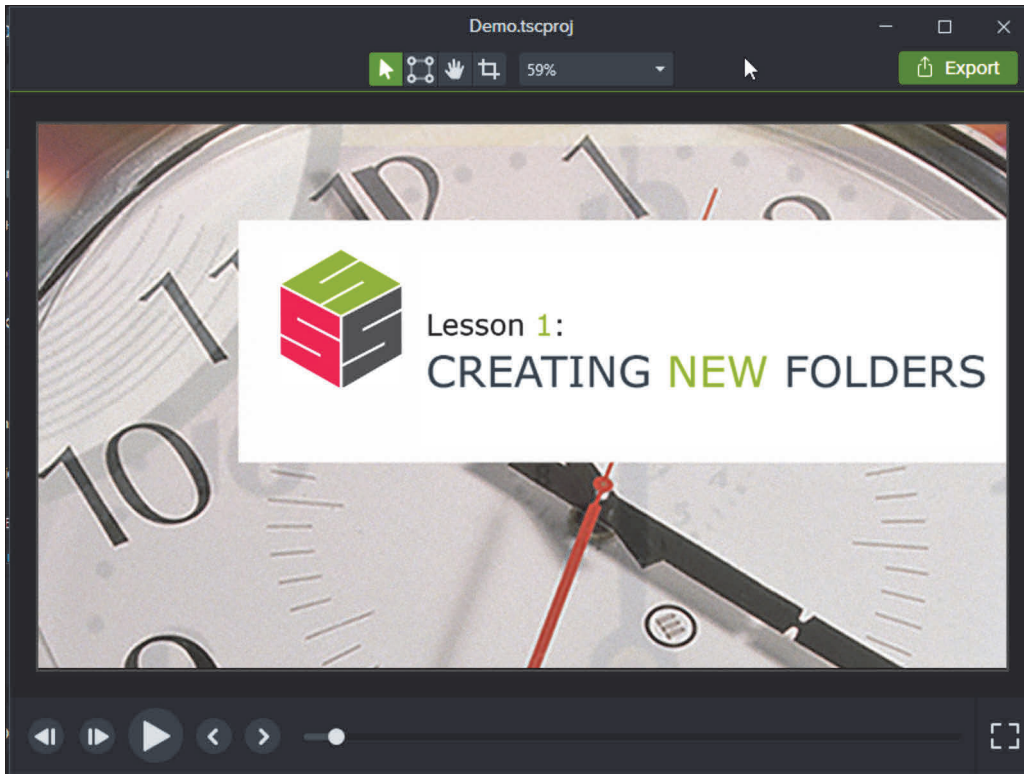
3. Detach the Canvas.

☐ choose **View > Canvas > Detach Canvas** (you can also find the Detach Canvas option in the **Canvas Options** drop-down menu located just above the Canvas)



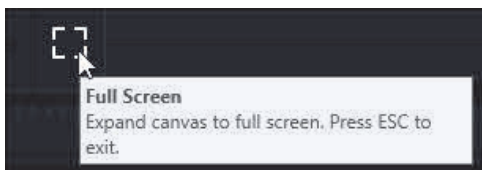
Click the menu located just above the **Canvas** to find the **Detach Canvas** menu item.

With the canvas detached, you can now position it anywhere on your screen or, if you're using multiple monitors, drag it from one screen to the other.



4. Explore Full Screen Mode.

- ☐ with the Canvas detached, click the **Full Screen** icon (it's in the lower right of the detached Canvas)



While in Full Screen mode, you can see the lesson but not the Camtasia interface.

5. Exit Full Screen mode.

- ☐ press **[esc]** on your keyboard

6. Attach the Canvas.

- ☐ choose **View > Canvas > Attach Canvas**

The Canvas reattaches itself to the Editor.





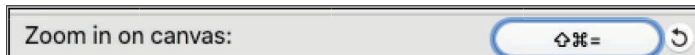
7. Use a keyboard shortcut to Zoom closer and farther away from the Canvas.
  - ☐ PC users, press **[ctrl] [=]** a few times to zoom closer to the Canvas  
Mac users, press **[command] [=]** a few times to zoom closer to the Canvas
  - ☐ PC users, press **[ctrl] [-]** a few times to zoom away from the Canvas  
Mac users, press **[command] [-]** a few times to zoom away from the Canvas

8. Modify the Canvas zooming keyboard shortcuts.

- ☐ PC users, choose **Edit > Preferences**  
Mac users, choose **Camtasia 2023 > Preferences**

The Preferences dialog box opens.

- ☐ select the **Shortcuts** tab
- ☐ select **Canvas Options**
- ☐ to the right of **Zoom in on Canvas**, click the current keyboard shortcut
- ☐ PC users, replace the shortcut with **[ctrl] [shift] [=]**  
Mac users, replace the shortcut with **[shift] [command] [=]**



- ☐ PC users, click the **OK** button; Mac users, close the Shortcuts dialog box
9. Test the modified keyboard shortcuts.
    - ☐ PC users, press **[ctrl] [shift] [+]** a few times to zoom closer to the Canvas;  
Mac users, press **[command] [shift] [+]** a few times to zoom closer to the Canvas
    - ☐ PC users, press **[ctrl] [-]** a few times to zoom away from the Canvas;  
Mac users, press **[command] [-]** to zoom away from the Canvas

10. Restore the keyboard shortcuts to their defaults.

- ☐ PC users, choose **Edit > Preferences**;  
Mac users, choose **Camtasia 2023 > Preferences**

The Preferences dialog box reopens.

- ☐ select the **Shortcuts** tab
- ☐ PC users, click the **Restore defaults** button  
Mac users, from the **Shortcut Set** menu, choose **TechSmith Camtasia Default**
- ☐ PC users, click the **OK** button;  
Mac users, close the Shortcuts dialog box

11. Exit Camtasia.

- ☐ PC users choose **File > Exit**; Mac users, choose **Camtasia 2023 > Quit**

There is no need to save any changes made to the Demo project (if prompted).