

# Producing Professional Screencasts



Jim Rea • ProVUE Development • <http://www.provue.com>





# Multiply Your Audience





# Multiply Your Audience



15,000 visitors (20 years)





# Multiply Your Audience



15,000 visitors (20 years)



50,000 visitors (5 years)





**Don't be boring!**



# Don't be boring!



- Include narration



# Don't be boring!



- Include narration
- Avoid dead air



# INSPECTOR PANEL





# Multi Take Workflow



- Scripted in advance



# Multi Take Workflow



- Scripted in advance
- Actions recorded as discrete units



# Multi Take Workflow



- Scripted in advance
- Actions recorded as discrete units
- Narration and video recorded separately



# Multi Take Workflow



- Scripted in advance
- Actions recorded as discrete units
- Narration and video recorded separately
- Assembled in post production



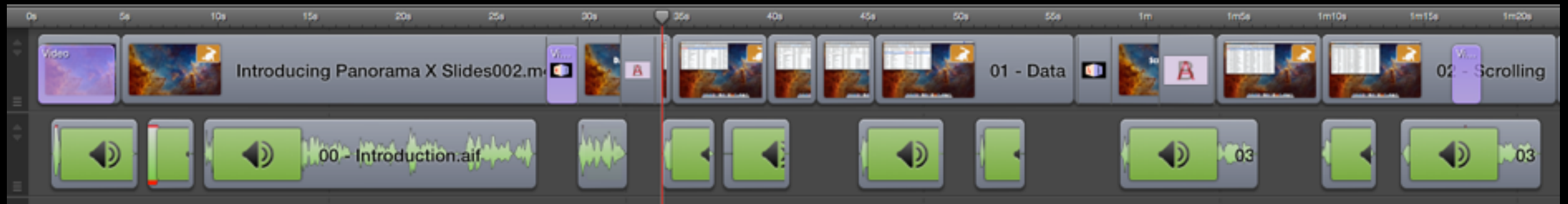
# Benefits



- More professional finished product



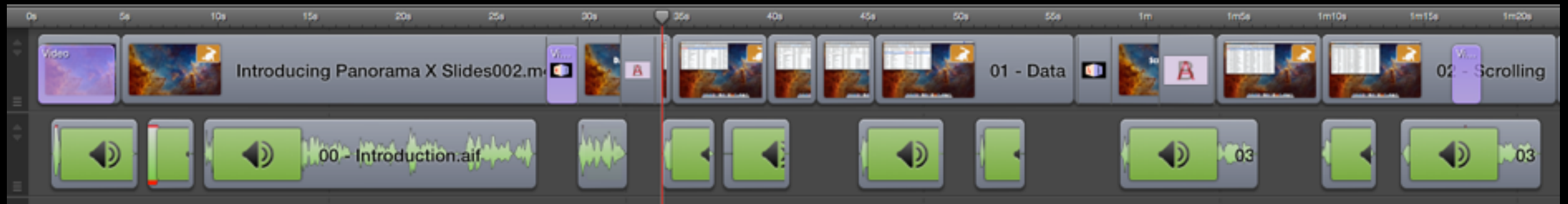
# Benefits



- More professional finished product
- Regulate pace to hold viewer's attention



# Benefits



- More professional finished product
- Regulate pace to hold viewer's attention
- Eliminate "performance anxiety"



Tools



# ScreenFlow



- Records screen and/or camera
- Records microphone & computer audio
- Video and audio timeline editing
- Video effects
  - Specialized VFX for screencasts
  - Pan/Zoom/Opacity
  - Click Effects
  - Mouse or Freehand Callouts
  - Annotations

\$99.95

[www.telestream.net](http://www.telestream.net)

# Camtasia



- Very similar to ScreenFlow
- Released on PC in 2002
- Released on Mac in 2009

\$99.95

[www.techsmith.com](http://www.techsmith.com)



# Keynote



- Easily create gorgeous presentations
- Cinema-quality animations
- some other stuff...

(but you already have it, right?) \$19.95

[www.apple.com](http://www.apple.com)

# Backdrop



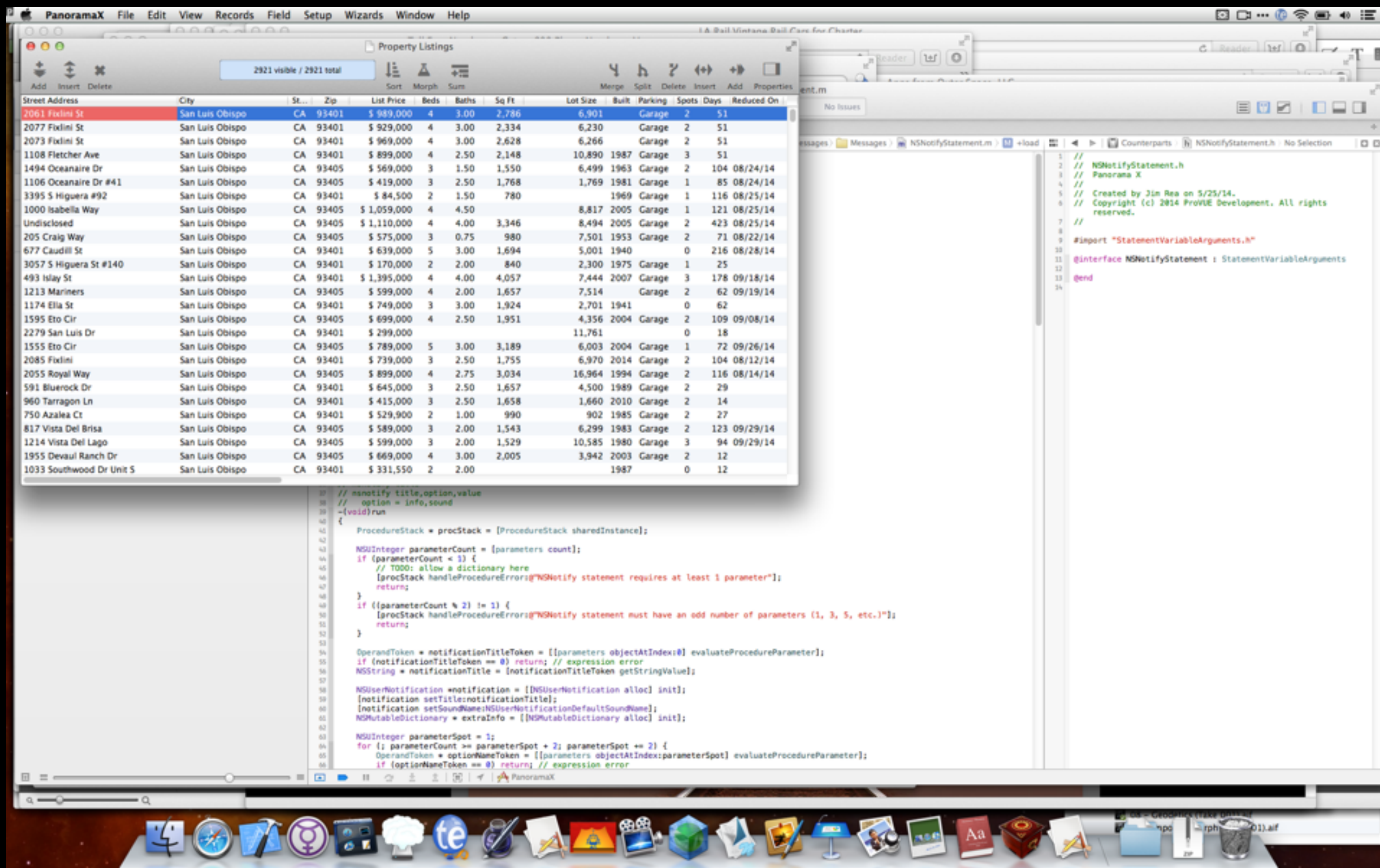
- Hides background windows
- Displays color or image



\$0 (free)

[appsfromouterspace.com/backdrop/](https://appsfromouterspace.com/backdrop/)







Mac OS X desktop environment with a space-themed wallpaper. A window titled "Property Listings" is open, displaying a table of real estate data. The table has 14 columns: Street Address, City, St..., Zip, List Price, Beds, Baths, Sq ft, Lot Size, Built, Parking, Spots, Days, and Reduced On. The first row is highlighted in red. The dock at the bottom contains various application icons, and a "Downloads" folder is visible on the right side of the dock.

Mac OS X Desktop Environment

Window: Property Listings

2921 visible / 2921 total

Street Address	City	St...	Zip	List Price	Beds	Baths	Sq ft	Lot Size	Built	Parking	Spots	Days	Reduced On
2061 Fixlini St	San Luis Obispo	CA	93401	\$ 989,000	4	3.00	2,786	6,901		Garage	2	51	
2077 Fixlini St	San Luis Obispo	CA	93401	\$ 929,000	4	3.00	2,334	6,230		Garage	2	51	
2073 Fixlini St	San Luis Obispo	CA	93401	\$ 969,000	4	3.00	2,628	6,266		Garage	2	51	
1108 Fletcher Ave	San Luis Obispo	CA	93401	\$ 899,000	4	2.50	2,148	10,890	1987	Garage	3	51	
1494 Oceanaire Dr	San Luis Obispo	CA	93405	\$ 569,000	3	1.50	1,550	6,499	1963	Garage	2	104	08/24/14
1106 Oceanaire Dr #41	San Luis Obispo	CA	93405	\$ 419,000	3	2.50	1,768	1,769	1981	Garage	1	85	08/24/14
3395 S Higuera #92	San Luis Obispo	CA	93401	\$ 84,500	2	1.50	780		1969	Garage	1	116	08/25/14
1000 Isabella Way	San Luis Obispo	CA	93405	\$ 1,059,000	4	4.50		8,817	2005	Garage	1	121	08/25/14
Undisclosed	San Luis Obispo	CA	93405	\$ 1,110,000	4	4.00	3,346	8,494	2005	Garage	2	423	08/25/14
205 Craig Way	San Luis Obispo	CA	93405	\$ 575,000	3	0.75	980	7,501	1953	Garage	2	71	08/22/14
677 Caudill St	San Luis Obispo	CA	93401	\$ 639,000	5	3.00	1,694	5,001	1940		0	216	08/28/14
3057 S Higuera St #140	San Luis Obispo	CA	93401	\$ 170,000	2	2.00	840	2,300	1975	Garage	1	25	
493 Islay St	San Luis Obispo	CA	93401	\$ 1,395,000	4	4.00	4,057	7,444	2007	Garage	3	178	09/18/14
1213 Mariners	San Luis Obispo	CA	93405	\$ 599,000	4	2.00	1,657	7,514		Garage	2	62	09/19/14
1174 Ella St	San Luis Obispo	CA	93401	\$ 749,000	3	3.00	1,924	2,701	1941		0	62	
1595 Eto Cir	San Luis Obispo	CA	93405	\$ 699,000	4	2.50	1,951	4,356	2004	Garage	2	109	09/08/14
2279 San Luis Dr	San Luis Obispo	CA	93401	\$ 299,000				11,761			0	18	
1555 Eto Cir	San Luis Obispo	CA	93405	\$ 789,000	5	3.00	3,189	6,003	2004	Garage	1	72	09/26/14
2085 Fixlini	San Luis Obispo	CA	93401	\$ 739,000	3	2.50	1,755	6,970	2014	Garage	2	104	08/12/14
2055 Royal Way	San Luis Obispo	CA	93405	\$ 899,000	4	2.75	3,034	16,964	1994	Garage	2	116	08/14/14
591 Bluerock Dr	San Luis Obispo	CA	93401	\$ 645,000	3	2.50	1,657	4,500	1989	Garage	2	29	
960 Tarragon Ln	San Luis Obispo	CA	93401	\$ 415,000	3	2.50	1,658	1,660	2010	Garage	2	14	
750 Azalea Ct	San Luis Obispo	CA	93401	\$ 529,900	2	1.00	990	902	1985	Garage	2	27	
817 Vista Del Brisa	San Luis Obispo	CA	93405	\$ 589,000	3	2.00	1,543	6,299	1983	Garage	2	123	09/29/14
1214 Vista Del Lago	San Luis Obispo	CA	93405	\$ 599,000	3	2.00	1,529	10,585	1980	Garage	3	94	09/29/14
1955 Devaul Ranch Dr	San Luis Obispo	CA	93405	\$ 669,000	4	3.00	2,005	3,942	2003	Garage	2	12	
1033 Southwood Dr Unit 5	San Luis Obispo	CA	93401	\$ 331,550	2	2.00			1987		0	12	

Dock: Downloads, various application icons (Finder, Safari, Mail, etc.)



# Bartender



- Organizes menu bar apps
  - Hide
  - Rearrange Order
  - Move to *Bartender's Bar*

\$15

[www.macbartender.com](http://www.macbartender.com)

# Docks



- Save dock configurations
  - Easily switch between saved configurations

\$10

No Longer Available 🥲



# Air Display



- Use iPad as a second screen



\$10

[www.avatron.com](http://www.avatron.com)

# Sound Studio



- Record audio
- Edit audio in timeline
- Adjust levels and EQ
- Apply digital effects



\$29.95

[feltp.com](http://feltp.com)



# Microphone



Samson C01U  
w/Shock Mount



On Stage Stands MS7701B Tripod  
Boom Microphone Stand

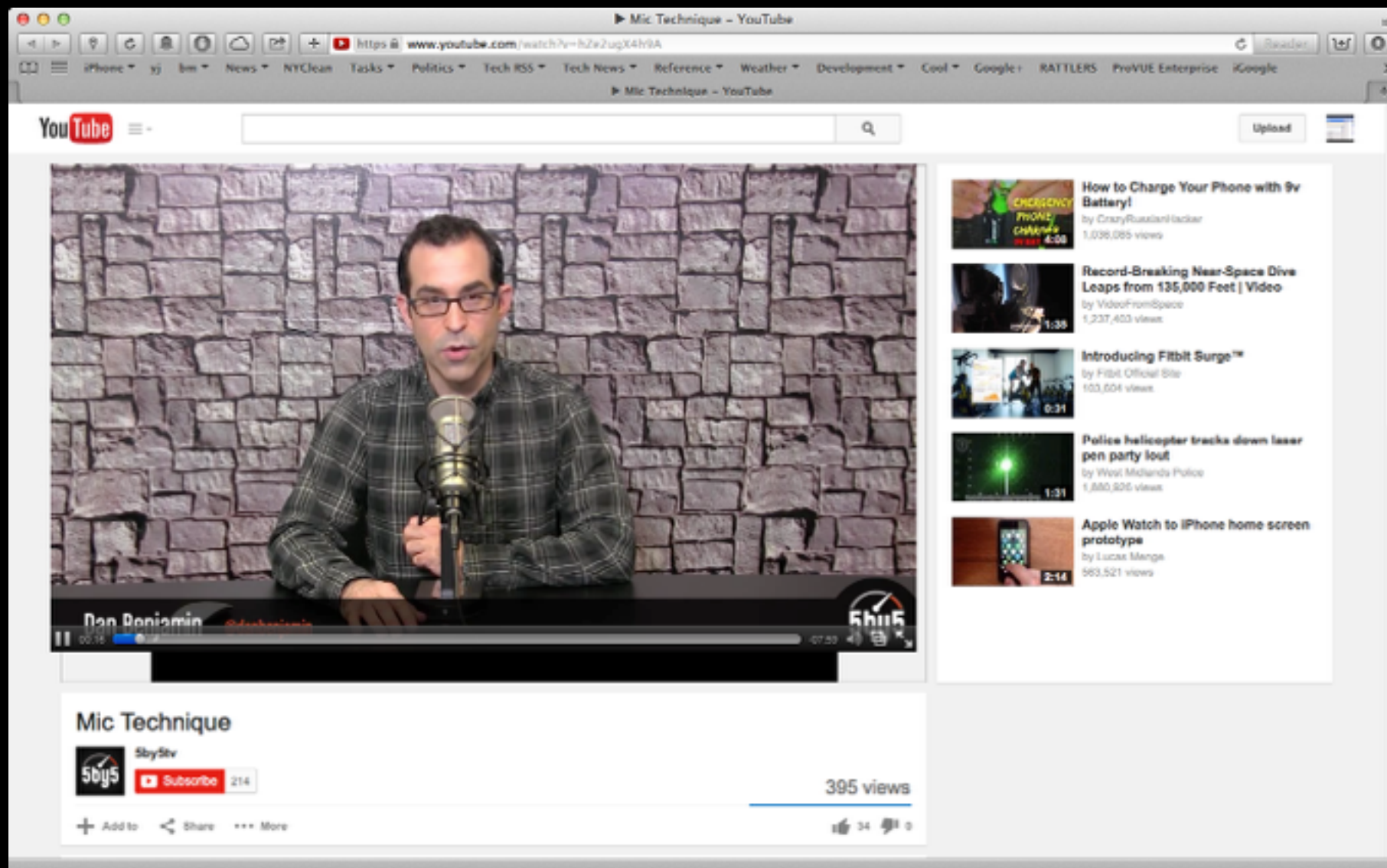


Nady MPF-6 6-Inch Clamp  
On Microphone Pop Filter

\$137

[www.amazon.com](http://www.amazon.com)

# Microphone Technique



[www.youtube.com/watch?v=hZe2ugX4h9A](http://www.youtube.com/watch?v=hZe2ugX4h9A)  
<http://www.podcastinghandbook.co>

# Workflow Phases

1. Preparation
2. Recording
3. Editing (Post Production)



# Preparation

# Preparation

1. Create Demo Documents

# Preparation

1. Create Demo Documents
2. Write Script



# Script Components

## 1. Scene

# Script Components

1. Scene

2. Narration

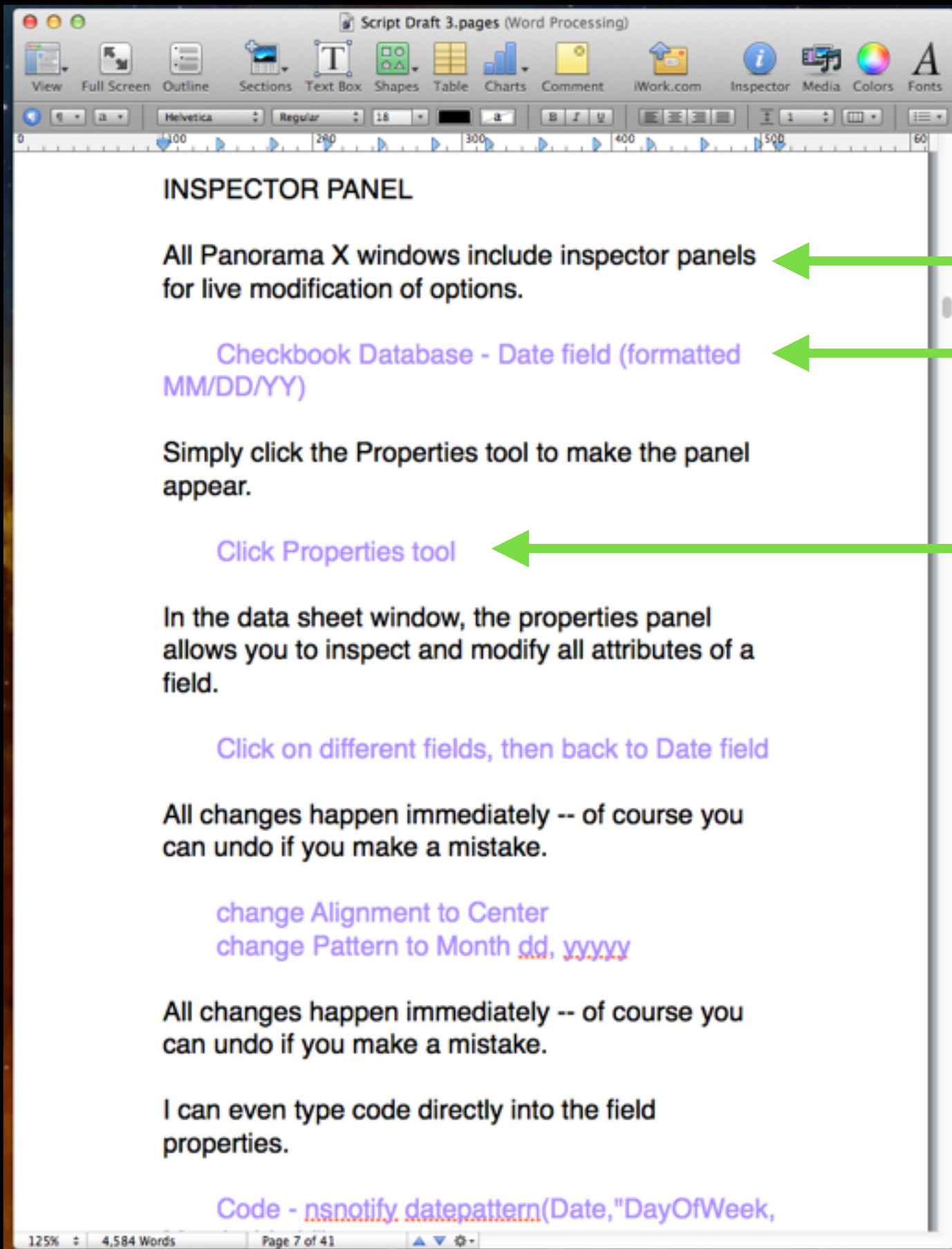
# Script Components

1. Scene

2. Narration

3. Actions





Narration

Scene

Action

# Recording



# Audio





# Recording Narration

1. Record each segment of narration separately, with a gap in between.



# Recording Narration

1. R

separately, with a gap in between.

