

What would you tell a new screencaster?

Key: larger, bolder items = more mentions

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general tips

hire an audio pro/studio use free tutorials & ask questions on user forums **be confident & just do it!** learn basic features of the software like start, pause, stop **get a good mic** have fun—inject humor and personality **get started, experiment, make mistakes** learn to use playlists & blog media rolls

content & planning

know your material cold supplement with written instructions, linked from the screencast
mix slides with screen video determine goals & category of screencast
plan out your screencast determine what to cover (content), then how to cover it (form)
cast use illustrations, diagrams, other visuals
keep screencast focused & short improvise!
do practice takes don't over practice
leave time for review & critique follow instructional theory best practices look to cinema for inspiration
create a script/storyboard use a webcam to show the speaker
use the effects in PPT or Keynote simple tutorials may not need audio
be visually interesting

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before recording

change screen/app resolution to match target size create and follow a pre-recording settings checklist close apps to free up memory
shut down anything that pops up or goes "bing!" clean off your desktop clear website browser history record a 10-second audio check
use large font that contrasts with background log into system as a user or student, not as admin or instructor turn on mouse highlight turn off/silence phones
find or build a quiet place to record beware of mic picking up computer, typing, chair noise keep a glass of water handy

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during recording

leave some space at the beginning of each clip record in small chunks/modules, join in editing capture only the important parts of screen **record video first, leaving “pauses”, then sync to audio** decide whether to record in chunks or one long take **record audio separately from video, using Audacity** take your time while recording speak in a conversational tone (no reading or rushing) when not talking, take your hand off the mouse after a verbal slip-up, leave silence—it’s easy to spot & edit on timeline **keep up a brisk visual pace—static is boring** don’t narrate every move on screen

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editing & production

create a custom thumbnail for the first frame
borrow sound effects & soundtracks from apps like iLife **add captions/subtitles for those viewing sans audio** don’t overuse transitions or zooms automate anything you can **edit to remove errors in audio or video**
enhance audio using built-in tools add good callouts & titles, paying attention to typography use music during title transitions adapt dimensions & file sizes for target viewers create screencast at two sizes so viewers can choose

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