Adding Emphasis to Video Content
Camtasia Studio: Windows

From zooming/panning to adding callouts, there are numerous features in Camtasia studio to help you add emphasis to content in your videos.

☐ Preparation

✓ In order to add effects to your recording, you will need to add a previously-made Camtasia recording to your timeline in Camtasia Studio that includes mouse movement.

Adding cursor effects to your recording

Description: Cursor effects help to add emphasis to navigation and mouse clicks in your screen recording. While you can turn these effects on during your original recording, it is recommended that you add them later in the editing stage using Camtasia Studio.

☐ Step 1

✓ Select Cursor Effects from the editing tabs. It may be under the More tab depending on the size of your screen.

✓ You will now see the Cursor Effects options.

✓ From these options, you can explore the effects you can add to your screen recording. You will be asked to make a specific selection in the next step.

✓ Effects can be added to the entire recording by selecting any of the available options. If you would like to use an effect for only part of your recording, this can be done by using the Add animation button.
☐  Step 2

✓ **Move** the playhead forward on your timeline to a point of your choosing.

✓ **Click** Add animation in the Cursor effects screen. This will create a marker with transition (the wedge-shape in front of the marker) on a cursor animation timeline within your video recording track.

✓ **Move** the playhead past the cursor animation marker.

✓ **Add** a highlight effect of your choosing

✓ **Move** the playhead to the left side of your animation marker.

✓ **Play** your recording to ensure that your animation has been added.

### Zooming and panning in your recording

**Description:** Zooming allows you to make an important part of your recording larger when needed. Once that view is no longer needed, you can zoom back out or **pan**, which means moving the view to another portion of the screen.

✓ **Select** Zoom-n-Pan from the editing tabs

✓ You will now see the Zoom-n-Pan options

✓ **Move** your playhead to a spot in your recording where you want to zoom in

✓ Notice that the **Zoom-n-Pan window** displays a matching image of your **playback window**
✓ **Click** on the *resizing handlebars* around the picture in the **Zoom-n-Pan window** and **drag them inward** to resize the window around the part of the screen you want to emphasize.

✓ **Notice** how the content in the **preview window** only displays the part of the screen in the **Zoom-n-Pan box**.

![Image of Zoom-n-Pan window](image.png)

✓ **Look** at the timeline. You will see an arrow and a marker placed where the playhead was located when you added the zoom. The length of the arrow is the amount of time the zooming process takes in your recording. This can be made longer or shorter based on your preferences.

![Image of Timeline with zoom](image.png)

✓ **Change** the zoom by moving your playhead forward on the timeline and resizing and/or moving the **Zoom-n-Pan box**. This will create a second arrow on your timeline.

![Image of Timeline with second zoom](image.png)

**Note:** There are two buttons underneath the **Zoom-n-Pan box**.

- 1:1 scales media for the best quality
- 4-point arrows scales media to the entire canvas

**Note:** It is suggested you **Maintain aspect ratio** so that your image does not become distorted.
Adding callouts

**Description:** You can add **callouts** (shapes with or without text) in order to provide extra visual information within your video.

- **Move** your **playhead** to the position where you would like to add a callout within your video.

- **Select** **Callouts** on the editing tabs.

- **Scroll** through the different **shape** options by using the scroll buttons to the right of the shapes menu. You will be able to add text to these shapes later.

- **Click** on your desired shape to select it. This will also add the shape to your **preview window** on the right and your **timeline**.
✓ **Select** the callout by clicking on it in the preview window. You can tell it is selected when a box with resizing handlebars surrounds it.

✓ **Use** the resizing handlebars to change the size of the callout.

✓ **Rotate** the callout by clicking and dragging on the right-side circle in the middle of the callout.

✓ **Move** the callout to where you would like it place by clicking and dragging on the callout when your cursor becomes four-point directional arrows.

✓ **Add** text to your callout by typing in the text box in the Callout menu. You can also change styles for the callout in this menu.

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**Inserting new media mid-track**

Description: At some point during the recording or editing process, you may decide that you need to add more information or a different media type in the middle of your video: for example, you may realize you want to insert a movie to help make a point before moving on to the rest of your content. You don’t want to erase anything you have, but you will create a “hole” in your media for inserting a new piece.

✓ **Move** your playhead to the position where you wish to insert media on the timeline.

✓ **Look** at your tracks. Consider the “timing” of the tracks. If you insert a piece into one track, will it disrupt the synchronization of other tracks? For example, if you have separate video and narration tracks, will moving the video track alone mean that the audio will no longer match? If you want to preserve timing that already exists with tracks:
i) **Select** all tracks by **holding Ctrl and clicking** on each track.