2. If you make a mistake, just pause,  
then start that segment over.

# Recording Narration

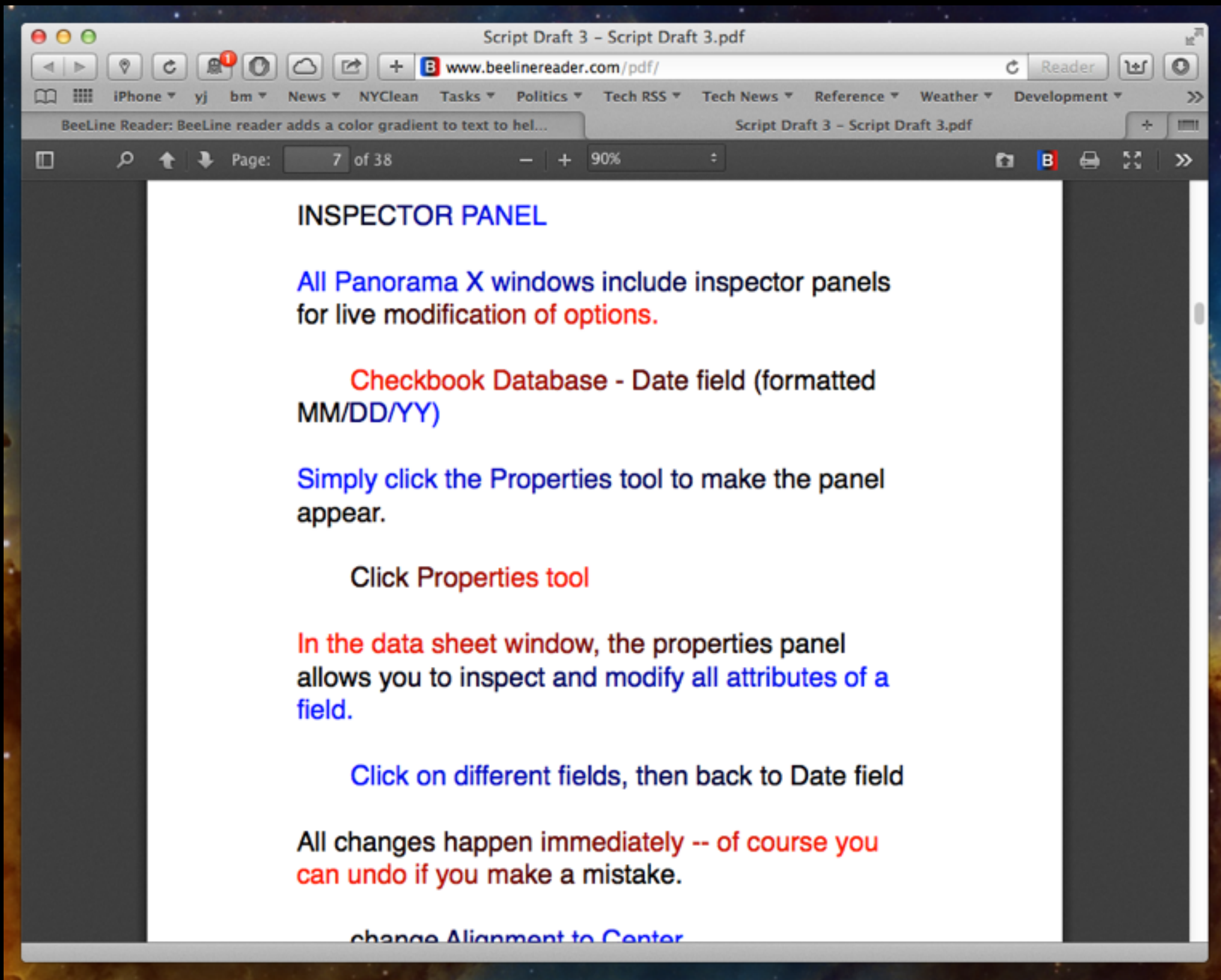
1. R

separately, with a gap in between.

2. If you make a mistake, just pause,  
then start that segment over

3. When you have to scroll the script,  
just pause for however long it takes





<http://www.beelinereader.com/pdf/>

# Recording Video





*Initial scene*

*Record*

*No clock*

*Do not disturb*



*Backdrop*

*Script*

# Recording Tips

1. No rush. Don't worry about timing.



# Recording Tips

1. No rush.

2. Smooth.

# Recording Tips

1. No rush.
2. Smooth.
3. Pause mouse at interesting spots.

Records Field Setup Action Wizards

Goto

Add New Record

Insert Record

Delete Record

Delete Multiple

Search

Sort

Analyze

Checkbook — Edited



Sort



Morph



Sum

Memo

Delete Selected

Delete Unselected

Delete All

Deposit

Deposit

Deposit

Deposit

Deposit

Deposit

# Titles





Title Slides.key — Edited

View

Zoom50%

Add Slide

Play

Table

Chart

Text

Shape

Media

Comment

Share

Tips

Format

Animate

Document

Slides

Inspector Panel

# INSPECTOR PANEL

- *Field Name*
- *Data Type*
- *Alignment*
- *Data Entry Options*

Build In

Action

Build Out

 **Sparkle**

ChangePreview ▶

Duration & Direction

0.90 s

→ Left to Right

Order

5

Delivery

All at Once

Build Order



# INSPECTOR PANEL





animate tool

The screenshot displays the Keynote application window titled "Title Slides.key". The top toolbar includes icons for Table, Chart, Text, Shape, Media, Comment, Share, and Tips. The main slide features a cosmic background with the text "INSPECTOR PANEL" and a bulleted list: "• Field Name", "• Data Type", "• Alignment", and "• Data Entry Options". The "Inspector Panel" on the right is active, showing the "Sparkle" animation settings. The "Animate" button in the top toolbar is highlighted by an arrow from the text "animate tool".

Table Chart Text Shape Media Comment Share Tips

Format Animate Document

Build In Action Build Out

Sparkle

Change Preview ▶

Duration & Direction

0.90 s

→ Left to Right

Order 5

Delivery

All at Once

Build Order

# *Build In* Animations

Sparkle

Twirl

Flash Bulbs

Fly In

Flame

Compress

Skid



# *Action* Animations

Move

Scale

Rotate

Opacity

# *Build Out* Animations

Sparkle

Twirl

Flash Bulbs

Fall Apart

Fly Out

Vanish

Skid

Title Slides.key

Table Chart Text Shape Media Comment Share Tips Format Animate Document

# INSPECTOR PANEL

- *Field Name*
- *Data Type*
- *Alignment*
- *Data Entry Options*

**Sparkle** Change Preview ▶

**Duration & Direction**

0.90 s

→ Left to Right

**Order** 5

**Delivery** All at Once

Build Order

build order



# At Once

Sparkle

Twirl

Flash Bulbs

Fall Apart

Fly Out

Vanish

Skid

Build In

Action

Build Out

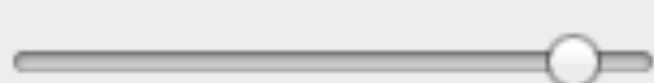


## Scale

Change

Preview ▶

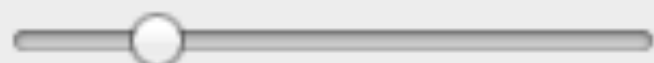
### Duration



40.00 s



### Scale



200%



### Size

3938 pt



Width

2531 pt



Height

### Acceleration

Ease In



## Build Order

1	pasted-image.tif	Scale
2	pasted-image.tif	Move
3	pasted-image.tif	Rotate
4	pasted-image.tif	Opacity
5	• Field Name	Sparkle
6	• Data Type	Sparkle
7	• Alignment	Sparkle
8	• Data Entry Opt...	Sparkle

### Start

After Transition



### Delay

0 s



Preview ▶

Format Animate Document

Build In

Action

Build Out



## Move

Change

Preview ▶

### Duration

40.00 s

### Position

-1172 pt

X

-797 pt

Y

### Acceleration

Ease In

### Order

2

## Build Order

- |   |                     |         |
|---|---------------------|---------|
| 1 | pasted-image.tif    | Scale   |
| 2 | pasted-image.tif    | Move    |
| 3 | pasted-image.tif    | Rotate  |
| 4 | pasted-image.tif    | Opacity |
| 5 | • Field Name        | Sparkle |
| 6 | • Data Type         | Sparkle |
| 7 | • Alignment         | Sparkle |
| 8 | • Data Entry Opt... | Sparkle |




### Start

With Build 1

### Delay

0 s

Preview ▶




Format   Animate   Document

Build In

Action

Build Out



# Rotate

Change   Preview ▶

Duration

40.00 s

▲▼

↻

 Clockwise   ▲▼

Angle & Rotation

11°

▲▼

Angle

0

▲▼

Rotations

Acceleration

Ease In   ▲▼

Build Order

1	pasted-image.tif	Scale
2	pasted-image.tif	Move
3	pasted-image.tif	Rotate
4	pasted-image.tif	Opacity
5	• Field Name	Sparkle
6	• Data Type	Sparkle
7	• Alignment	Sparkle
8	• Data Entry Opt...	Sparkle

Start




With Build 1   ▲▼

Delay

0 s   ▲▼

Preview ▶






Format   Animate   Document

Build In

Action

Build Out



**Opacity**

Change   Preview ▶

Duration

40.00 s

▲▼

Opacity

20%

▲▼

Acceleration

Ease In

▲▼

Order

4

▲▼

Build Order

1   pasted-image.tif   Scale

2   pasted-image.tif   Move

3   pasted-image.tif   Rotate

4   pasted-image.tif   Opacity

5   • Field Name   Sparkle

6   • Data Type   Sparkle

7   • Alignment   Sparkle

8   • Data Entry Opt...   Sparkle

Start

With Build 1




▲▼

Delay

0 s

▲▼

Preview ▶




Format   Animate   Document

Build In

Action

Build Out



**Sparkle**

Change

Preview ▶

Duration & Direction

0.90 s

▲▼

→ Left to Right ▲▼

Order

5 ▲▼

Delivery

All at Once ▲▼

Build Order

1

pasted-image.tif

Scale

2

pasted-image.tif

Move

3

pasted-image.tif

Rotate

4

pasted-image.tif

Opacity

5

• Field Name

Sparkle

6

• Data Type

Sparkle

7

• Alignment

Sparkle

8

• Data Entry Opt...

Sparkle




Start

With Build 1 ▲▼

Delay

0.40 s ▲▼

Preview ▶




Format   Animate   Document

Build In

Action

Build Out



**Sparkle**

Change

Preview ▶

Duration & Direction

0.90 s

▲▼

→ Left to Right ▲▼

Order

6 ▲▼

Delivery

All at Once ▲▼

Build Order

1	pasted-image.tif	Scale
2	pasted-image.tif	Move
3	pasted-image.tif	Rotate
4	pasted-image.tif	Opacity
5	• Field Name	Sparkle
6	• Data Type	Sparkle
7	• Alignment	Sparkle
8	• Data Entry Opt...	Sparkle




Start

After Build 5 ▲▼

Delay

0.30 s ▲▼

Preview ▶




Format   Animate   Document

Build In

Action

Build Out



# Sparkle

Change   Preview ▶

## Duration & Direction

0.90 s

▲▼

→ Left to Right   ▲▼

Order

7   ▲▼

## Delivery

All at Once   ▲▼

Build Order

1	pasted-image.tif	Scale
2	pasted-image.tif	Move
3	pasted-image.tif	Rotate
4	pasted-image.tif	Opacity
5	• Field Name	Sparkle
6	• Data Type	Sparkle
7	• Alignment	Sparkle
8	• Data Entry Opt...	Sparkle

Start




After Build 6   ▲▼

Delay

0.30 s   ▲▼

Preview ▶






Format   Animate   Document

Build In

Action

Build Out



# Sparkle

Change   Preview ▶

## Duration & Direction

0.90 s

▲▼

→ Left to Right   ▲▼

Order

8   ▲▼

## Delivery

All at Once   ▲▼

Build Order

1	pasted-image.tif	Scale
2	pasted-image.tif	Move
3	pasted-image.tif	Rotate
4	pasted-image.tif	Opacity
5	• Field Name	Sparkle
6	• Data Type	Sparkle
7	• Alignment	Sparkle
8	• Data Entry Opt...	Sparkle

