

# Creating Educational Videos using Mac Tools

<http://educationvideos.wordpress.com>

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## Workflow:

### Script



### Shoot (Flip Cam & tripod)



### Screen capture (QuickTime)



### PowerPoint Slides & Animations



### Edit (iMovie)



### Upload (YouTube, SeneMA)



Seneca Media Archive  
[senema.senecac.on.ca](http://senema.senecac.on.ca)

## Tools you will need:

- Digital Camcorder (e.g. Flip cams available from ITS helpdesk.)
- Tripod.
- Computer.
- Headset Microphone.
- MS PowerPoint.
- QuickTime X.
- iMovie.

## Important Tips:

### File Management:

Take time to name your files properly and store them in a consistent location to save yourself a lot of time during post-production. Also, if you move your project between computers, take **all** of your files – i.e. your project file *and* your footage.

### Your footage is safe (non-destructive editing):

When you trim the start and end points of your clips or add effects within iMovie, your original video files remain intact. Put simply - everything you do to your footage can be undone.

### Compression and quality:

Every time you convert, export or upload your video, it will lose quality and may appear jumpy, sound muffled or the text may become blurry. It is important to keep your video at as high a quality as you can throughout the production process.

### Aspect Ratio:

Make sure your video footage and screen capture files are in the same aspect ratio - widescreen (16:9) or standard (4:3).

## Workflow and Useful Tips:

For a full list of tips for each of these steps, visit: <http://educationvideos.wordpress.com>.

### 1. Scripting

- Create a script to plan what you want to say/show. Format your script to identify what's happening on screen (e.g. all caps for characters, italics for directions, double spacing).

### 2. Shooting (Flip Cam)

- Use a tripod and make sure your camera is level (tilting wall or floor will be distracting to the viewer.)
- Choose a quiet location - avoid crowded areas, loud air-conditioning, fountains, etc.
- Choose a well-lit location - avoid having the light source behind your subject (i.e. against a window.)
- Rehearse your scene and make a test recording.

### 3. Screen Capture

- Plan your screen capture in short clips (no more than 30 seconds – 1 minute)
- Prepare and load your content before you record (e.g. have multiple tabs open in your browser with the webpages pre-loaded). You can minimize any windows you will be using later in the screencast.

### 4. PowerPoint

- Create or save a copy of your PowerPoint presentation in a folder – all of your related files will be stored there.
- Don't overload your slides with information – use 3-4 points per page
- Match you're the format of your slides to your video:
  - *File>Page Set Up...>Slides shows sized for>On-screen show (16:9)*
- Insert animations and transitions to give a sense of movement.
- When you have finished your slides, go to *File>Save as Movie>*
- Under *Movie Options...* choose **Custom 1280 x 720**
- If you have animations, capture your PowerPoint presentation using QuickTime.

### 5. Post-Production

- Create a new folder in your My Documents on your computer - you will keep *all* of your video clips, audio clips, PowerPoint folder, etc. in this folder.
- Download/copy all the clips you have already recorded (live action, screen captures, etc.) into the folder.
- Rename your files with appropriate titles, so the clips are easily identifiable (e.g. Excel Screen Capture\_2," or "Rebekah\_Interview\_3.). Note these file names down on your script.
- In the video editor of your choice, edit your clips, apply transitions (animations between clips), music effects, captions and credits.

### 6. Uploading

- Do you want your video to be public or private? Choose the hosting site that will fit your needs, e.g. YouTube, Vimeo, SeneMA (Seneca's internal video site <https://senema.senecac.on.ca>. Note: you will need to register with your Seneca username and password the first time you use SeneMA, but after that it will only require you to log-in.)

## QuickTime Player (Screen Capture)

1. In QuickTime Player, go to *File>New Screen Recording*.
2. In the Screen Recording window, click on the small white arrow and select your microphone source and under recording quality, choose *High*.



3. Click on the red record button. To record full screen click the record button again, to select your record area, drag the cursor across the part of the screen that you wish to record.
4. Click on the stop button to end the recording.
5. To trim the clip (i.e. change the start and end points) press **⌘+T**, and move the start and end points to the desired time.