![Image](image1.png)

ii) **Right-click** on one of the tracks and **select Group** from the menu. Your tracks should now be combined into a single track that includes a **Group** marker. These tracks can later be ungrouped, if needed, by right-clicking on the grouped track and selecting **Ungroup**. Keep your tracks grouped for now.

![Image](image2.png)

**Select** your grouped track.

**Click** on the **Split** button above the timeline. You should now have a split in the track at the position of the playhead. The track will now be in two pieces: **Group 1** and **Group 2** (or similar if you have more groups).

![Image](image3.png)
✓ **Import** a new piece of video from your computer using the **Import Media** button. There should be videos on your computer located in **Documents > Videos > Sample Videos**.

✓ With your playhead at the split of your grouped track, **insert** your new media. It should be added on a track above your grouped tracks.

✓ **Click** on the **Group 2** (or similar) track and **drag it forward** on the timeline so that the left side (start) of the **Group 2** track is aligned with the right side (end) of your newly inserted media.

✓ You have now inserted new media in the middle of your existing tracks. When you **preview** your movie, it should switch seamlessly between your tracks.

*(Continue on to next page)*
Stretch your Skill (optional) – Extending a frame

Description: Sometimes it is not necessary to add in new media if you need to make additions to your video. For example, while you were recording a PowerPoint presentation with narration, you may have forgotten to cover the last bullet on the slide before moving on. Instead of re-recording the slide with new audio, can simply record the extra audio using the **Voice Narration** tool in Camtasia and then extending the frame with your slide for the length of your extra narration.

□ **Step 1**

✓ **Move** the **playhead** to an area of a clip you wish to extend.

✓ **Ungroup** any tracks you may have still grouped from above. This exercise will not work with grouped tracks.

✓ **Right click** on the clip and **click** the **Extend Frame** option.

✓ The **Extend Frame** tool will appear. This tool allows you to extend the frame second-by-second using the arrows and you can type in seconds with partial seconds applied such as “1.5”. **Type your desired duration** or **click** the arrows to set the duration. Then, **click OK**.
If you wish to change the duration of the extended frame, right click within the frame area and then click Duration. Re-adjust the duration and click Ok.

### Stretch your Skill (optional) – Share video on Blackboard

**Complete your movie project**

- Once your video is completed, you can produce it so that it will be sharable through Kaltura on Blackboard. Note that you cannot share through Kaltura if you have included a quiz or any other interactive element in your video.

**Produce your movie project**

- Click the Produce and share button located near the top of your screen.

- This will open the Production Wizard.

- The Production Wizard has a drop-down menu where you can select your desired video type. Select MP4 only (480p is standard definition while 720p is high definition).

- With your video type selected, click Next. You will receive a pop-up warning if your video includes incompatible features such as quizzes or hotspots.
- **Type** in the name of your video.
- **Browse** to find the folder you wish to save your video in on your computer.
- Optional: Choose whether to see production results and to play your completed video after production has completed.
- **Click** Finish.
- You will see the Rendering Project status bar as your final video is created. Depending on the length of your video and the number of tracks you've used, this may take a while.

- Your video has now been produced into a usable format. The video file has been saved where you specified earlier.
Adding your video to your Blackboard course using Kaltura

- **Log in** to Blackboard (mycourses.purdue.edu) and enter the course that you want to add the video to.

- **Navigate** your course until you come to the Course Content page where you wish to add your video.

  - On the building toolbar, **click** on **Tools** to access a drop-down menu.

  - In the Tools drop-down menu, **click** on **Kaltura Media**.
- **Click** Add Media >> Upload Media or Record from Webcam in the upper right of the page.

- **Click** Browse.

- **Locate** the video on your computer or device.

- **Click** Open.

- **Click** Upload!

- A progress bar will appear. After it has reached 100% and the status is listed as **Done**, **click** Next.
A window will ask for **Title, Tags, and Description.** Providing detailed **Tags** and a **Description** may help with locating the video for future use, however you do not have to provide these fields and can instead just leave them blank.

**Click Next.**

✓ This will then bring the video into the **Create Mashup Item** page.

✓ **Click** into the **Title** text box and provide the name. This is the only required field. The following are optional:

i) “Description” – Adds additional text to this item that will display below the video.

ii) “Mashup Options” – Allows **Media Information** and **Show media description and tags** to be toggled on and off.

iii) “Attach or Link Content” – This allows you to attach files that will show as a link directly below the video. The students can then click on the link and download the file.

iv) “Options”- This allows you to set Date and Time restrictions on how long the video should be available, as well as tracking options. You need to **make sure** that you **select Yes** for **Permit Users to View the Content Item** if you want the video to be visible to your students.

After verifying the settings, **click Submit** at the bottom or top of the page. The video will now be released to the content area.