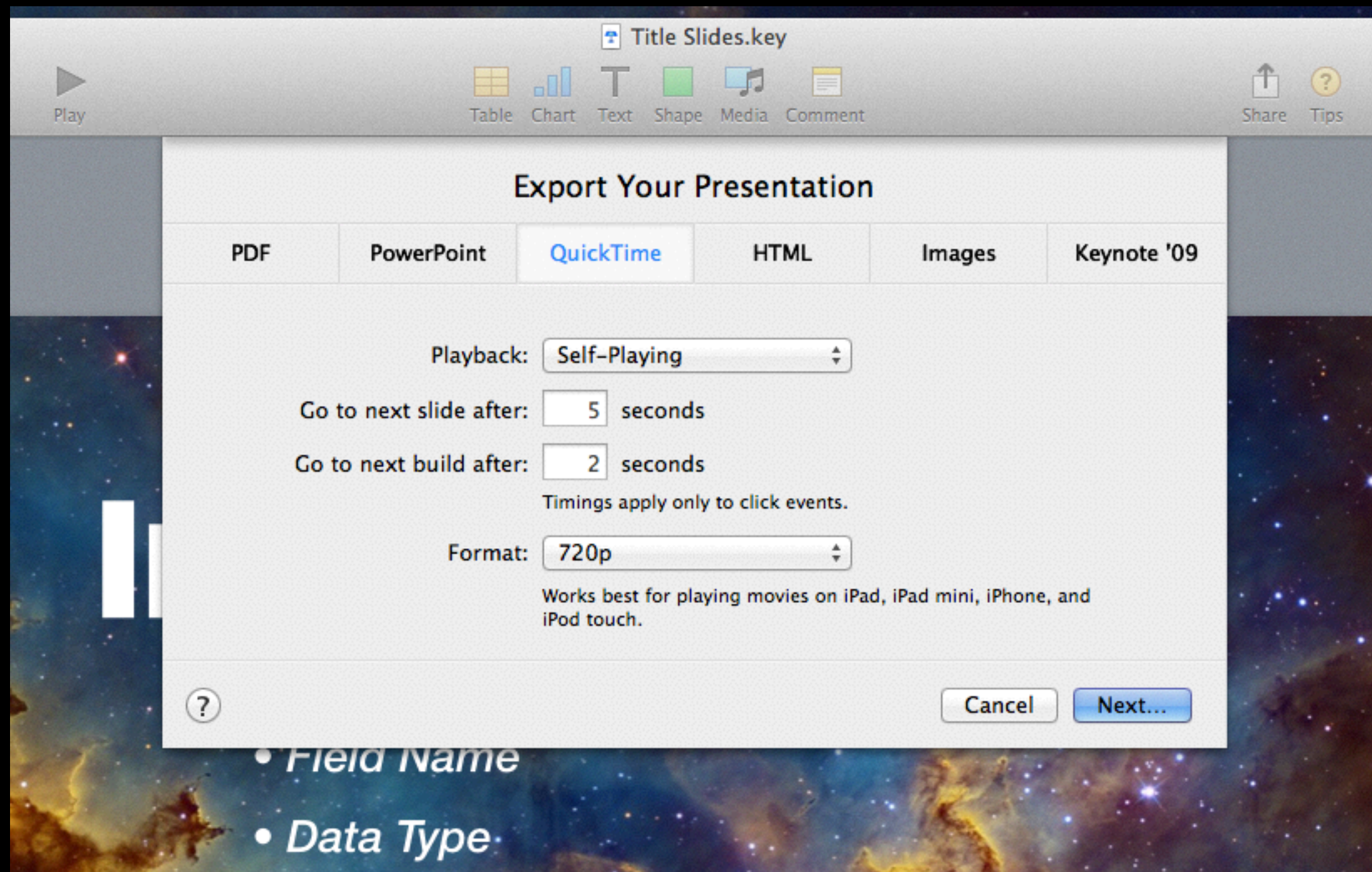
Start

After Build 7   ▲▼

Delay

0.30 s   ▲▼

Preview ▶

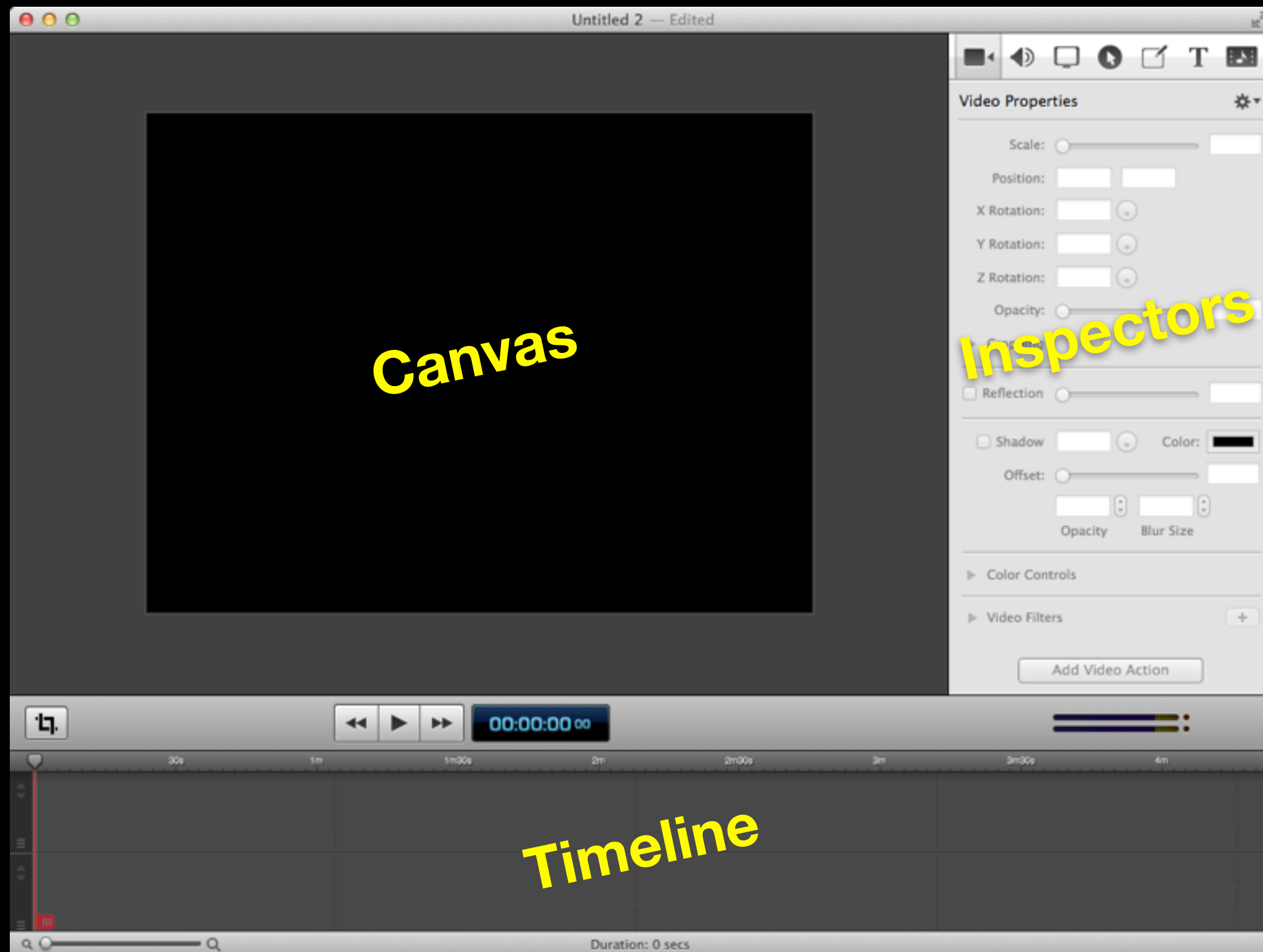




# Post Production

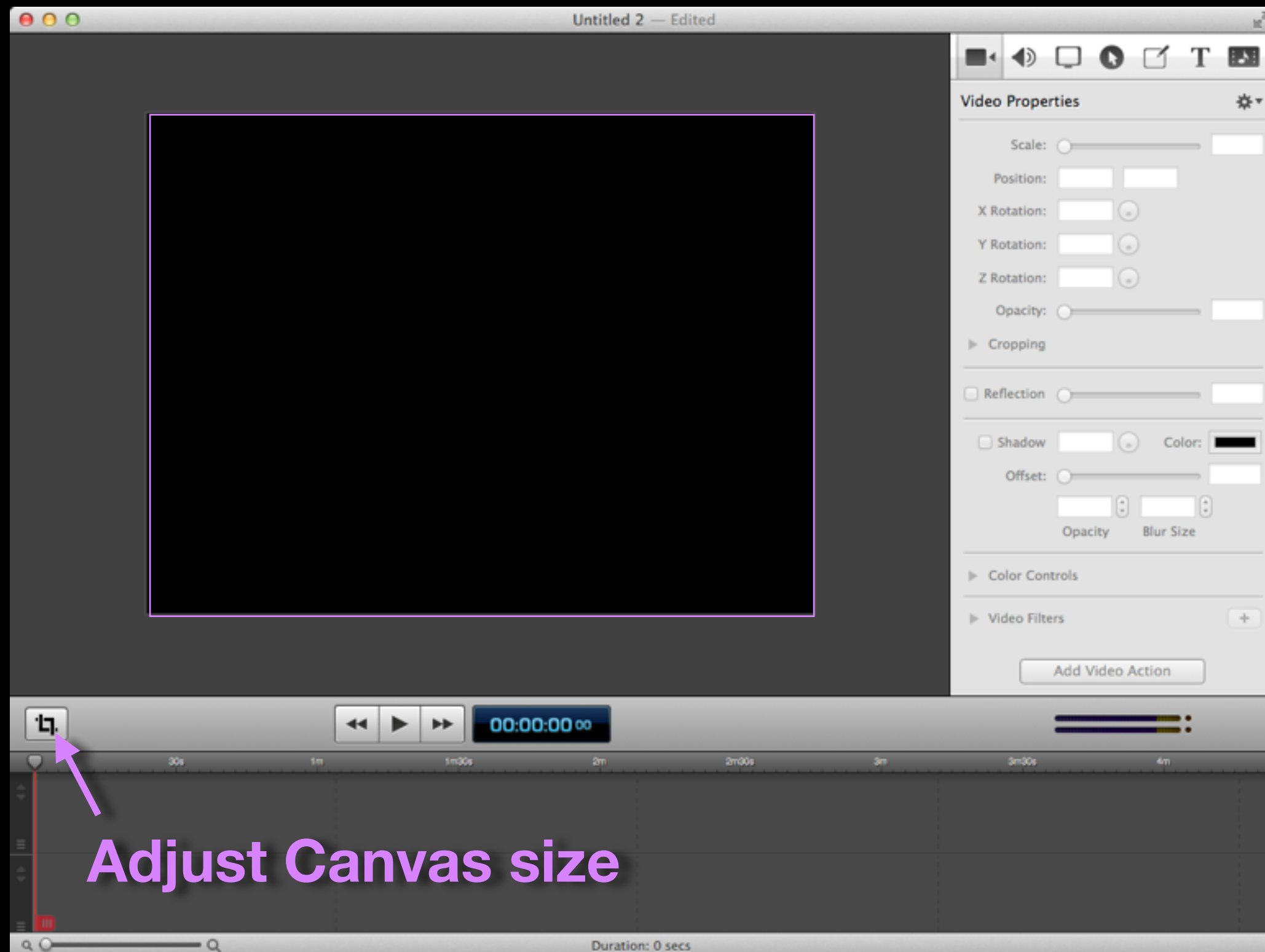


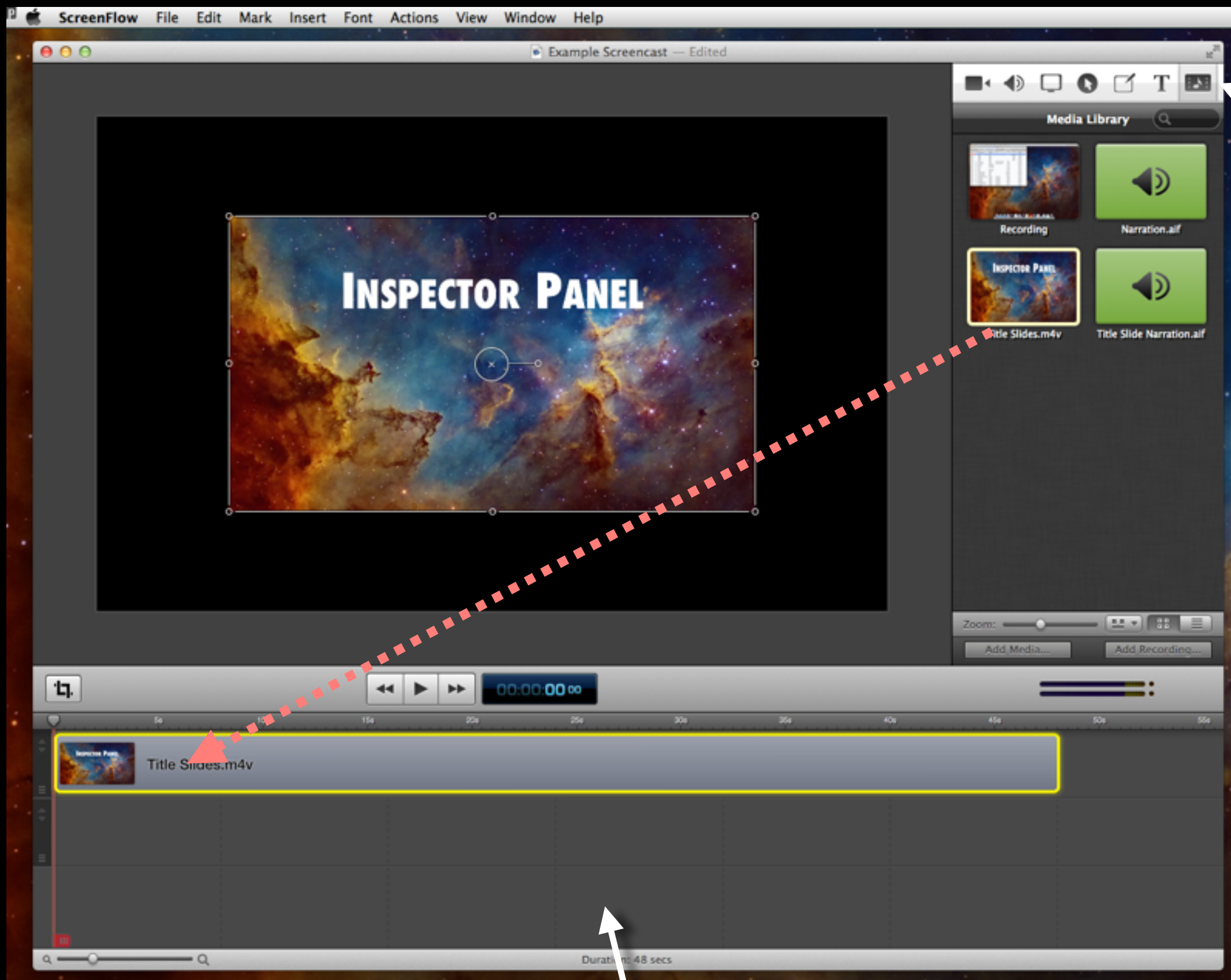
# ScreenFlow





# ScreenFlow





**Media Library**

**Timeline**

# Video Properties

The screenshot displays a video editing application window titled "Example Screencast — Edited". The main workspace shows a video frame with a cosmic background and the text "INSPECTOR PANEL" in large white letters. Four red dashed arrows point from the corners of the text towards the center. A small circular handle with a crosshair is visible on the text. To the right, the "Video Properties" panel is open, showing various settings. A white arrow points from the "Video Properties" title to the main window, and another white arrow points from the word "Scale" to the "Scale" slider. The "Scale" slider is set to 167%. Below it, "Position" is set to 0, and "X Rotation", "Y Rotation", and "Z Rotation" are all set to 0°. "Opacity" is set to 100%. The "Cropping" section is expanded, showing "Reflection" at 30%, "Shadow" at -45°, "Color" as black, "Offset" at 40, "Opacity" at 75%, and "Blur Size" at 4. The "Color Controls" and "Video Filters" sections are also visible. At the bottom, there is a timeline with a playhead at 00:00:00.00 and a video preview window showing a thumbnail of the video.

Example Screencast — Edited

INSPECTOR PANEL

Video Properties

Scale: 167%

Position: 0 0

X Rotation: 0°

Y Rotation: 0°

Z Rotation: 0°

Opacity: 100%

Cropping

Reflection: 30%

Shadow: -45° Color: Black

Offset: 40

Opacity: 75% Blur Size: 4

Color Controls

Video Filters

Add Video Action

00:00:00.00

Title Slides.m4v



# INSPECTOR PANEL

• *Field Name*

Timeline  
Scrubber



00:00:03 19

0s 2s 4s 6s 8s 10s 12s 14s 16s 18s 20s 22s 24s 26s



Title Slides.m4v

Duration: 48 secs



# INSPECTOR PANEL

- *Field Name*

Show Clip Inspector...

Nest Clips

⌘ ⌘ N

Unnest Clips

Rename Clip

Cut

⌘ X

Copy

⌘ C

Paste

⌘ V

Paste Properties



Split Clip

Detach Audio

Add Freeze Frame

⌘ ⌘ F

Lock Clip

⌘ ⌘ L

Group

⌘ G

Ungroup

⌘ U

Add Starting Transition

⌘ ⌘ ,

Add Ending Transition

⌘ ⌘ .



0s 2s



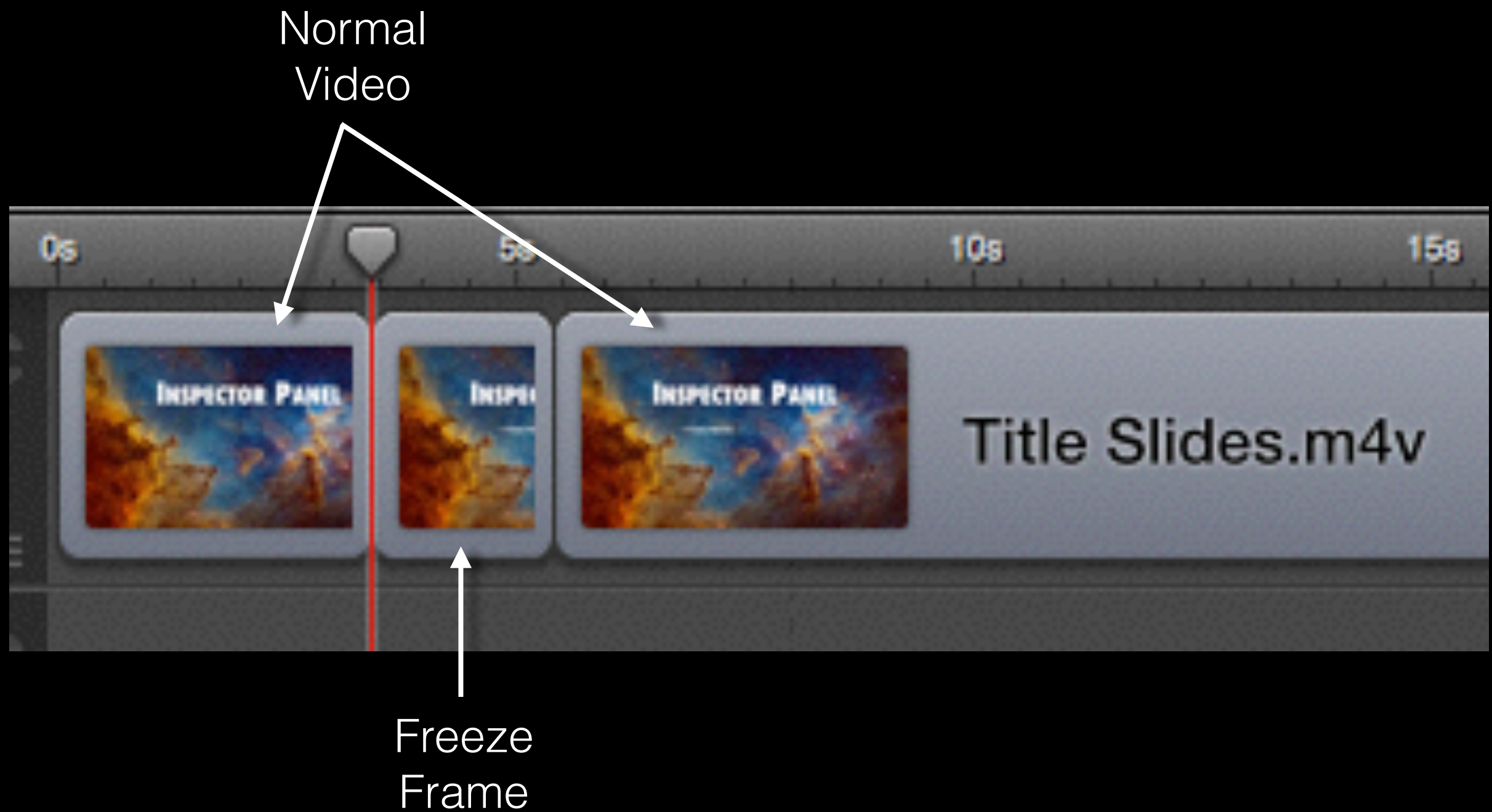
Title

03 19

18s 20s 22s 24s 26s

Duration: 48 secs

# Inserting a Freeze Frame



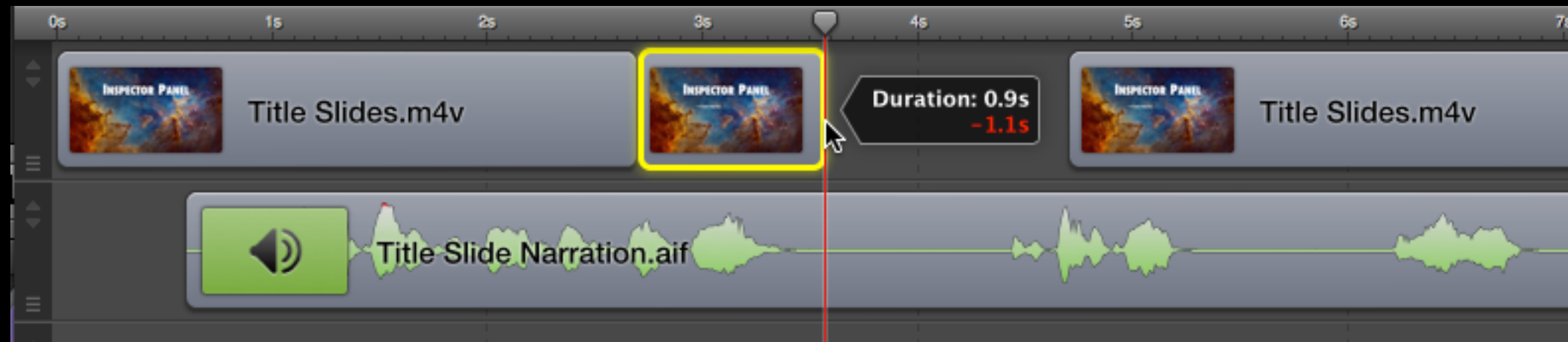
# Synchronizing Narration



1. Drag audio into timeline

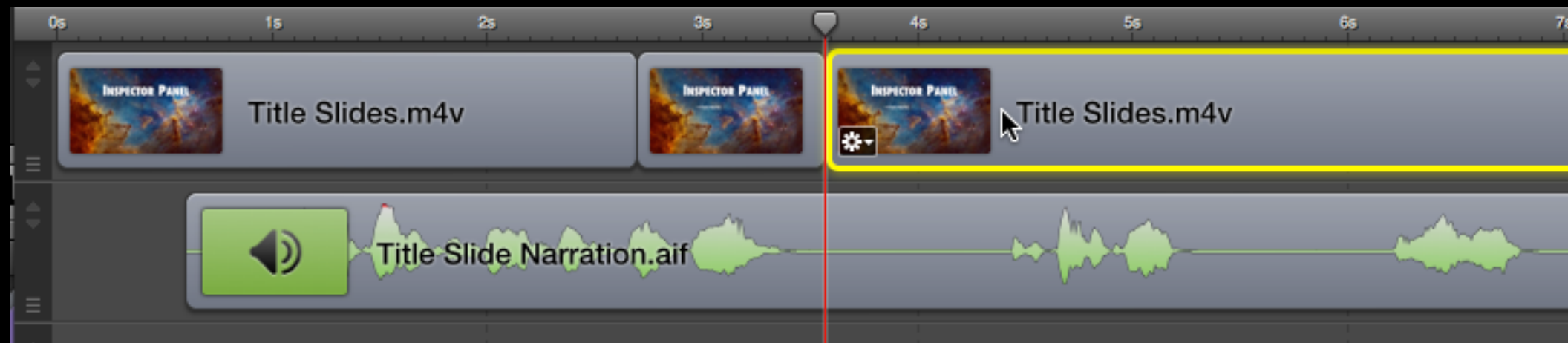


# Synchronizing Narration



1. Drag audio into timeline
2. Adjust duration of freeze frame

# Synchronizing Narration



1. Drag audio into timeline
2. Adjust duration of freeze frame
3. Slide remaining video into place

# Synchronizing Narration



1. Drag audio into timeline
2. Adjust duration of freeze frame
3. Slide remaining video into place
4. Split audio after phrase