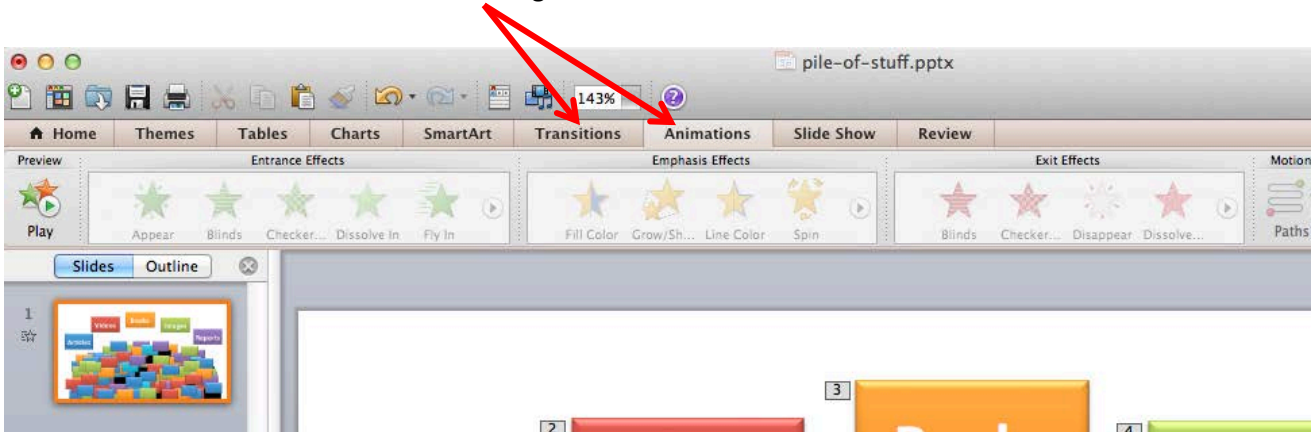
6. To save the clip, click on the red close button at the top left corner of your video window. You will be prompted to save the file and to specify a filename and location. Under *Format*, choose *Movie* or the appropriate resolution for your video project (e.g. 720p.)

### Tips:

- It is better to record short clips 30-60 seconds rather than record one huge file.
- If you make a mistake the first time, keep going - you might pick up on mistakes in your script or problems you hadn't anticipated.
- Prepare and load your content before you record (e.g have multiple tabs open in your browser with the webpages pre-loaded.) You can minimize any windows you will be using later in the screencast.
- Record a test file and review – check for clear, loud audio and a readable text.

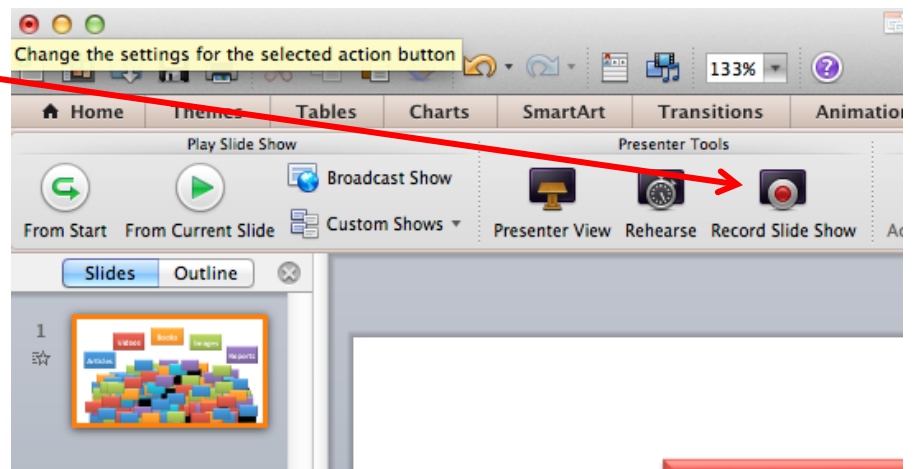
## PowerPoint:

1. Create or save a copy of your PowerPoint presentation in your project folder – all of your related files will be stored there.
2. Match the format of your slides to your video:
  - *File>Page Set Up>Slides shows sized for:>On-screen show (16:9)*
3. Insert animations and transitions to give a sense of movement.



4. To record your slideshow in PowerPoint WITHOUT animations:

- Under the *Slideshow* tab, click on *Record Slideshow*
- Leave a gap in your narration between slides as PowerPoint stores a separate audio file per page.
- The recording will stop when you click next after your final slide. Alternatively, press the *Esc* key at any time during your recording.
- To save, go to *File>Save as Movie...*



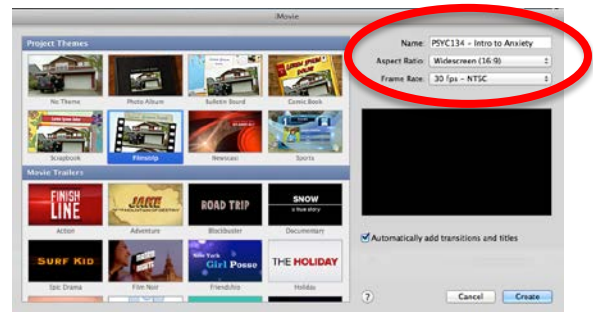
5. To record your slideshow INCLUDING animations in QuickTime Player:

- Open QuickTime Player and record in full-screen mode.
- Begin your slideshow in full-screen mode, and narrate your slides.
- Trim the clip (i.e. change the start and end points) press  $\text{⌘}+\text{T}$ , and move the start and end points to the desired time using the yellow handles.

