

Screencasting 101

Don McAllister

July 2009
MacMania9

ScreenCasts**Online**

Don McAllister

Professional New Media Producer and Consultant

Host/Producer of **ScreenCastsONLINE**

<http://www.screencastsonline.com>

Mac Industry Pundit & Commentator

Mac Voices Podcast - UK & European View

Mac Roundtable Podcast - Geek Tech Podcast

The Mac Jury - Panel Discussions

MacBreak Weekly - Guest Panelist

International Speaker on Podcasting

Podcast and New Media Expo - L.A. 2007

Macworld - San Francisco 2008

New Media Expo - Las Vegas - 2008

Podcamp Barcelona - 2008

Authority on Podcast Monetisation

<http://www.podcast-monetiser.com>

Session Contents

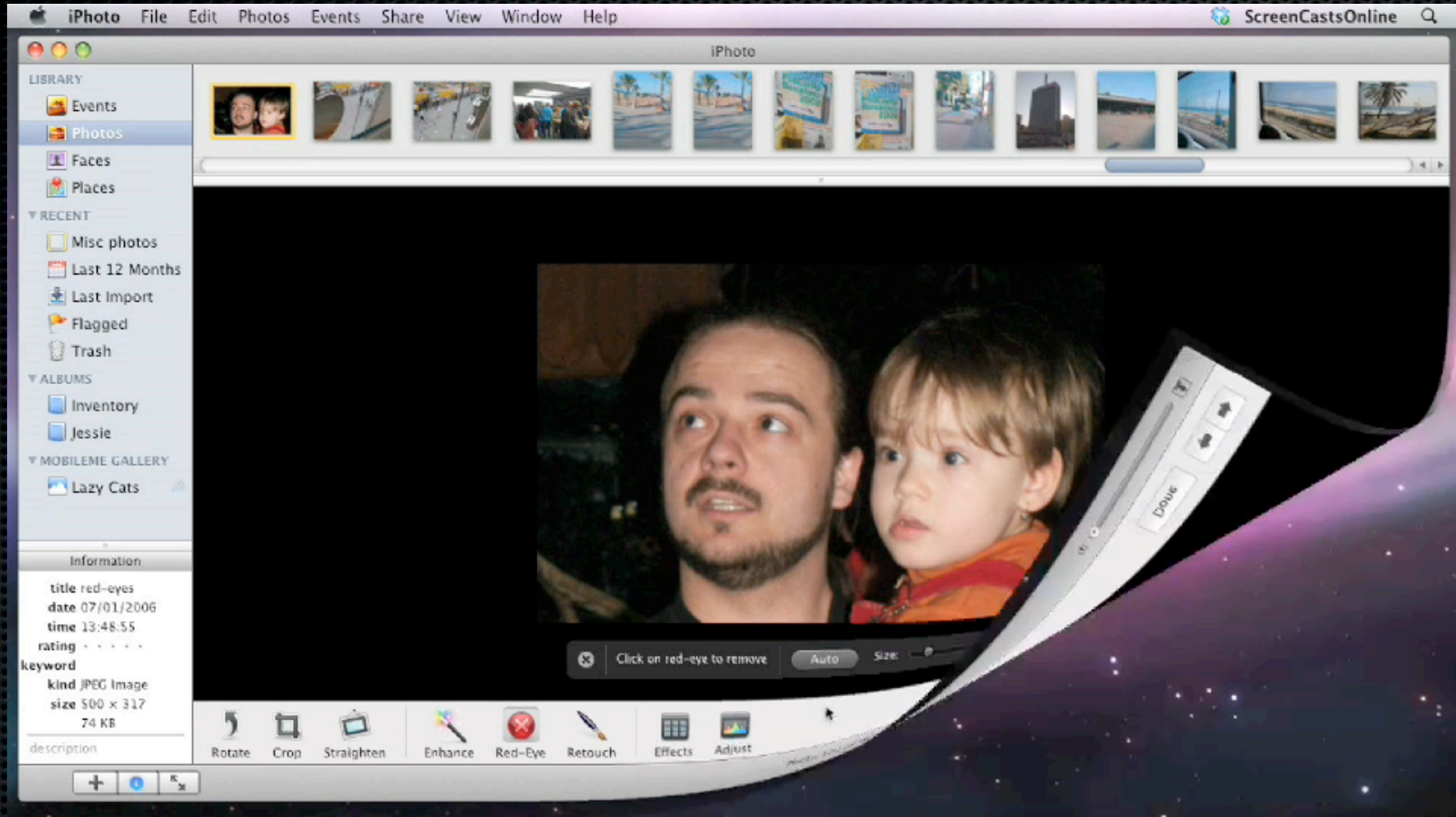
- ✦ What is ScreenCasting?
- ✦ Why ScreenCast?
- ✦ ScreenCasting Resources
- ✦ ScreenCasting Tools & Workflow
 - ✦ Jing & Jing Pro
 - ✦ ScreenFlow

What is a ScreenCast?