# Synchronizing Narration



1. Drag audio into timeline
2. Adjust duration of freeze frame
3. Slide remaining video into place
4. Split audio after phrase, remove silence

# Synchronizing Narration



1. Drag audio into timeline
2. Adjust duration of freeze frame
3. Slide remaining video into place
4. Split audio after phrase, remove silence
5. Rinse and repeat

# Synchronized Narration





# Title/Screencast Transition

## INSPECTOR PANEL

- *Field Name*
- *Data Type*
- *Alignment*
- *Data Entry Options*

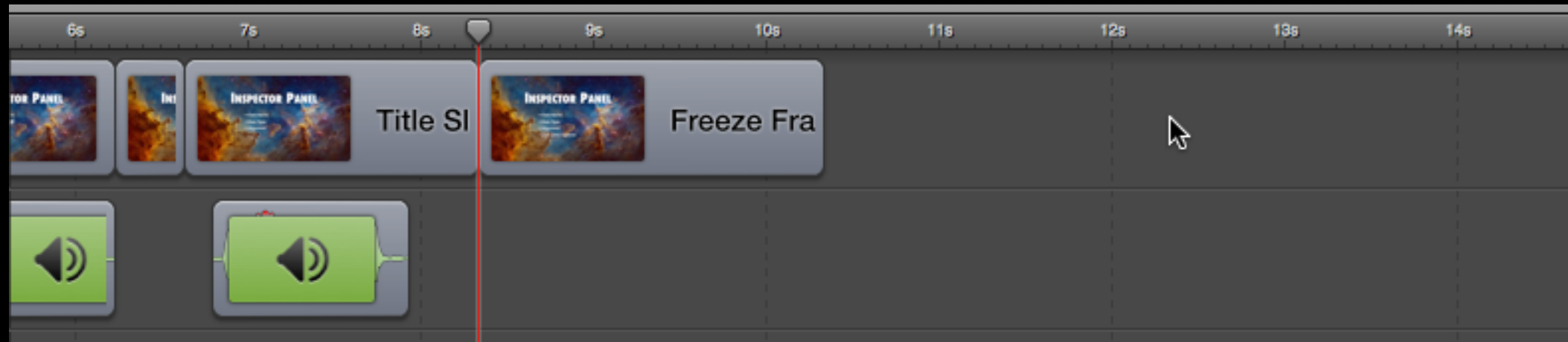


# Title/Screencast Transition



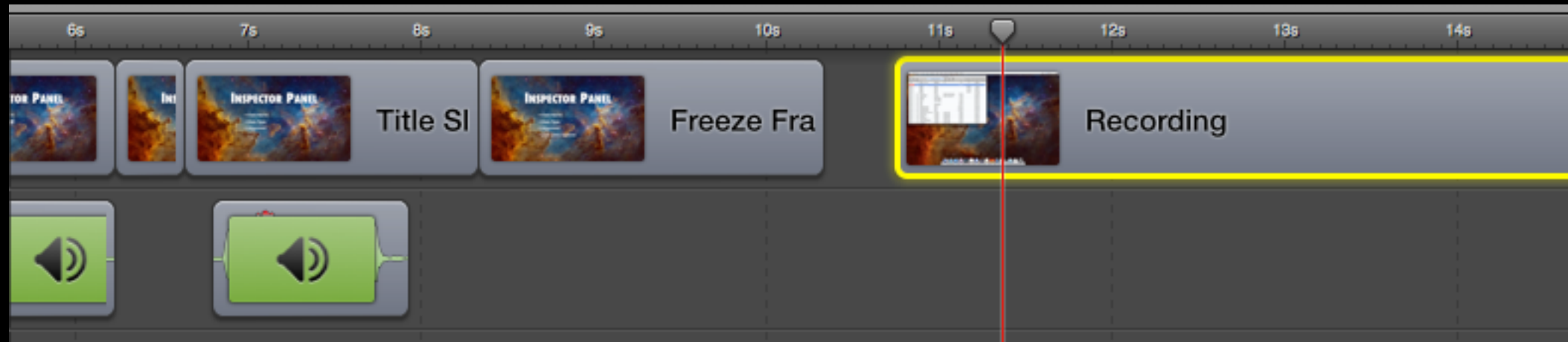
1. Insert Freeze Frame at end of Title

# Title/Screencast Transition



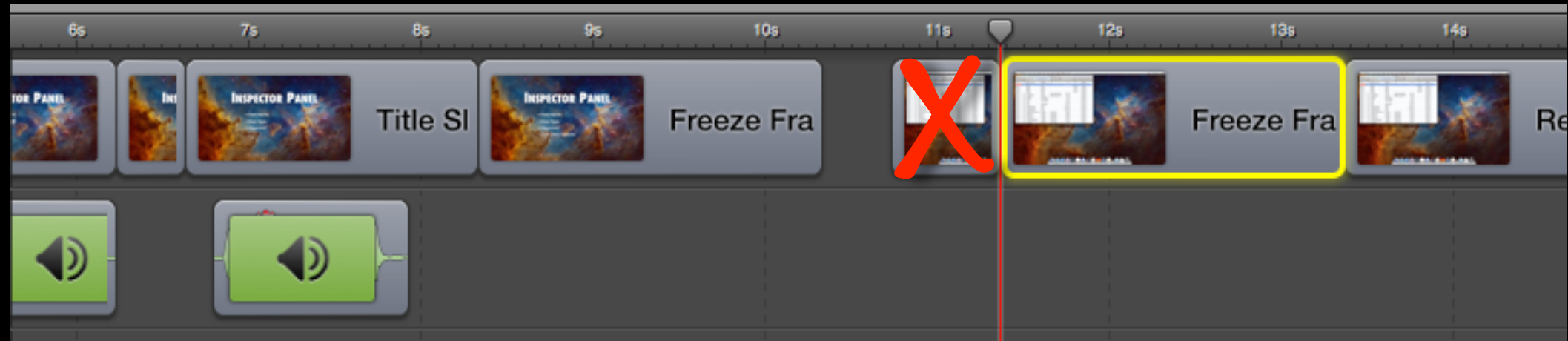
1. Insert Freeze Frame at end of Title
2. Discard extra unused title video

# Title/Screencast Transition



1. Insert Freeze Frame at end of Title
2. Discard unused title video
3. Drag screencast recording into timeline

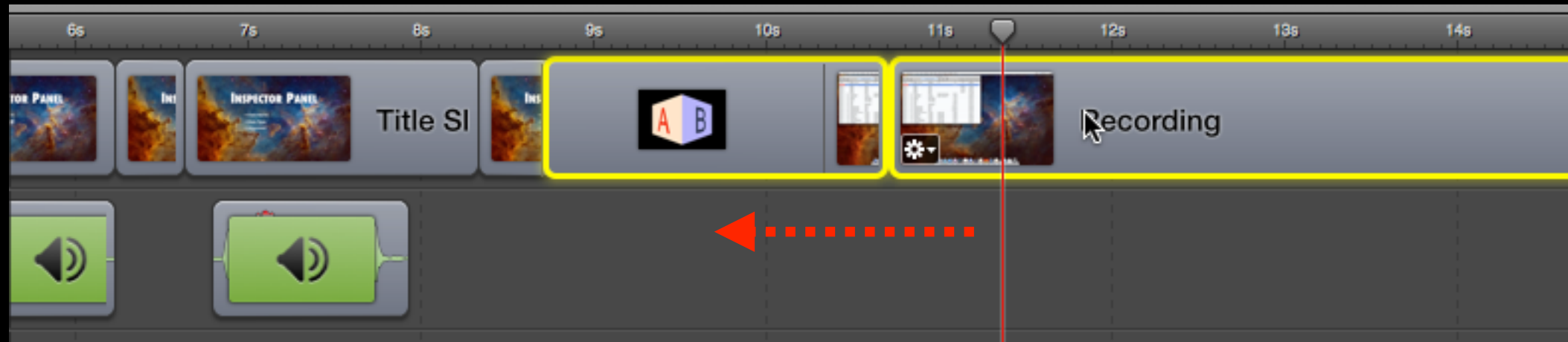
# Title/Screencast Transition



1. Insert Freeze Frame at end of Title
2. Discard unused title video
3. Drag screencast recording into timeline
4. Insert freeze frame into screencast

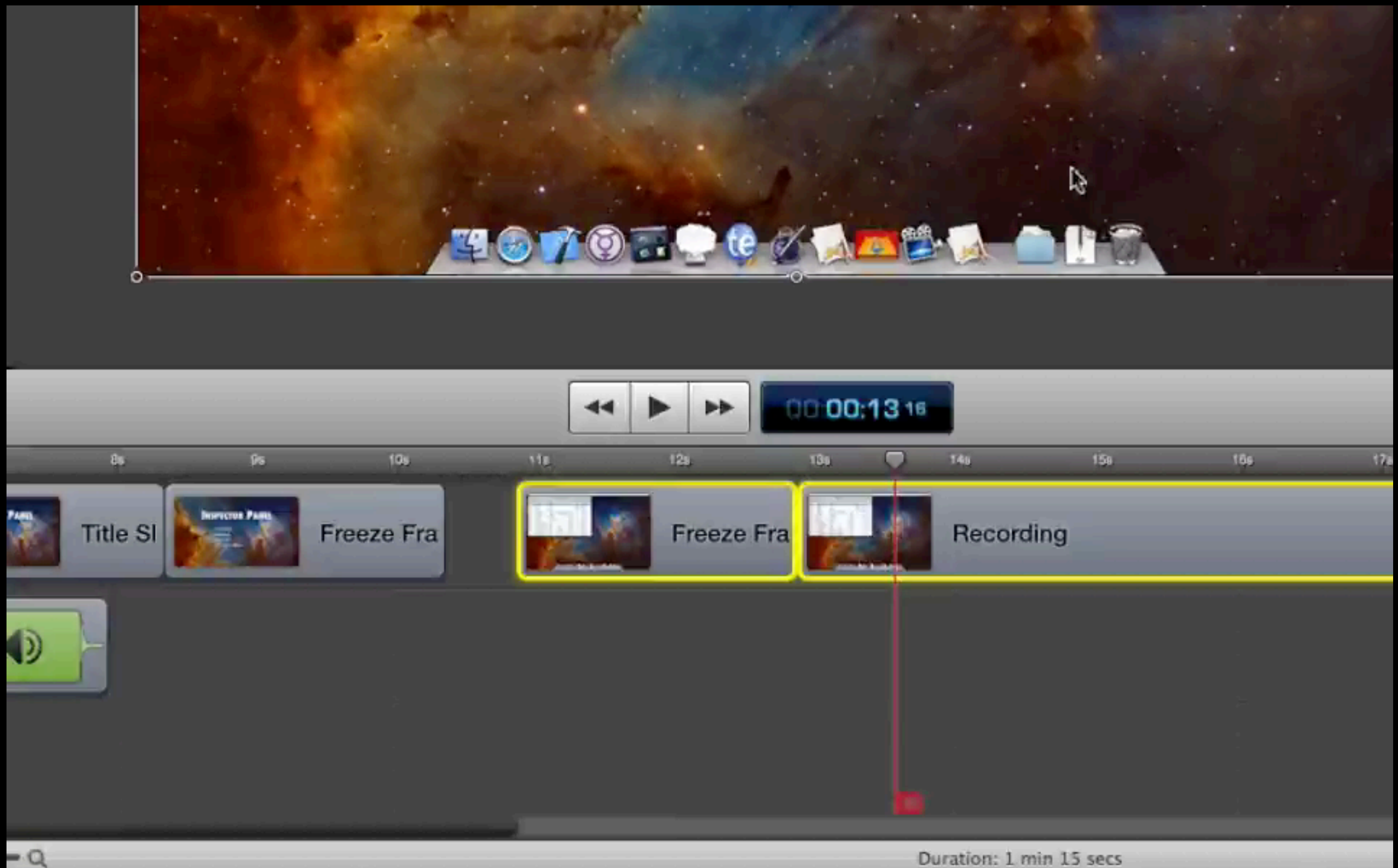


# Title/Screencast Transition

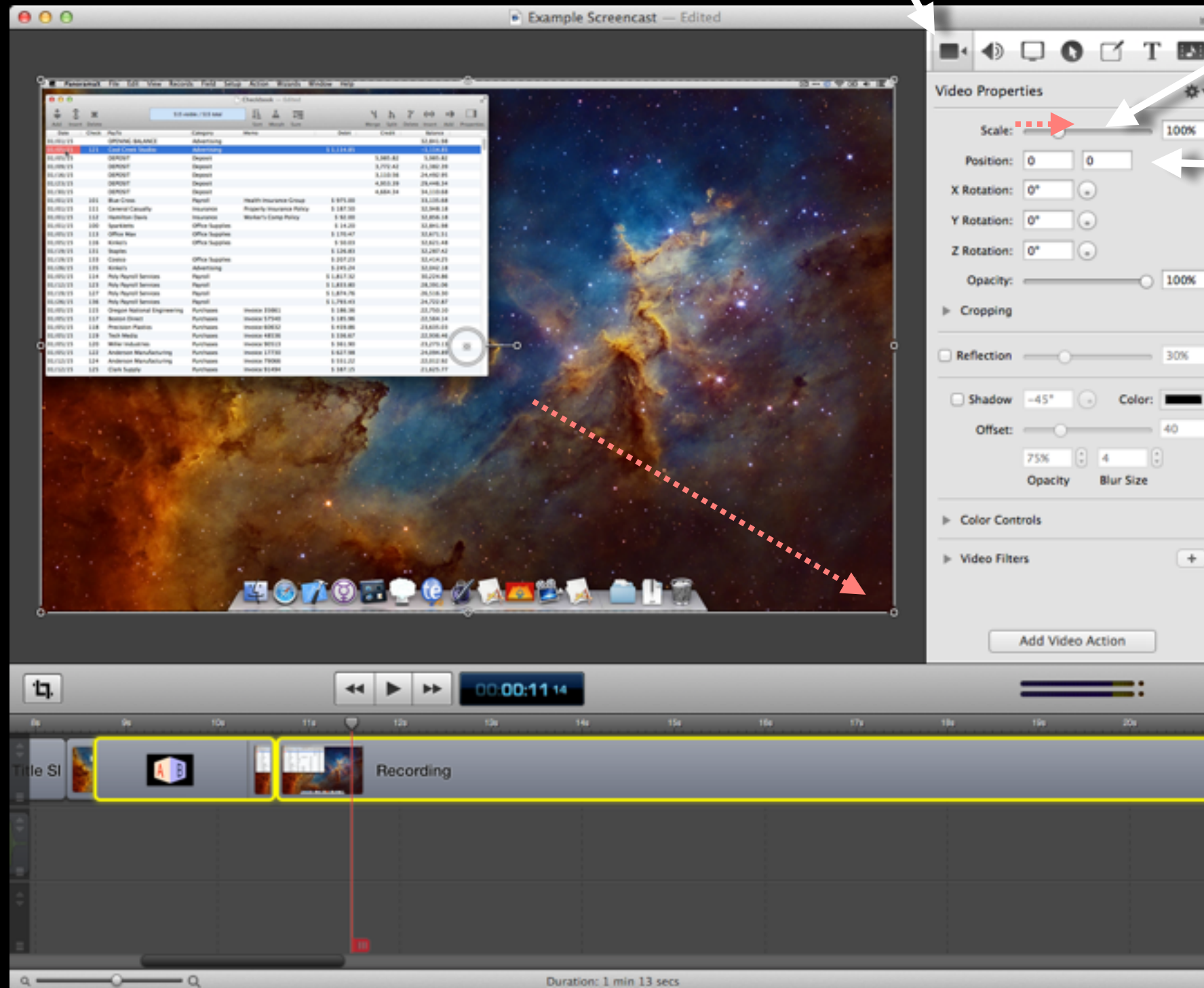


1. Insert Freeze Frame at end of Title
2. Discard unused title video
3. Drag screencast recording into timeline
4. Insert freeze frame into screencast
5. Push screencast into title freeze frame

# Title/Screencast Transition



# Video Properties



Scale

Position

# Video Properties

The screenshot displays a video editing application window titled "Example Screencast - Edited". The main preview area shows a spreadsheet from "PanoramaX" with columns for Date, Check, PayTo, Category, Memo, Debit, Credit, and Balance. The spreadsheet contains financial data for various transactions. A red dashed line with an arrow points from the "Scale" property in the Video Properties panel to the spreadsheet content. Another red dashed line with an arrow points from the "Position" property to a specific cell in the spreadsheet. The Video Properties panel on the right includes settings for Scale (175%), Position (720, -450), X Rotation (0°), Y Rotation (0°), Z Rotation (0°), Opacity (100%), Cropping, Reflection (30%), Shadow (-45°, 40), Offset (75%, 4), and Color Controls. The bottom of the interface shows a timeline with a "Recording" button and a duration of 1 min 13 secs.