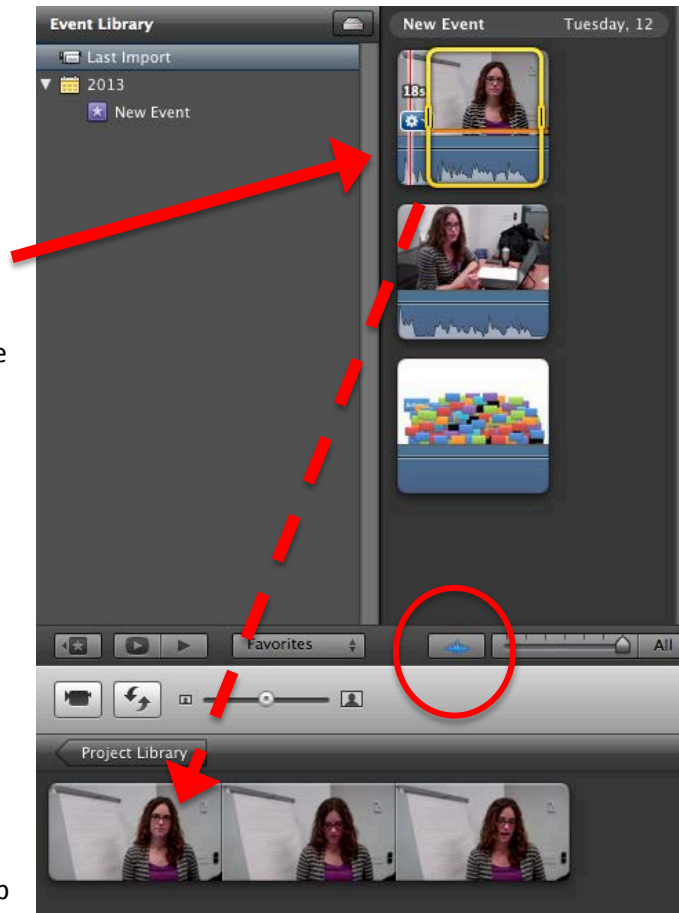


## iMovie

1. Open iMovie and go to *File>New Project...*
2. Name your project and select a project theme, and Aspect ratio (e.g. Widescreen.) Please note that you can change the theme/style at a later stage.
3. Drag your camcorder footage, screen-capture video, or PowerPoint video into the Event Library in the top left corner of the iMovie window. Alternatively go to *File>Import>Movies...* and select your clips.

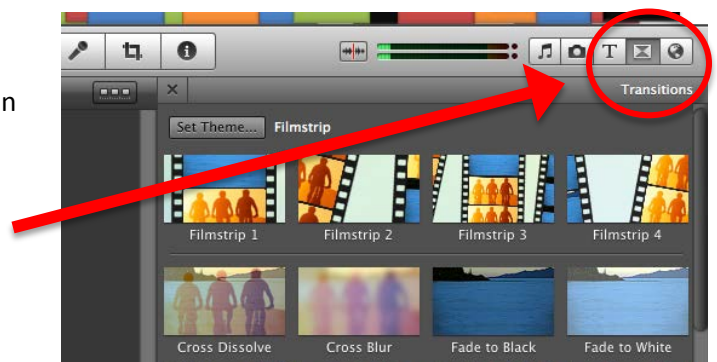


4. Drag your clips in order into the timeline of your Project. You can trim off unwanted space at the beginning and end of your clips at this stage. Simply select the part of the clip you want to use with the yellow handles and drag the selection into the timeline.
5. Using the *Show/Hide Waveform* button will give you a visual representation of the audio part of your video file. If you recorded a count-in, you should be able to accurately pinpoint the start of the scripted audio.



6. Once all of your clips are in the timeline you can fine-tune your start and endpoint of each clip by selecting the clip and dragging the yellow handles and pressing  $\text{⌘}+\text{B}$  or by going to *Clip>Trim to Selection*.
7. If you selected a theme when you created your Project, you will automatically have transitions and title slides created. To change or select a theme, go to *File>Project Theme...* and select a new one.

8. You can add or change transitions by clicking on the transitions tool in the toolbar. Simply drag



the desired transition style between the two clips. You can adjust the duration of the transition by double-clicking on the area between the two clips.

9. Follow the same process to add Text Boxes/Captions to your video. Click on T (for Titles) and drag the desired style onto your clip.

10. Adjust the font style, size, colour and alignment by clicking on "Show Fonts" in the preview screen.

11. Adjust the duration and start times by dragging the ends of the clip.

12. To add credits drag a title style to the end of your project timeline. If you drag onto an empty space, you will be prompted to select a background.

13. Once your video is complete, go to *File>Finalize Project*. Your final movie will be saved to your Movie Folder.

14. Save a copy of all of your files (final video, PPT, screen capture, iMovie Project etc.) to your project folder.



#### TIPS:

- Double-clicking on a clip opens up a toolbox that will allow you to adjust special effects, speed and duration (under *Clip*,) colour and brightness (under *Video*,) and volume and EQ (under *Audio*.)
- Click on the microphone icon to record a voiceover.
- Click on the camera icon to add photos to your video.
- The icon featuring two arrows allows you to rearrange your workspace.