Non interactive video demonstration of software or web applications on a computer desktop accompanied by a spoken narration!

What is a ScreenCast?

**Example
ScreenCast Clip**



Why ScreenCast?

- ✦ Extremely effective teaching method
- ✦ Allows for visual (Spatial) learning to relay complex instructions easily
- ✦ Allows viewer to control the pace of learning and understand context
- ✦ More effective than a manual for some people

Why ScreenCast?

- ✦ Sharing hints & tips
- ✦ Aide memoir for you!
- ✦ Training - simple & complex
- ✦ Technical support
- ✦ Marketing tool

Typical Scenarios

Example ScreenCast Resources

- 4 - 5 hours full courses
- Mainly Professional Apps
- Streaming or DVD
- Monthly or Annual Subscriptions

Lynda.com

Example ScreenCast Resources

- 30 - 40 minute Tutorials - Apple, 3rd Party and Web
- Video Chapters & choice of resolution
- Download via iTunes or Web
- No DRM
- Free and Premium Content

ScreenCastsOnline.com

Example ScreenCast Resources

- **Video Seminars:** 30 - 40 minute streaming videos
- **Apple Tips:** 2 - 3 minutes via a podcast
- **Application Links:** iWork & iLife links

Apple.com

Example ScreenCast Resources

- ✦ **Smile on my Mac** - Product pages
- ✦ **Pixelmator** - Video Page via WebSite
- ✦ **Vector Designer** - Subscribe via iTunes
- ✦ **MacHeist** - 15 Applications - 1 minute each

Adoption by App Developers

ScreenCasting Tools & Workflow

ScreenCasting Tools

Recording or Capturing

- ✦ Mac Software
 - ✦ Snapz Pro X
 - ✦ iShowU & iShowU HD
 - ✦ Jing & Jing Pro
 - ✦ ScreenFlow



Jing & Jing Pro

Recording or Capturing



Jing Pro vs Free Version Feature Comparison

Free Version	Jing Pro (\$14.95/year)
Screen Capture & Editing (in PNG format)	
5 Minutes of Screen Recording	
Screencast.com "Free Account"—2GB of storage/bandwidth for online sharing	
SWF Video	SWF or MPEG-4 Video
	Unbranded Videos
	Share Instantly to YouTube
	Recording from Webcam

Jing & Jing Pro

Recording or Capturing

Live Demo



Jing & Jing Pro

Recording or Capturing

Live Demo



ScreenFlow

Recording or Capturing

- ScreenFlow Capture
 - Always captures the entire screen but can trim in editing
 - Generates Video and Audio Tracks
 - Allows for capture of Webcam
 - Super quick to save in “screenflow” format



ScreenFlow

Recording or Capturing

Live Demo

Including capturing tips



ScreenFlow

Editing & Post Production

- ✦ ScreenFlow Editing
 - ✦ All editing done in timeline
 - ✦ Add effects during post production
 - ✦ Mouse cursor highlighting and zoom
 - ✦ Video zoom and pans
 - ✦ New! Add titles in ScreenFlow



ScreenFlow

Editing & Post Production

Live Demo



ScreenFlow

Encoding

- ✦ ScreenFlow Encoding
 - ✦ Presets
 - ✦ Codecs
 - ✦ Scaling
 - ✦ Motion Blur
 - ✦ Chapter marks