Date	Check	PayTo	Category	Memo	Debit	Credit	Balance
01/01/15		OPENING BALANCE	Advertising				32,841.98
01/05/15	121	Cool Creek Studio	Advertising		\$ 1,114.85		-1,114.85
01/05/15		DEPOSIT	Deposit			5,985.82	5,985.82
01/09/15		DEPOSIT	Deposit			3,772.42	21,382.39
01/16/15		DEPOSIT	Deposit			3,110.56	24,492.95
01/23/15		DEPOSIT	Deposit			4,953.39	29,446.34
01/30/15		DEPOSIT	Deposit			4,664.34	34,110.68
01/01/15	101	Blue Cross	Payroll	Health Insurance Group	\$ 975.00		33,135.68
01/01/15	111	General Casualty	Insurance	Property Insurance Policy	\$ 187.50		32,948.18
01/01/15	112	Hamilton Davis	Insurance	Worker's Comp Policy	\$ 92.00		32,856.18
01/01/15	100	Sparklelts	Office Supplies		\$ 14.20		32,841.98
01/05/15	113	Office Max	Office Supplies		\$ 170.47		32,671.51
01/05/15	116	Kinko's	Office Supplies		\$ 50.03		32,621.48
01/19/15	131	Staples			\$ 126.83		32,287.42
01/19/15	133	Costco	Office Supplies		\$ 207.23		32,414.25
01/26/15	135	Kinko's	Advertising		\$ 245.24		32,042.18
01/05/15	114	Poly Payroll Services	Payroll		\$ 1,810.32		30,224.86
01/12/15	123	Poly Payroll Services	Payroll		\$ 1,833.80		28,391.06
01/19/15	127	Poly Payroll Services	Payroll		\$ 1,874.76		26,516.30
01/26/15	136	Poly Payroll Services	Payroll		\$ 1,793.43		24,722.87
01/05/15	115	Oregon National Engineering	Purchases	Invoice 35661	\$ 186.36		22,750.10
01/05/15	117	Boston Direct	Purchases	Invoice 57540	\$ 185.96		22,564.14
01/05/15	118	Precision Plastics	Purchases	Invoice 60632	\$ 459.86		22,104.28
01/05/15	119	Tech Media	Purchases	Invoice 48536	\$ 336.67		21,767.61
01/05/15	120	Miller Industries	Purchases	Invoice 90513	\$ 361.90		21,405.71
01/05/15	122	Anderson Manufacturing	Purchases	Invoice 17730	\$ 627.98		20,777.73
01/12/15	124	Anderson Manufacturing	Purchases	Invoice 79066	\$ 551.22		20,226.51
01/12/15	125	Clark Supply	Purchases	Invoice 91494	\$ 387.15		19,839.36

Scale

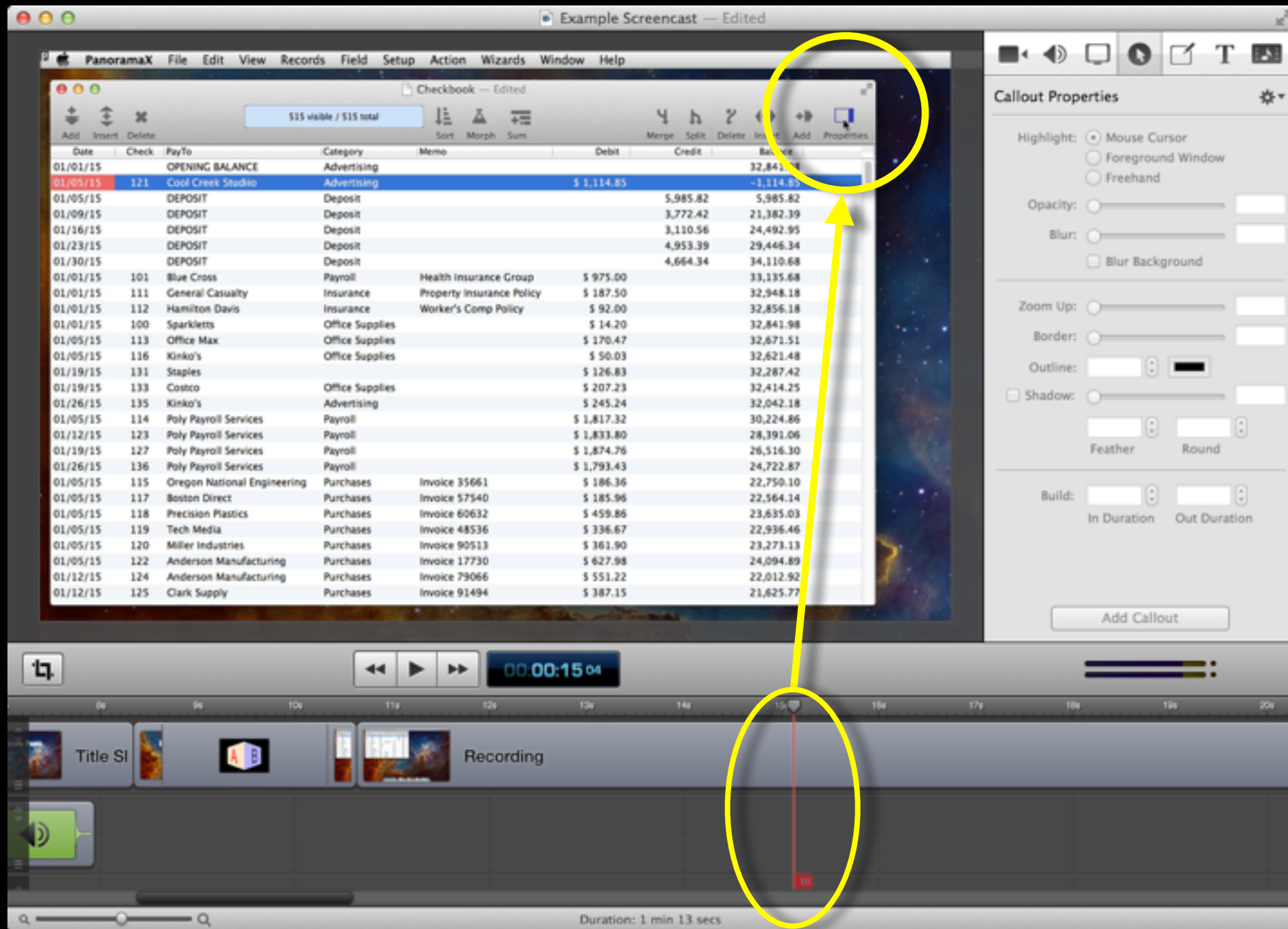
Position



# Adding a "Callout"

Wizards Window Help			
Edited			
Merge Split Delete Insert Add Properties			
	Debit	Credit	Balance
			32,841.98
	\$ 1,114.85		-1,114.85
		5,985.82	5,985.82
		3,772.42	21,382.39
		3,110.56	24,492.95
		4,953.39	29,446.34
		4,664.34	34,110.68
ice Group	\$ 975.00		33,135.68
ance Policy	\$ 187.50		32,948.18
p Policy	\$ 92.00		32,856.18
	\$ 14.20		32,841.98
	\$ 170.47		32,671.51

# Adding a "Callout"



## 1. Position Scrubber

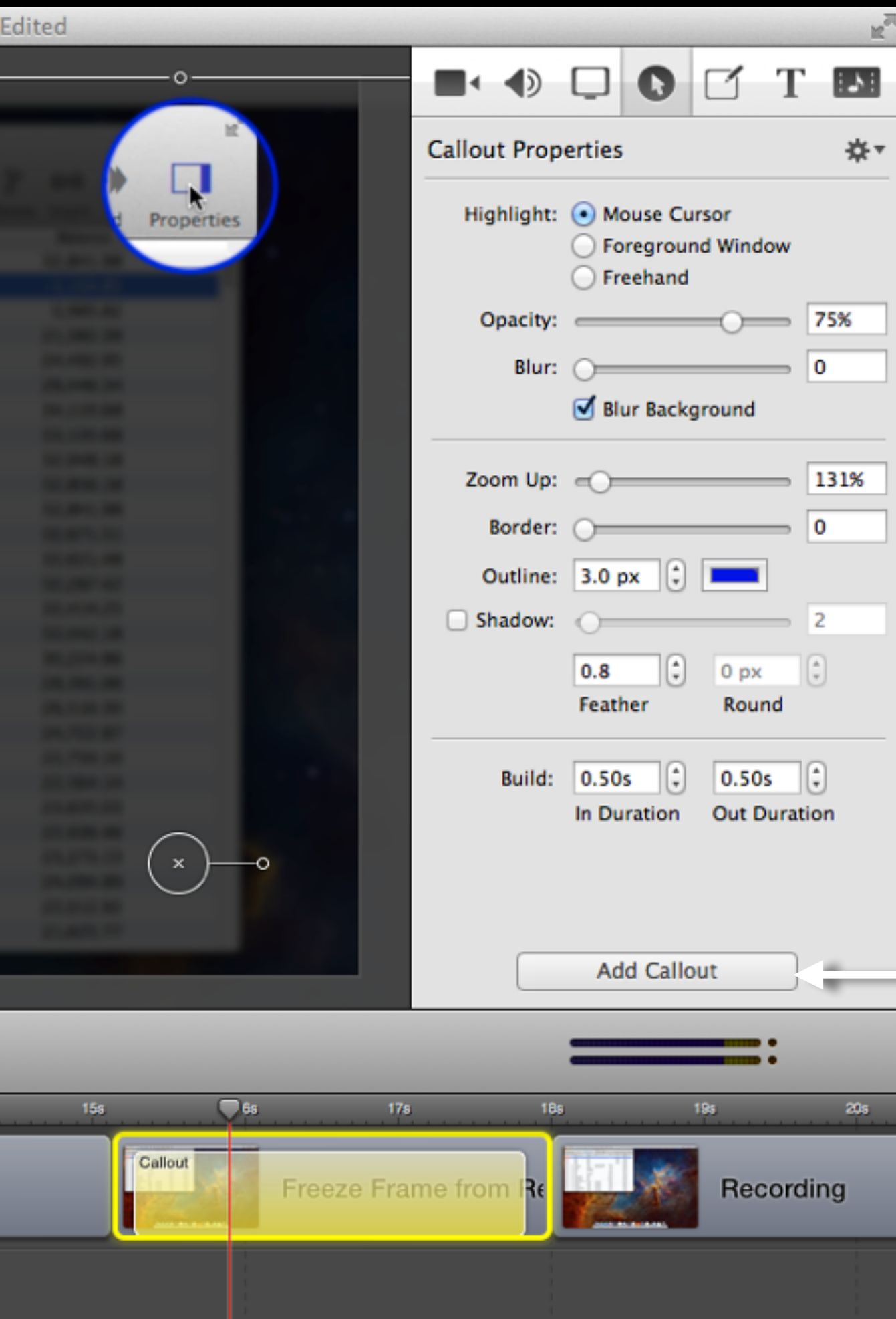
# Adding a "Callout"

The screenshot shows a video editing software interface with a main preview window and a right-hand properties panel. The main window displays a spreadsheet titled "Checkbook - Edited" with columns for Date, Check, PayTo, Category, Memo, Debit, Credit, and Balance. The row for "01/05/15 121 Cool Creek Studio Advertising" is highlighted. A callout box is being added to the right side of the spreadsheet, pointing to the highlighted row. The properties panel on the right is titled "Callout Properties" and includes options for Highlight (Mouse Cursor, Foreground Window, Freehand), Opacity, Blur, Zoom Up, Border, Outline, Shadow, Feather, Round, Build, In Duration, Out Duration, and an Add Callout button. The bottom of the interface shows a timeline with a duration of 1 min 15 secs and a sequence of clips including Title SI, Recording, and Freeze Fra.

Date	Check	PayTo	Category	Memo	Debit	Credit	Balance
01/01/15		OPENING BALANCE	Advertising				32,841.98
01/05/15	121	Cool Creek Studio	Advertising		\$ 1,114.85		-1,114.85
01/05/15		DEPOSIT	Deposit			5,985.82	5,985.82
01/09/15		DEPOSIT	Deposit			3,772.42	21,382.39
01/16/15		DEPOSIT	Deposit			3,110.56	24,492.95
01/23/15		DEPOSIT	Deposit			4,953.39	29,446.34
01/30/15		DEPOSIT	Deposit			4,664.34	34,110.68
01/01/15	101	Blue Cross	Payroll	Health Insurance Group	\$ 975.00		33,135.68
01/01/15	111	General Casualty	Insurance	Property Insurance Policy	\$ 187.50		32,948.18
01/01/15	112	Hamilton Davis	Insurance	Worker's Comp Policy	\$ 92.00		32,856.18
01/01/15	100	Sparkletts	Office Supplies		\$ 14.20		32,841.98
01/05/15	113	Office Max	Office Supplies		\$ 170.47		32,671.51
01/05/15	116	Kinko's	Office Supplies		\$ 50.03		32,621.48
01/19/15	131	Staples			\$ 126.83		32,287.42
01/19/15	133	Costco	Office Supplies		\$ 207.23		32,414.25
01/26/15	135	Kinko's	Advertising		\$ 245.24		32,042.18
01/05/15	114	Poly Payroll Services	Payroll		\$ 1,817.32		30,224.86
01/12/15	123	Poly Payroll Services	Payroll		\$ 1,833.80		28,391.06
01/19/15	127	Poly Payroll Services	Payroll		\$ 1,874.76		26,516.30
01/26/15	136	Poly Payroll Services	Payroll		\$ 1,793.43		24,722.87
01/05/15	115	Oregon National Engineering	Purchases	Invoice 35661	\$ 186.36		22,750.10
01/05/15	117	Boston Direct	Purchases	Invoice 57540	\$ 185.96		22,564.14
01/05/15	118	Precision Plastics	Purchases	Invoice 60632	\$ 459.86		23,635.03
01/05/15	119	Tech Media	Purchases	Invoice 48536	\$ 336.67		22,936.46
01/05/15	120	Miller Industries	Purchases	Invoice 90513	\$ 361.90		23,273.13
01/05/15	122	Anderson Manufacturing	Purchases	Invoice 17730	\$ 627.98		24,094.89
01/12/15	124	Anderson Manufacturing	Purchases	Invoice 79066	\$ 551.22		22,012.92
01/12/15	125	Clark Supply	Purchases	Invoice 91494	\$ 387.15		21,625.77

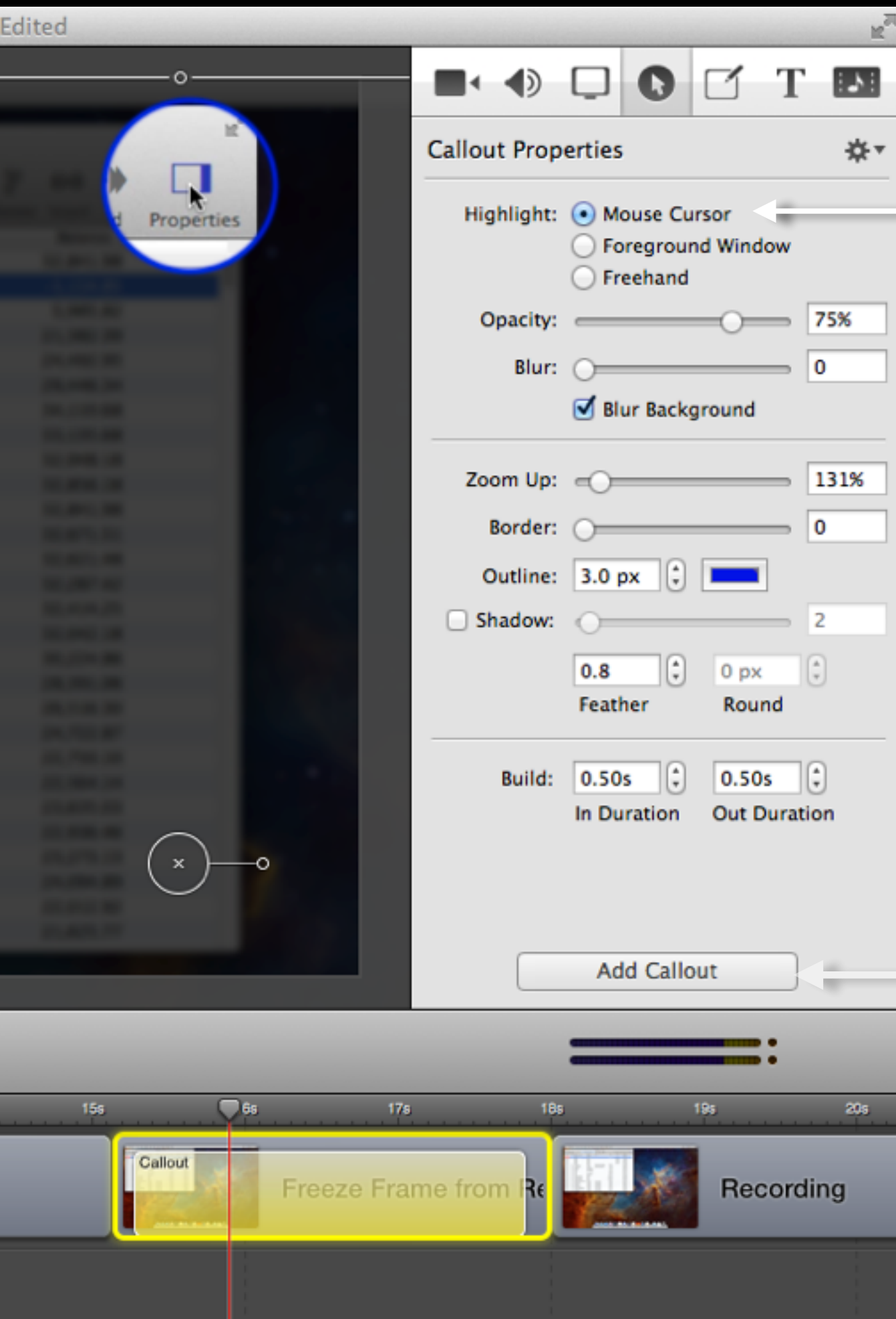
## 2. Insert Freeze Frame





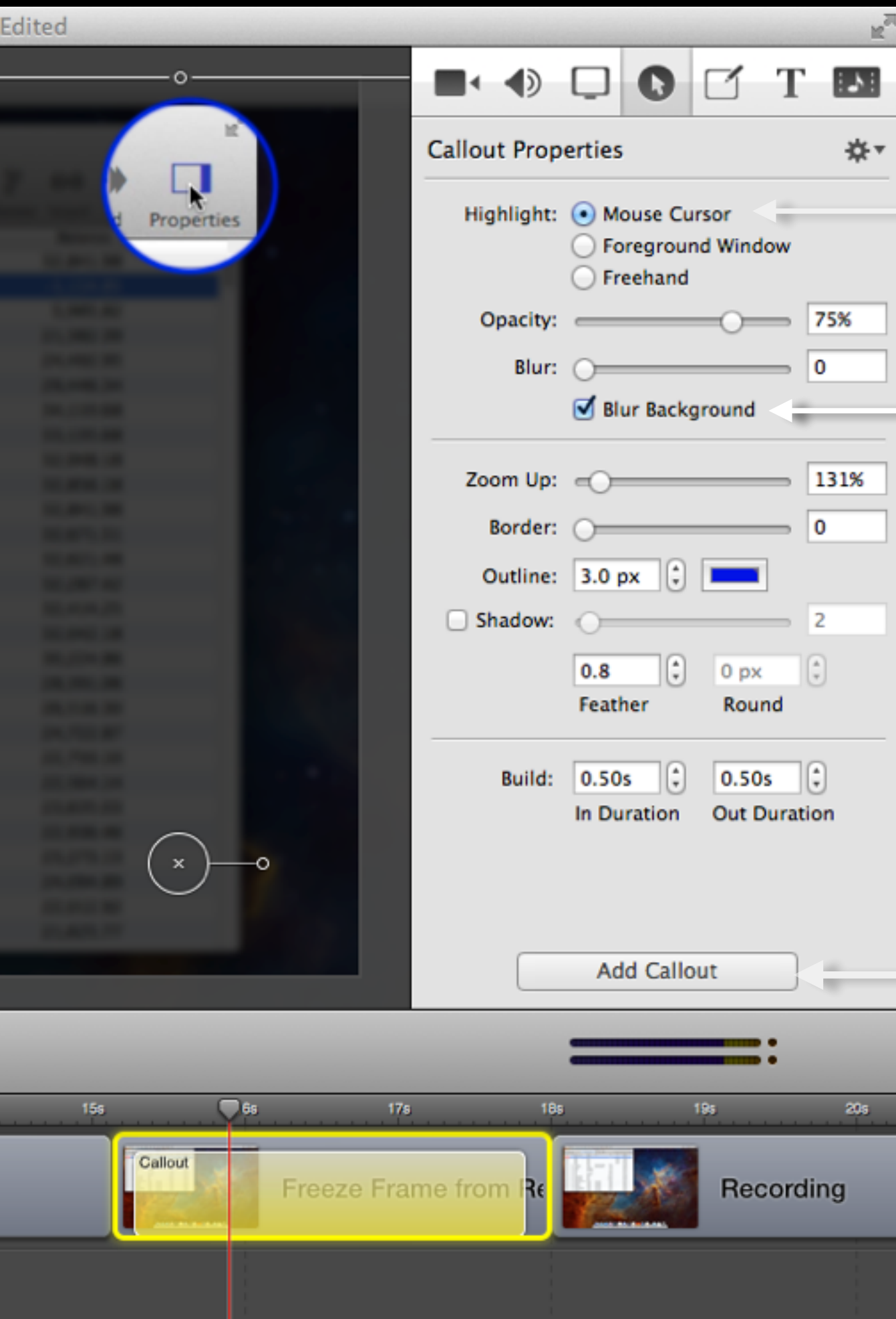
3. Add Callout





position callout at mouse

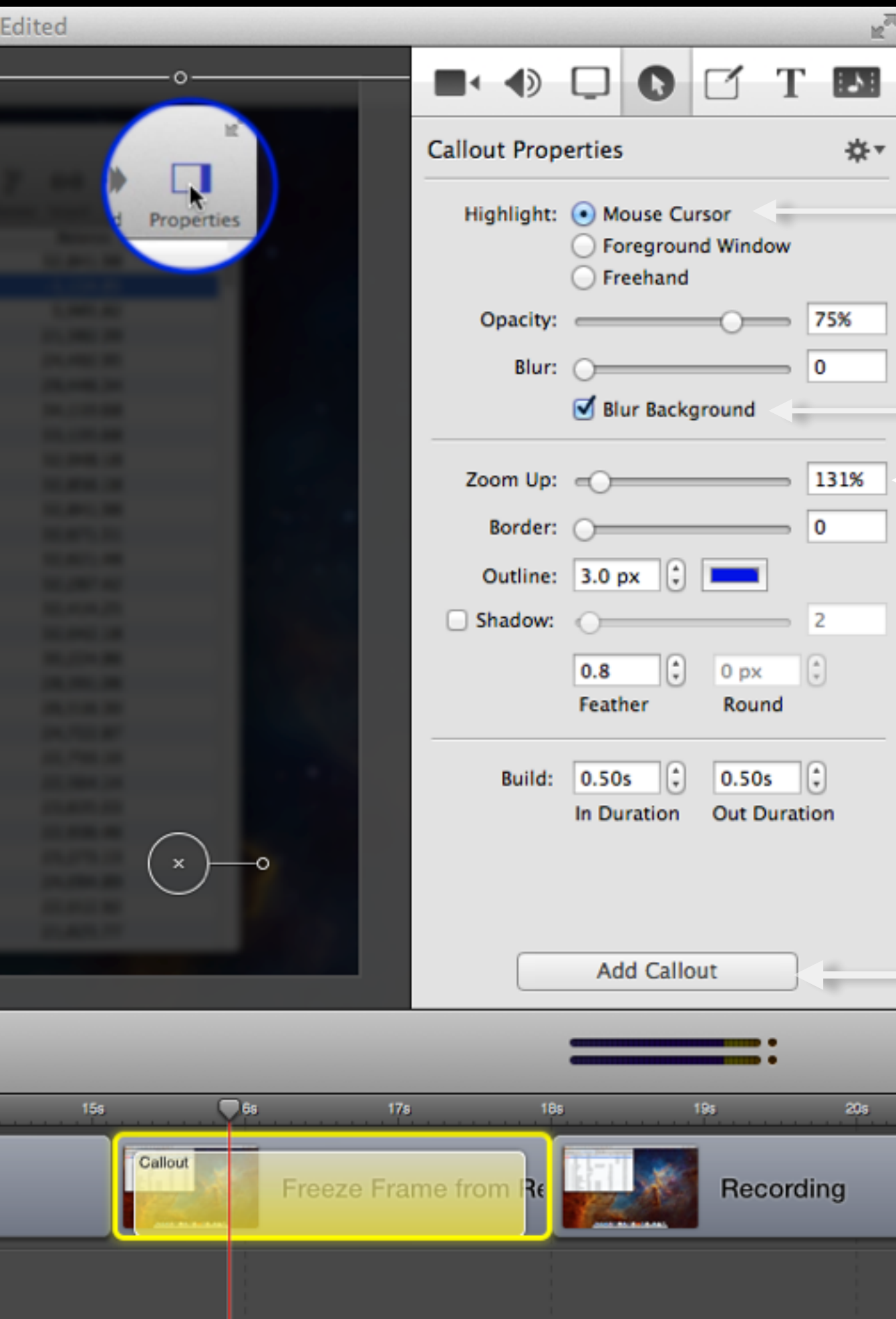
3. Add Callout



position callout at mouse

blur background

3. Add Callout

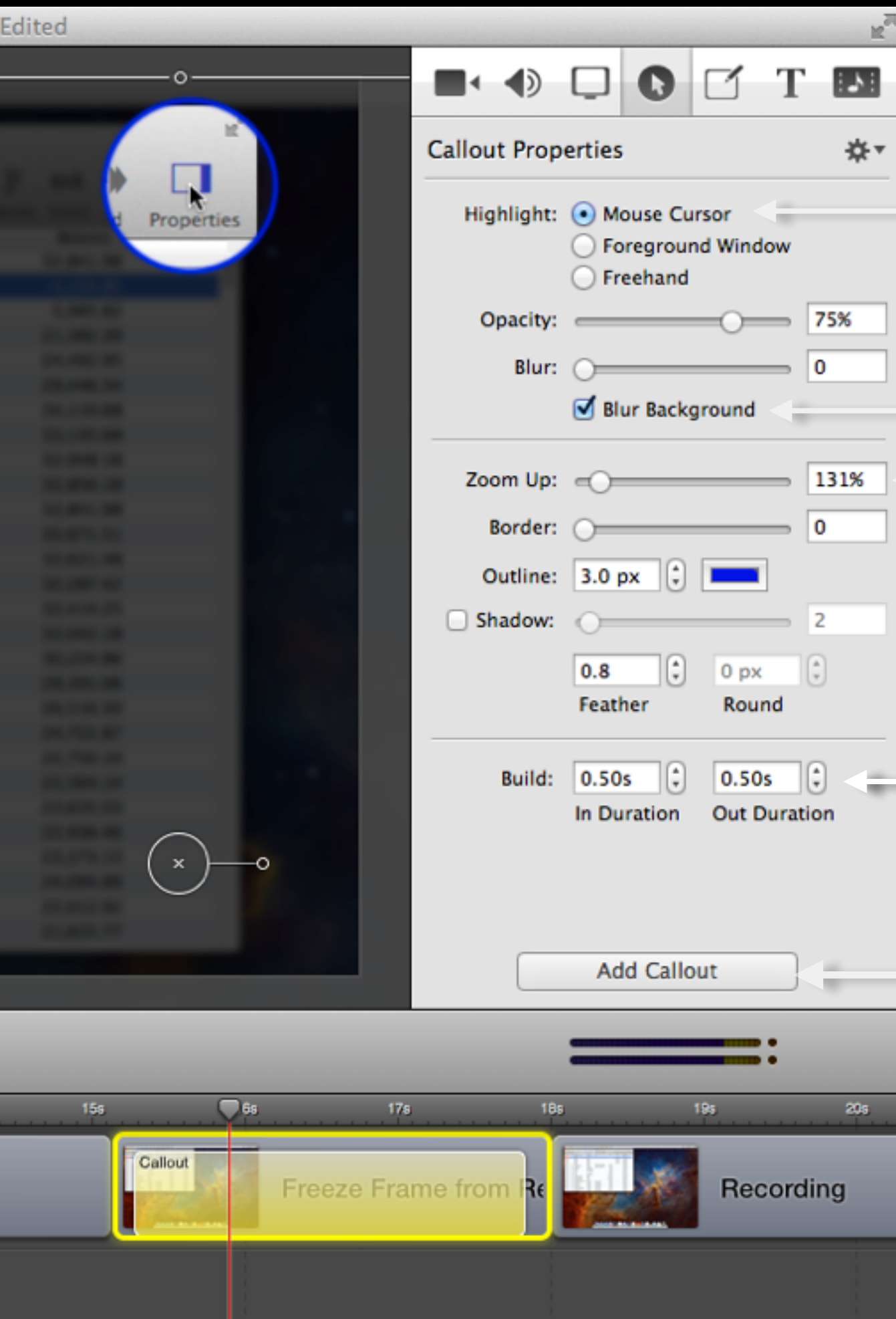


position callout at mouse

blur background

enlarge

3. Add Callout



position callout at mouse

blur background

enlarge

transition in/out

3. Add Callout



# Adding a "Callout"

The screenshot displays the 'Example Screencast' application window. The main content area shows a financial spreadsheet titled 'Checkbook - Edited'. The spreadsheet has columns for Date, Check, PayTo, Category, Memo, Debit, Credit, and Balance. A red box highlights a specific row in the spreadsheet. To the right of the spreadsheet is a 'Callout Properties' panel with various settings like Highlight, Opacity, Blur, Zoom Up, Border, Outline, Shadow, Feather, Round, Build, In Duration, and Out Duration. At the bottom of the application is a timeline and control bar. A white oval highlights a red vertical line on the timeline, which is used to mark the start of a callout. The timeline also shows a 'Narration.aif' audio file and a 'Recording' status indicator.

Date	Check	PayTo	Category	Memo	Debit	Credit	Balance
01/01/15		OPENING BALANCE	Advertising				32,841.98
01/05/15	123	Cool Creek Studio	Advertising		\$ 1,114.85		-1,114.85
01/05/15		DEPOSIT	Deposit			5,985.82	5,985.82
01/09/15		DEPOSIT	Deposit			3,772.42	21,382.39
01/16/15		DEPOSIT	Deposit			3,110.56	24,492.95
01/23/15		DEPOSIT	Deposit			4,953.39	29,446.34
01/30/15		DEPOSIT	Deposit			4,664.34	34,110.68
01/01/15	101	Blue Cross	Payroll	Health Insurance Group	\$ 975.00		33,135.68
01/01/15	111	General Casualty	Insurance	Property Insurance Policy	\$ 187.50		32,948.18
01/01/15	112	Hamilton Davis	Insurance	Worker's Comp Policy	\$ 92.00		32,856.18
01/01/15	100	Sparkletts	Office Supplies		\$ 14.20		32,841.98
01/05/15	113	Office Max	Office Supplies		\$ 170.47		32,671.51
01/05/15	116	Kinko's	Office Supplies		\$ 50.03		32,621.48
01/19/15	131	Staples			\$ 126.83		32,287.42
01/19/15	133	Costco	Office Supplies		\$ 207.23		32,414.25
01/26/15	135	Kinko's	Advertising		\$ 245.24		32,042.18
01/05/15	114	Poly Payroll Services	Payroll		\$ 1,817.32		30,224.86
01/12/15	123	Poly Payroll Services	Payroll		\$ 1,833.80		28,391.06
01/19/15	127	Poly Payroll Services	Payroll		\$ 1,874.76		26,516.30
01/26/15	136	Poly Payroll Services	Payroll		\$ 1,793.43		24,722.87
01/05/15	115	Oregon National Engineering	Purchases	Invoice 35661	\$ 186.36		22,750.10
01/05/15	117	Boston Direct	Purchases	Invoice 57540	\$ 185.96		22,564.14
01/05/15	118	Precision Plastics	Purchases	Invoice 60632	\$ 459.86		23,635.03
01/05/15	119	Tech Media	Purchases	Invoice 48536	\$ 336.67		22,936.46
01/05/15	120	Miller Industries	Purchases	Invoice 90513	\$ 361.90		23,273.13
01/05/15	122	Anderson Manufacturing	Purchases	Invoice 12730	\$ 627.98		24,094.89
01/12/15	124	Anderson Manufacturing	Purchases	Invoice 79066	\$ 551.22		22,012.92
01/12/15	125	Clark Supply	Purchases	Invoice 91494	\$ 387.15		21,625.77

# Clip Speed = 1X

PanoramaX File Edit View Records Field Setup Action Wizards Window Help

Checkbook — Edited

515 visible / 515 total

Add Insert Delete Sort Morph Sum Merge Split Delete Insert Add Properties

Date	Check	PayTo	Category	Memo	Debit	Credit	Balance
01/01/15		OPENING BALANCE	Advertising				32,841.98
01/05/15	121	Cool Creek Studio	Advertising		\$ 1,114.85		-1,114.85
01/05/15		DEPOSIT	Deposit			5,985.82	5,985.82
01/09/15		DEPOSIT	Deposit			3,772.42	21,382.39
01/16/15		DEPOSIT	Deposit			3,110.56	24,492.95
01/23/15		DEPOSIT	Deposit			4,953.39	29,446.34
01/30/15		DEPOSIT	Deposit			4,664.34	34,110.68
01/01/15	101	Blue Cross	Payroll	Health Insurance Group	\$ 975.00		33,135.68
01/01/15	111	General Casualty	Insurance	Property Insurance Policy	\$ 187.50		32,948.18
01/01/15	112	Hamilton Davis	Insurance	Worker's Comp Policy	\$ 92.00		32,856.18
01/01/15	100	Sparkletts	Office Supplies		\$ 14.20		32,841.98
01/05/15	113	Office Max	Office Supplies		\$ 170.47		32,671.51
01/05/15	116	Kinko's	Office Supplies		\$ 50.03		32,621.48
01/19/15	131	Staples			\$ 126.83		32,287.42
01/19/15	133	Costco	Office Supplies		\$ 207.23		32,414.25
01/26/15	135	Kinko's	Advertising		\$ 245.24		32,042.18
01/05/15	114	Poly Payroll Services	Payroll		\$ 1,817.32		30,224.86
01/12/15	123	Poly Payroll Services	Payroll		\$ 1,833.80		28,391.06
01/19/15	127	Poly Payroll Services	Payroll		\$ 1,874.76		26,516.30
01/26/15	136	Poly Payroll Services	Payroll		\$ 1,793.43		24,722.87
01/05/15	115	Oregon National Engineering	Purchases	Invoice 35661	\$ 186.36		22,750.10
01/05/15	117	Boston Direct	Purchases	Invoice 57540	\$ 185.96		22,564.14
01/05/15	118	Precision Plastics	Purchases	Invoice 60632	\$ 459.86		23,635.03
01/05/15	119	Tech Media	Purchases	Invoice 48536	\$ 336.67		22,936.46
01/05/15	120	Miller Industries	Purchases	Invoice 90513	\$ 361.90		23,273.13
01/05/15	122	Anderson Manufacturing	Purchases	Invoice 17730	\$ 627.98		24,094.89
01/12/15	124	Anderson Manufacturing	Purchases	Invoice 79066	\$ 551.22		22,012.92
01/12/15	125	Clark Supply	Purchases	Invoice 91494	\$ 387.15		21,625.77