ScreenFlow

Encoding

Live Demo



Pro ScreenCasting

Editing & Post Production

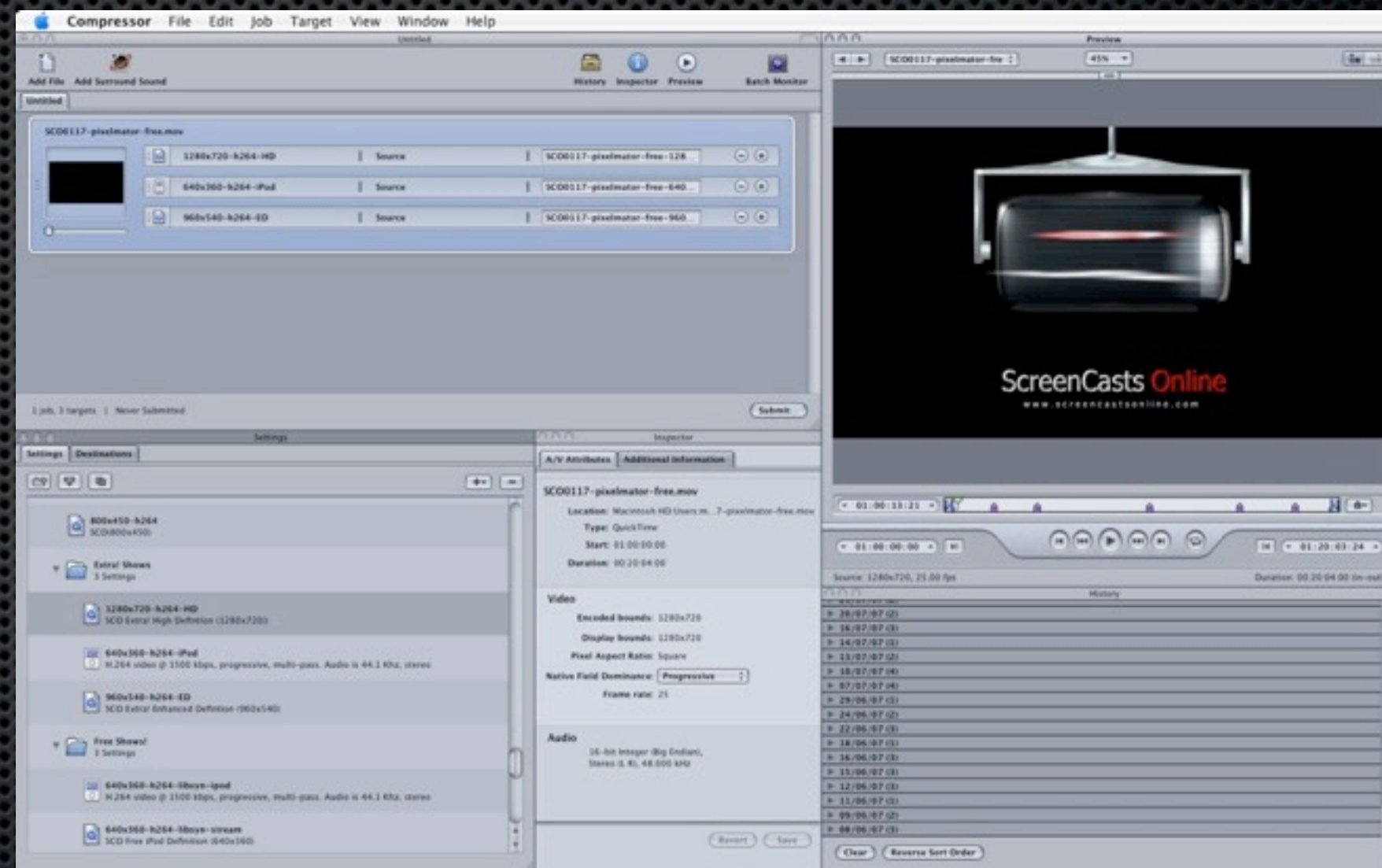
Final Cut Pro

- ✦ Can use customised settings so will accept virtually any resolution or codec
- ✦ Multi Layer Video and Audio Tracks
- ✦ Final Cut Studio also includes Motion & Compressor

Pro ScreenCasting

Encoding

- ✦ Compressor
 - ✦ Part of FC Studio
 - ✦ Supports Multicores
 - ✦ Presets & droplets
 - ✦ Multiple Jobs
 - ✦ Batch processing
 - ✦ Distributed encoding



ScreenCasting Tools

Editing & Post Production



ScreenCasting Tools

Encoding

- ✦ So what values to use to reduce the file size
 - ✦ H.264 codec
 - ✦ Frame Rate: 12 - 15 fps (as low as 5fps)
 - ✦ Resolution - Reduce in multiples:
 - ✦ 1280x720, 960x540, 640x360, 320x180
 - ✦ Data Rate : Automatic or experiment
 - ✦ Quality: Medium to Best

4.4GB

Warning - Apple presets make huge files!

ScreenCasting Tools

Distribution

- ✦ You have content - normal podcasting workflow kicks in!
- ✦ Personally.....
 - ✦ **Website:** SiteGround for Hosting, Rapidweaver
 - ✦ **Media File Hosting:** Libsyn - Unlimited bandwidth
 - ✦ **RSS Feed Creation:** Feeder - Multiple Feeds
 - ✦ **Membership Management:** aMember
 - ✦ **Payment System:** PayPal

Any Questions?

Contact Details

Don McAllister

screencastsonline@gmail.com

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Just pass me your business card or email me

Any Questions?