# Clip Speed = 3.5X

PanoramaX File Edit View Records Field Setup Action Wizards Window Help

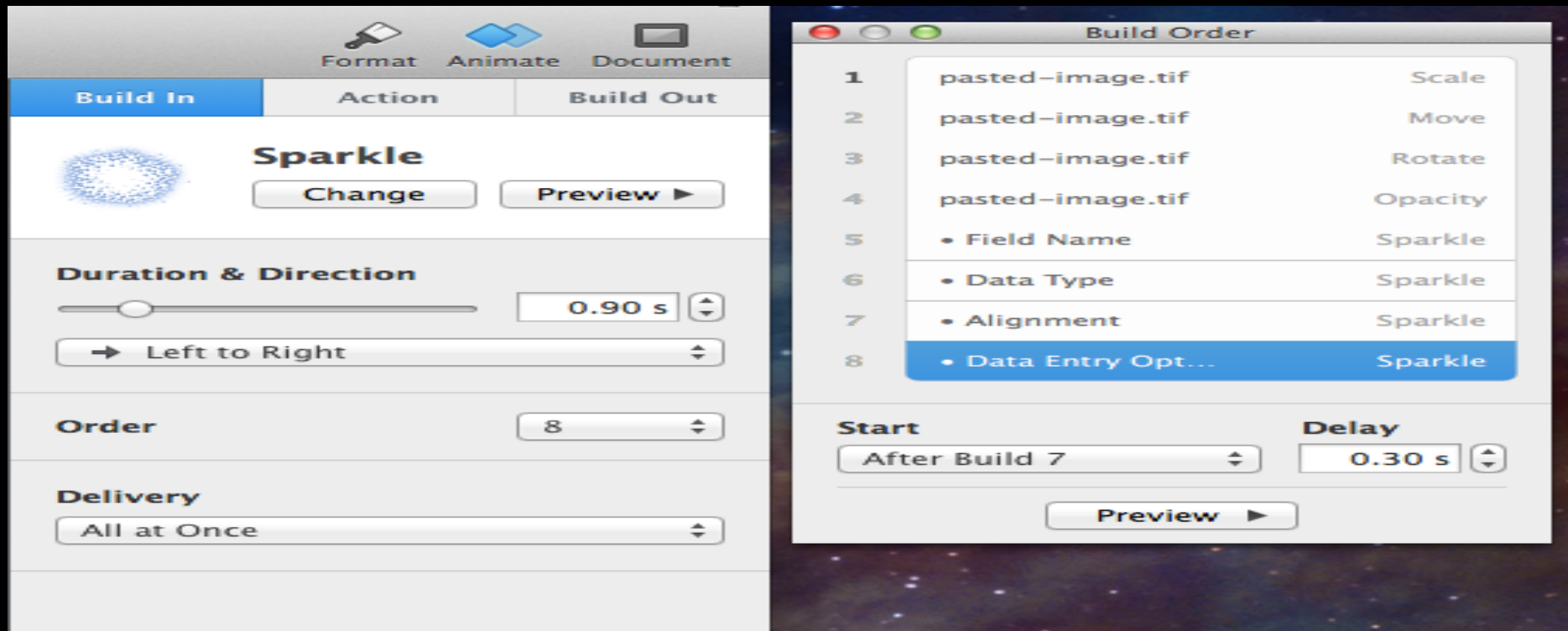
Checkbook — Edited

515 visible / 515 total

Add Insert Delete Sort Morph Sum Merge Split Delete Insert Add Properties

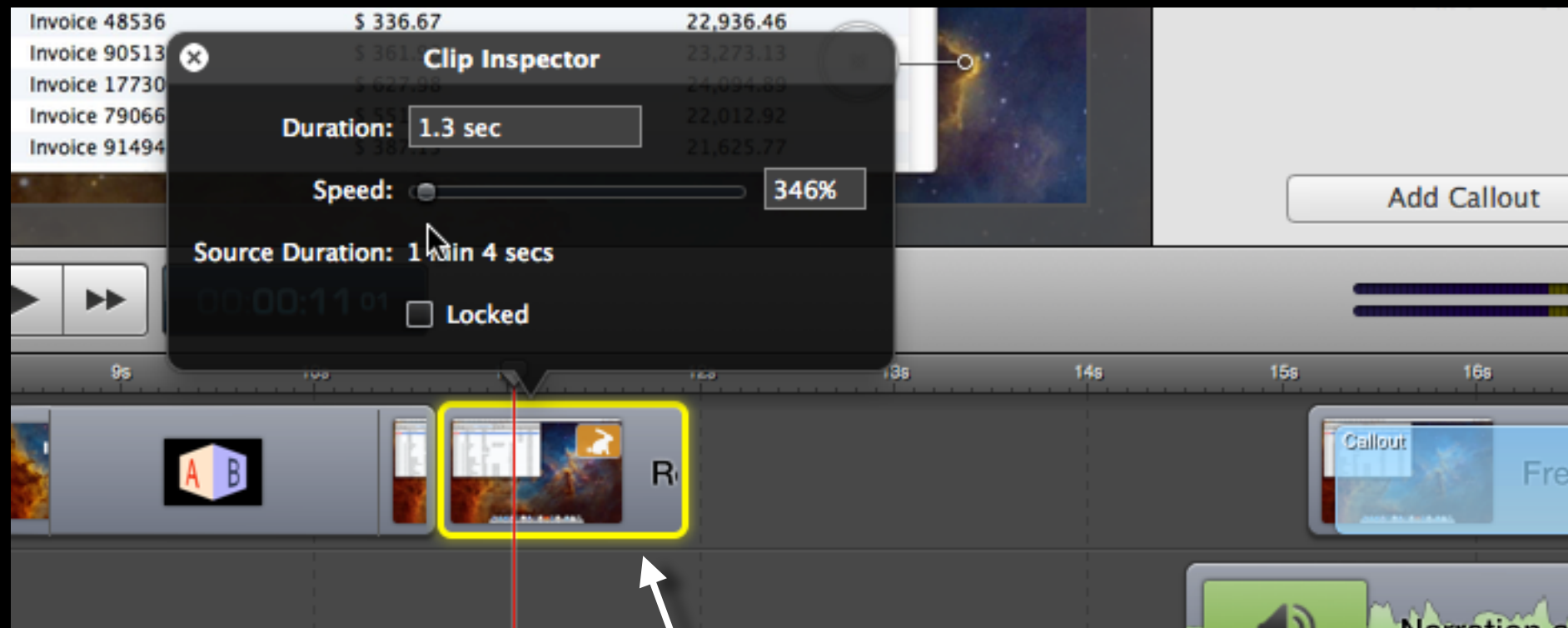
Date	Check	PayTo	Category	Memo	Debit	Credit	Balance
01/01/15		OPENING BALANCE	Advertising				32,841.98
01/05/15	121	Cool Creek Studio	Advertising		\$ 1,114.85		-1,114.85
01/05/15		DEPOSIT	Deposit			5,985.82	5,985.82
01/09/15		DEPOSIT	Deposit			3,772.42	21,382.39
01/16/15		DEPOSIT	Deposit			3,110.56	24,492.95
01/23/15		DEPOSIT	Deposit			4,953.39	29,446.34
01/30/15		DEPOSIT	Deposit			4,664.34	34,110.68
01/01/15	101	Blue Cross	Payroll	Health Insurance Group	\$ 975.00		33,135.68
01/01/15	111	General Casualty	Insurance	Property Insurance Policy	\$ 187.50		32,948.18
01/01/15	112	Hamilton Davis	Insurance	Worker's Comp Policy	\$ 92.00		32,856.18
01/01/15	100	Sparkletts	Office Supplies		\$ 14.20		32,841.98
01/05/15	113	Office Max	Office Supplies		\$ 170.47		32,671.51
01/05/15	116	Kinko's	Office Supplies		\$ 50.03		32,621.48
01/19/15	131	Staples			\$ 126.83		32,287.42
01/19/15	133	Costco	Office Supplies		\$ 207.23		32,414.25
01/26/15	135	Kinko's	Advertising		\$ 245.24		32,042.18
01/05/15	114	Poly Payroll Services	Payroll		\$ 1,817.32		30,224.86
01/12/15	123	Poly Payroll Services	Payroll		\$ 1,833.80		28,391.06
01/19/15	127	Poly Payroll Services	Payroll		\$ 1,874.76		26,516.30
01/26/15	136	Poly Payroll Services	Payroll		\$ 1,793.43		24,722.87
01/05/15	115	Oregon National Engineering	Purchases	Invoice 35661	\$ 186.36		22,750.10
01/05/15	117	Boston Direct	Purchases	Invoice 57540	\$ 185.96		22,564.14
01/05/15	118	Precision Plastics	Purchases	Invoice 60632	\$ 459.86		23,635.03
01/05/15	119	Tech Media	Purchases	Invoice 48536	\$ 336.67		22,936.46
01/05/15	120	Miller Industries	Purchases	Invoice 90513	\$ 361.90		23,273.13
01/05/15	122	Anderson Manufacturing	Purchases	Invoice 17730	\$ 627.98		24,094.89
01/12/15	124	Anderson Manufacturing	Purchases	Invoice 79066	\$ 551.22		22,012.92
01/12/15	125	Clark Supply	Purchases	Invoice 91494	\$ 387.15		21,625.77

# Adjusting Clip Speed





# Adjusting Clip Speed



3.5x

# Adjusting Clip Speed



# Typing Real Time (1X)

The screenshot displays a video recording application window titled "Example Screencast — Edited". The main content area shows a "Checkbook — Edited" window with a table of financial transactions. The table has columns for Date, Check, PayTo, Category, and Memo. The first row is highlighted in red, showing a transaction on January 5, 2015, for \$121 to Cool Creek Studio, categorized as Advertising. The second row is highlighted in blue, showing a deposit on January 5, 2015. The table lists various transactions including deposits, payroll, and purchases from January 1, 2015, to January 12, 2015.

On the right side of the application, there is a "Video Properties" panel with various settings for the video recording, including Scale, Position, X Rotation, Y Rotation, Z Rotation, Opacity, Cropping, Reflection, Shadow, Offset, Color, and Video Filters. Below these settings is a button labeled "Add Video Action".

At the bottom of the application window, there is a timeline and a recording status bar. The timeline shows a duration of 57 seconds. The recording status bar indicates that the video is currently "Recording" and shows a waveform for the audio track, labeled "Narration.aif".

Date	Check	PayTo	Category	Memo
January 1, 2015		OPENING BALANCE	Advertising	
January 5, 2015	121	Cool Creek Studio	Advertising	
January 5, 2015		DEPOSIT	Deposit	
January 9, 2015		DEPOSIT	Deposit	
January 16, 2015		DEPOSIT	Deposit	
January 23, 2015		DEPOSIT	Deposit	
January 30, 2015		DEPOSIT	Deposit	
January 1, 2015	101	Blue Cross	Payroll	Health Insurance Group
January 1, 2015	111	General Casualty	Insurance	Property Insurance Policy
January 1, 2015	112	Hamilton Davis	Insurance	Worker's Comp Policy
January 1, 2015	100	Sparkletts	Office Supplies	
January 5, 2015	113	Office Max	Office Supplies	
January 5, 2015	116	Kinko's	Office Supplies	
January 19, 2015	131	Staples		
January 19, 2015	133	Costco	Office Supplies	
January 26, 2015	135	Kinko's	Advertising	
January 5, 2015	114	Poly Payroll Services	Payroll	
January 12, 2015	123	Poly Payroll Services	Payroll	
January 19, 2015	127	Poly Payroll Services	Payroll	
January 26, 2015	136	Poly Payroll Services	Payroll	
January 5, 2015	115	Oregon National Engineering	Purchases	Invoice 35661
January 5, 2015	117	Boston Direct	Purchases	Invoice 57540
January 5, 2015	118	Precision Plastics	Purchases	Invoice 60632
January 5, 2015	119	Tech Media	Purchases	Invoice 48536
January 5, 2015	120	Miller Industries	Purchases	Invoice 90513
January 5, 2015	122	Anderson Manufacturing	Purchases	Invoice 17730
January 12, 2015	124	Anderson Manufacturing	Purchases	Invoice 79066



# Typing @2.5X Speed

Example Screencast — Edited

PanoramaX File Edit View Records Field Setup Action Wizards Window Help

515 visible / 515 total

Sort Morph Sum Merge Split Delete Insert Add Properties

Date	Check	PayTo	Category	Memo
January 1, 2015		OPENING BALANCE	Advertising	
January 5, 2015	121	Cool Creek Shirts	Advertising	
January 5, 2015		DEPOSIT	Deposit	
January 9, 2015		DEPOSIT	Deposit	
January 16, 2015		DEPOSIT	Deposit	
January 23, 2015		DEPOSIT	Deposit	
January 30, 2015		DEPOSIT	Deposit	
January 1, 2015	101	Blue Cross	Payroll	Health Insurance Group
January 1, 2015	111	General Casualty	Insurance	Property Insurance Policy
January 1, 2015	112	Hamilton Davis	Insurance	Worker's Comp Policy
January 1, 2015	100	Sparkletts	Office Supplies	
January 5, 2015	113	Office Max	Office Supplies	
January 5, 2015	116	Kinko's	Office Supplies	
January 19, 2015	131	Staples	Office Supplies	
January 19, 2015	133	Costco	Office Supplies	
January 26, 2015	135	Kinko's	Advertising	
January 5, 2015	114	Poly Payroll Services	Payroll	
January 12, 2015	123	Poly Payroll Services	Payroll	
January 19, 2015	127	Poly Payroll Services	Payroll	
January 26, 2015	136	Poly Payroll Services	Payroll	
January 5, 2015	115	Oregon National Engineering	Purchases	Invoice 35661
January 5, 2015	117	Boston Direct	Purchases	Invoice 57540
January 5, 2015	118	Precision Plastics	Purchases	Invoice 60632
January 5, 2015	119	Tech Media	Purchases	Invoice 48536
January 5, 2015	120	Miller Industries	Purchases	Invoice 90513
January 5, 2015	122	Anderson Manufacturing	Purchases	Invoice 17730
January 12, 2015	124	Anderson Manufacturing	Purchases	Invoice 79066
January 12, 2015	126	Flash Prints	Purchases	Invoice 61604

Field Properties:

Name: Date  
Title:  
Type: Date  
Align: Left Center Right  
Output Pattern: Month dd, YYYY  
Data Entry: Auto Caps: Off, Claim Invoice, Editable, Duplicates: Allowed, Space Bar: 2 Spaces Same as Tab, Default Value: today, Input Pattern, Input Range

Video Properties

Scale: Position: X Rotation: Y Rotation: Z Rotation: Opacity: Cropping: Reflection: Shadow: Color: Offset: Opacity: Blur Size: Color Controls: Video Filters: Add Video Action

Recording

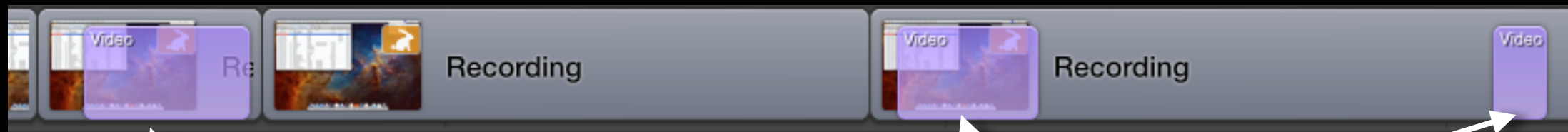
Narration.aif

Duration: 50 secs



# Pan and Zoom

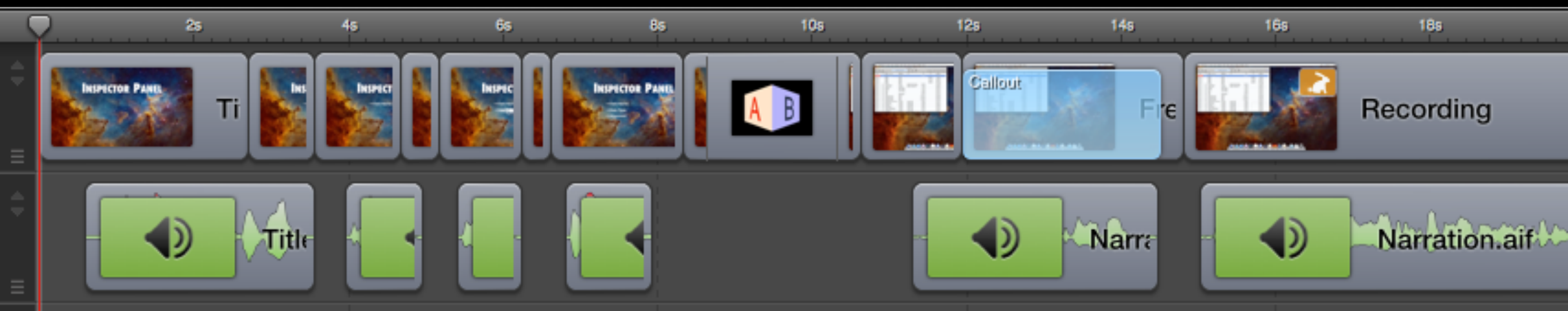
(Video Actions)



Zoom In

Zoom Out

# Finished Product



# Bonus — Rolling Ticker

DEPOSIT	Deposit		
DEPOSIT	Deposit		
Blue Cross	Payroll	Health Insurance Group	\$ 975.00
General Casualty	Insurance	Property Insurance Policy	\$ 187.50
Hamilton Davis	Insurance	Worker's Comp Policy	\$ 92.00
Sparkletts	Office Supplies		\$ 14.20
Office Max	Office Supplies		\$ 170.47
Kinko's	Office Supplies		\$ 50.03
Staples			\$ 126.83
Costco	Office Supplies		\$ 207.23
Kinko's	Advertising		\$ 245.24
Poly Payroll Services	Payroll		\$ 1,817.32
Poly Payroll Services	Payroll		\$ 1,833.80
Poly Payroll Services	Payroll		\$ 1,874.76
Poly Payroll Services	Payroll		\$ 1,793.43
Oregon National Engineering	Purchases	Invoice 35661	\$ 186.36
Boston Direct	Purchases	Invoice 57540	\$ 185.96
Precision Plastics	Purchases	Invoice 60632	\$ 459.86
Tech Media	Purchases	Invoice 48536	\$ 336.67
Miller Industries	Purchases	Invoice 90513	\$ 361.90
Anderson Manufacturing	Purchases	Invoice 17730	\$ 627.98
Anderson Manufacturing	Purchases	Invoice 79066	\$ 551.22
Check Summary	Summary	Summary 01/20/2	\$ 7,271.12

Output Pattern

MM/DD/YY

Data Entry

Auto Caps: Off

☐ Clairvoy

☒ Editable

Duplicates: Allowed

Space Bar: 2 Spaces

Default Value: today

Input Pattern:

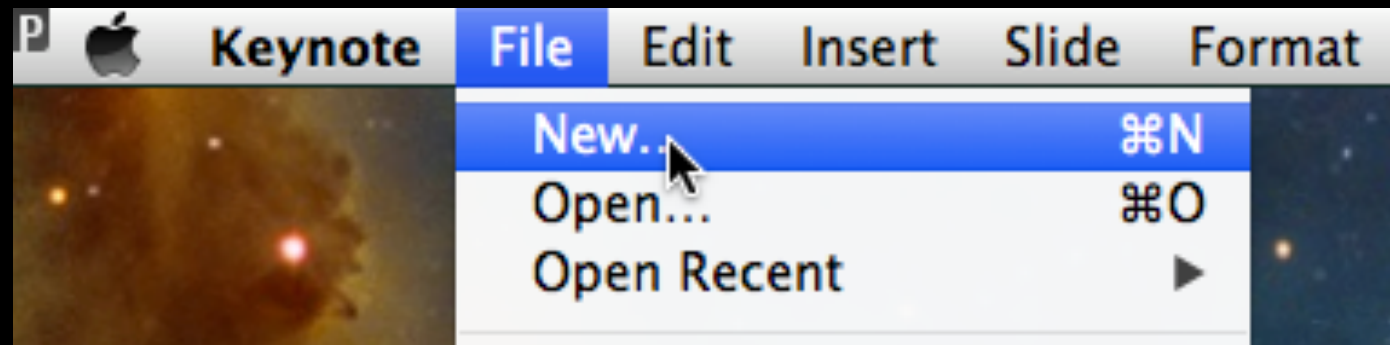
Input Range:

Formula Code

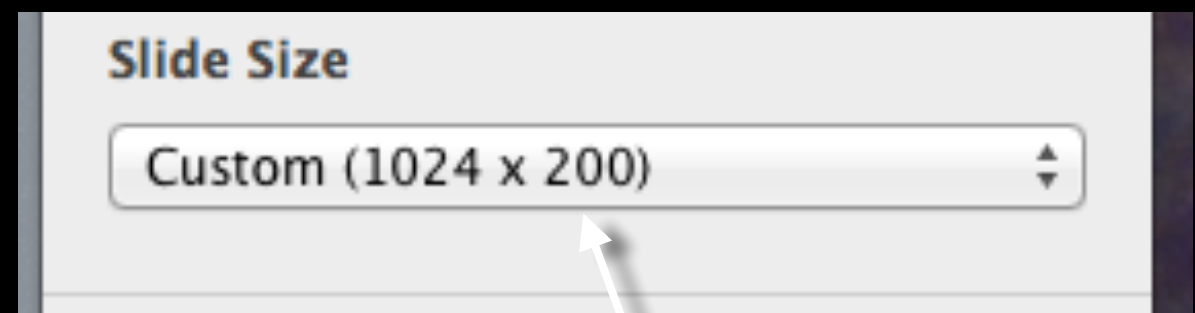
Introducing

# Creating a Rolling Ticker

1.



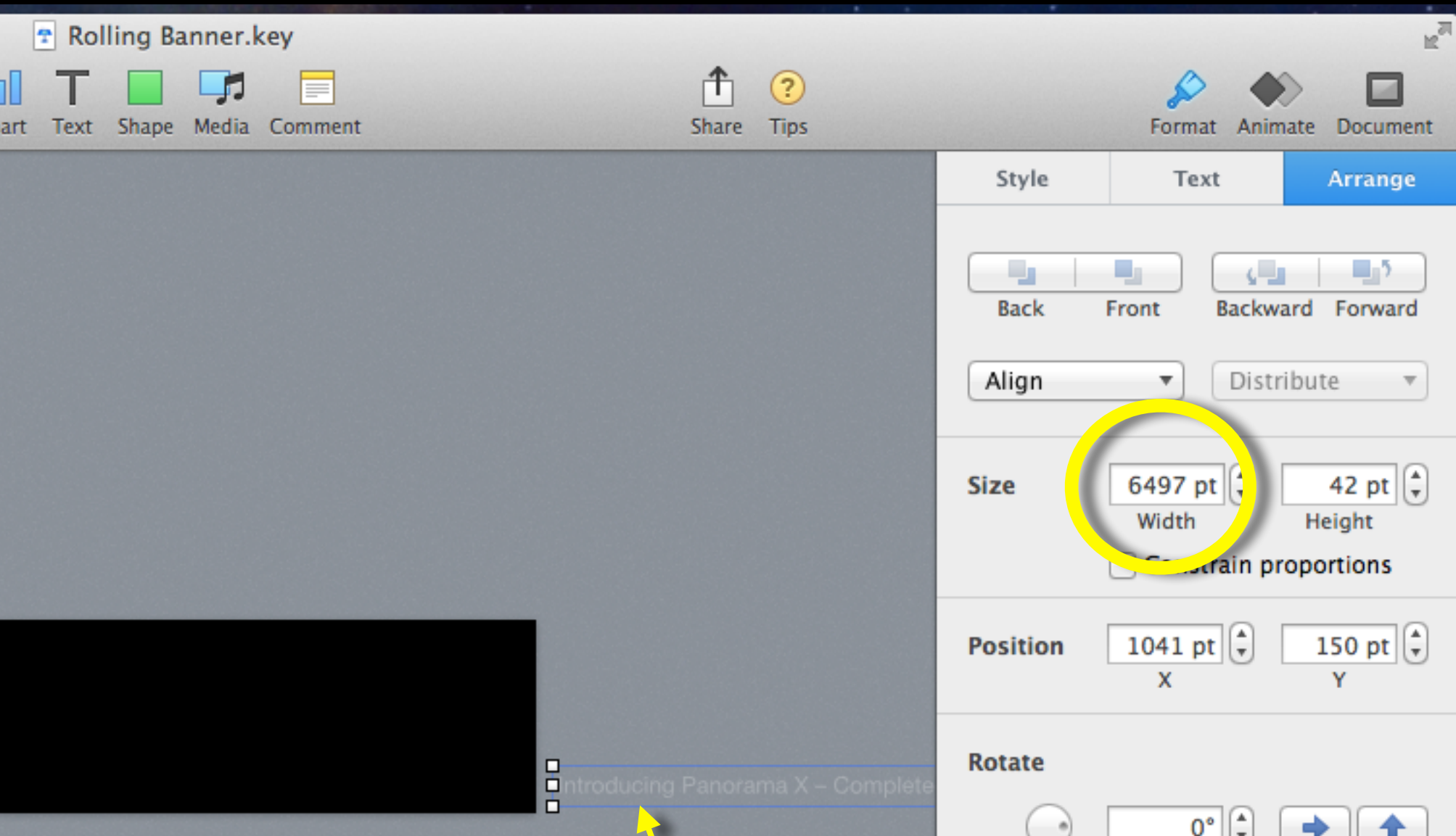
2.



Shortest possible  
Keynote document



# Creating a Rolling Ticker



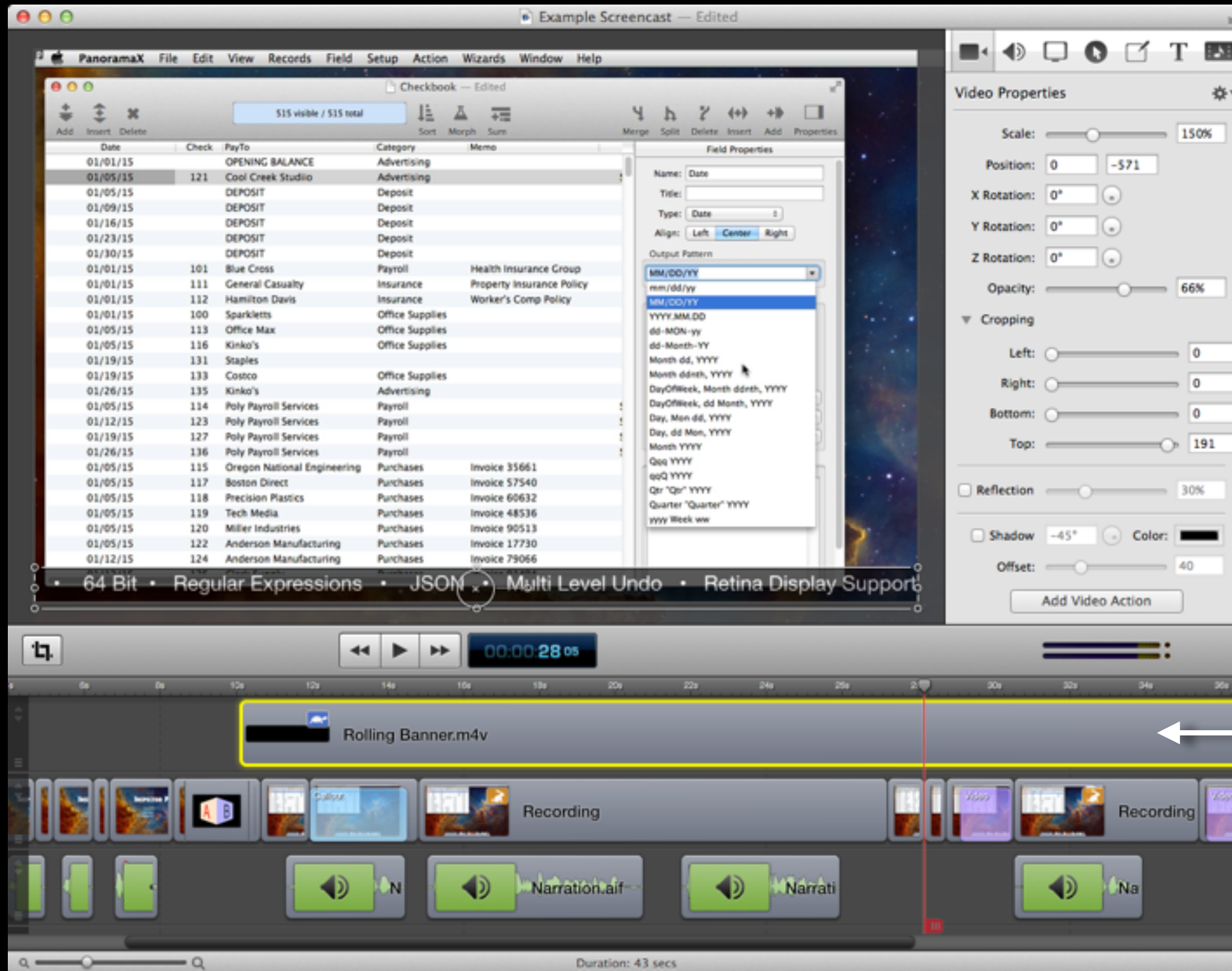
Super wide text object

# Creating a Rolling Ticker



Animation to  
move ticker  
text across  
screen

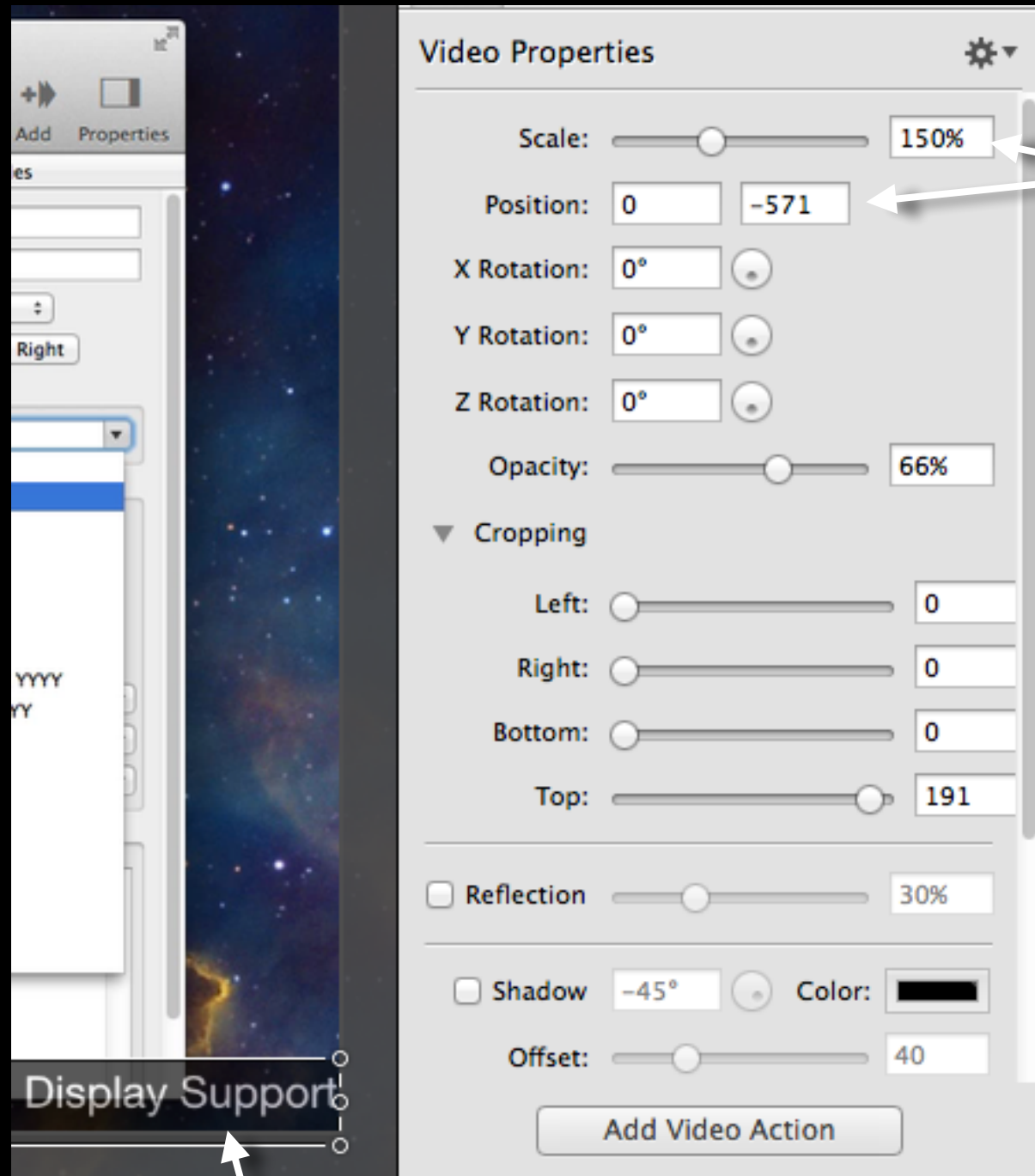
# Creating a Rolling Ticker



Bring movie into timeline above other clips



# Creating a Rolling Ticker

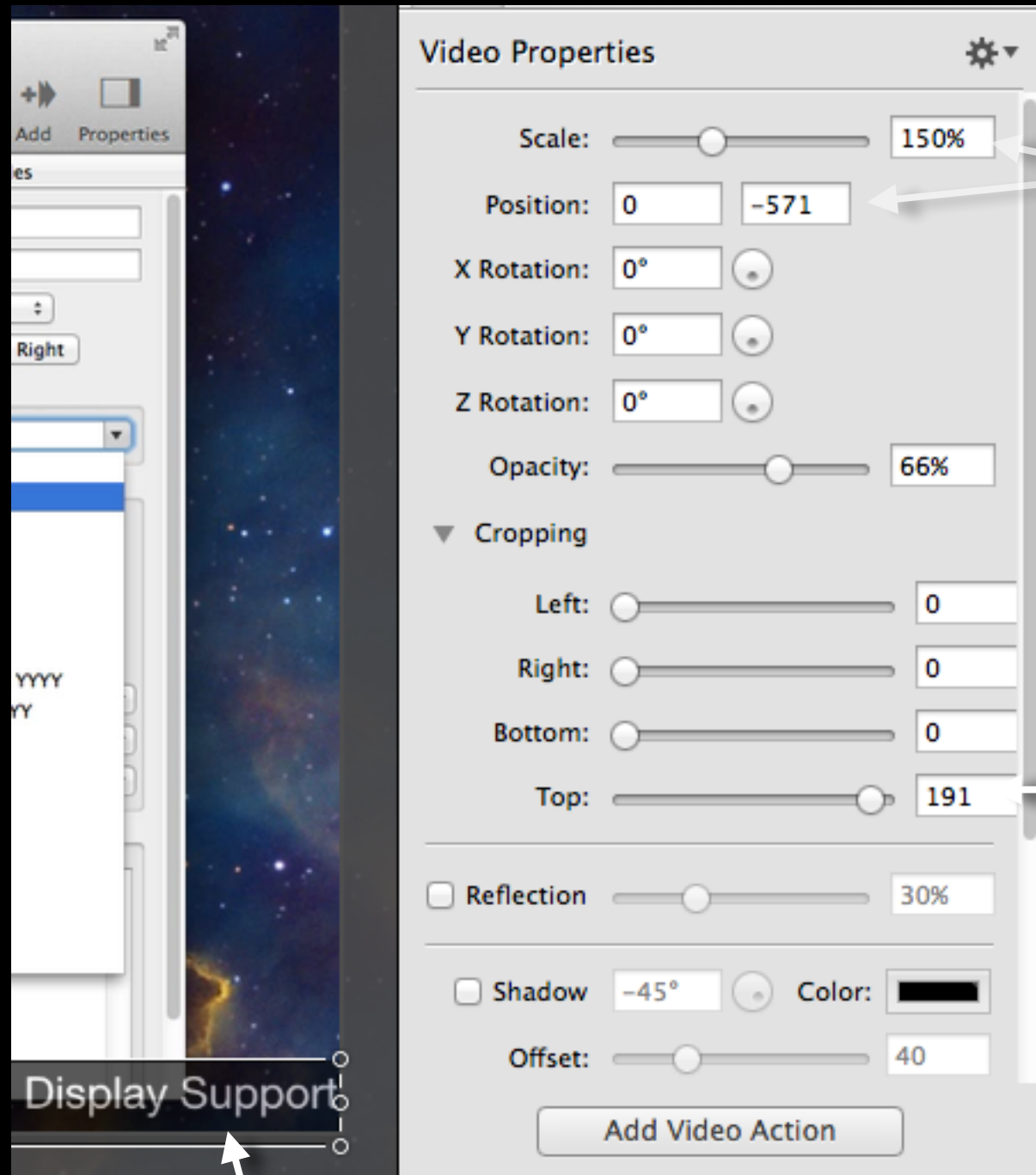


1. Adjust size & position

Ticker



# Creating a Rolling Ticker

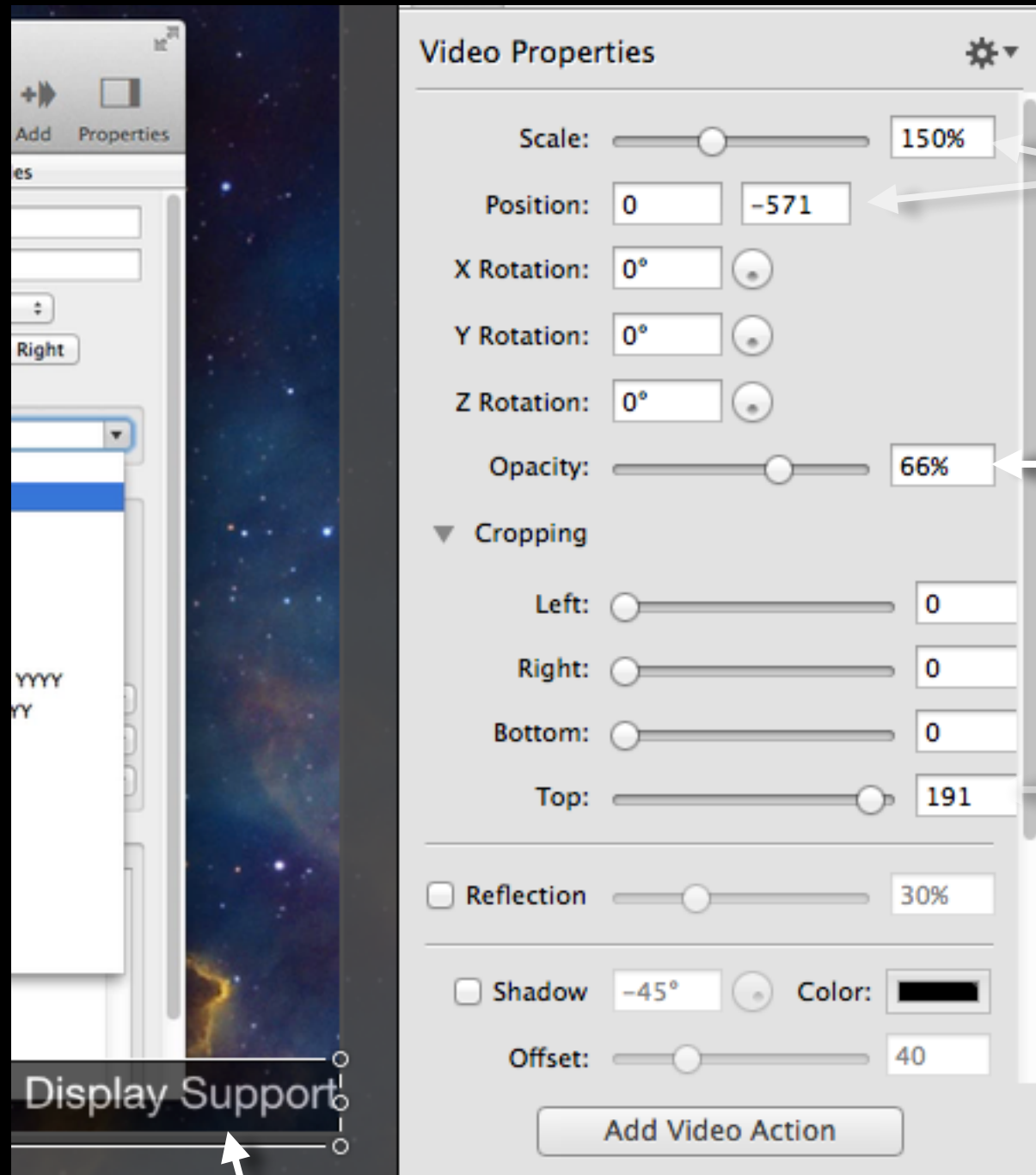


1. Adjust size & position

2. Crop top (to reduce height)

Ticker

# Creating a Rolling Ticker



1. Adjust size & position

3. Semi-transparent

2. Crop top (to reduce height)

Ticker



*The*  
E N D

Jim Rea • ProVUE Development • <http://www.provue.com>