

Screencasting, Tutorials and You

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This Presentation:

Is in **webinar** format, which means that immediate back and forth discussions, break-out groups, think-pair-share, cannot occur. There will be opportunities after each part for questions.

This Presentation Covers:

The basic concepts of preparing and delivering screencasts and eTutorials. Today's presentation is broken into four parts:

- Part One = Defining (15-20 minutes)
- Part Two = Preparing (30-40 minutes)
- Part Three = Designing (30 minutes)
- Part Four = Delivering (15 minutes)



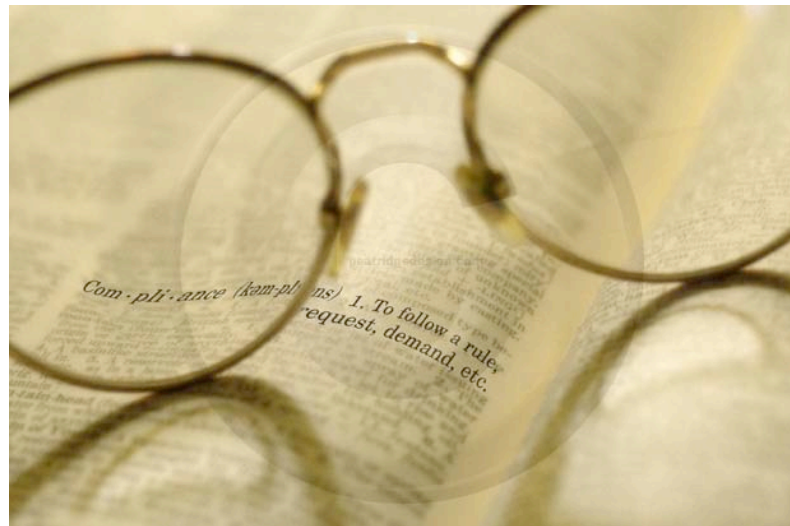
The Ideas

- Math Review Session CDs – early screencast example
 - Problem Stated
 - Action Taken
 - Solution
 - Benefits
 - Feedback
- Evolutionary Biology Tutorial
 - Problem Stated
 - Action Taken
 - Solution
 - Benefits
 - Feedback



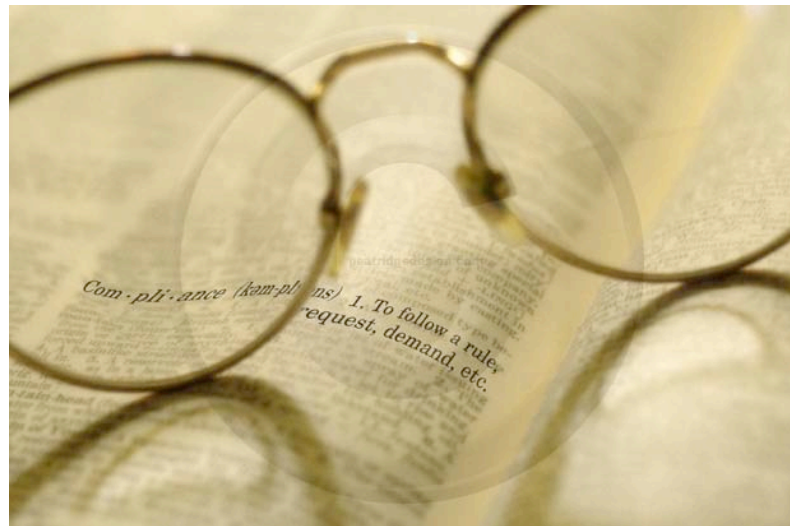
Definition

- A screencast is a live or pre-recorded presentation on a specific topic. [Educause's 7 Things You Should Know](#)
- An eTutorial is a self-paced, on-line instructional lesson that contains multimedia, self-assessments, and other content for learning.



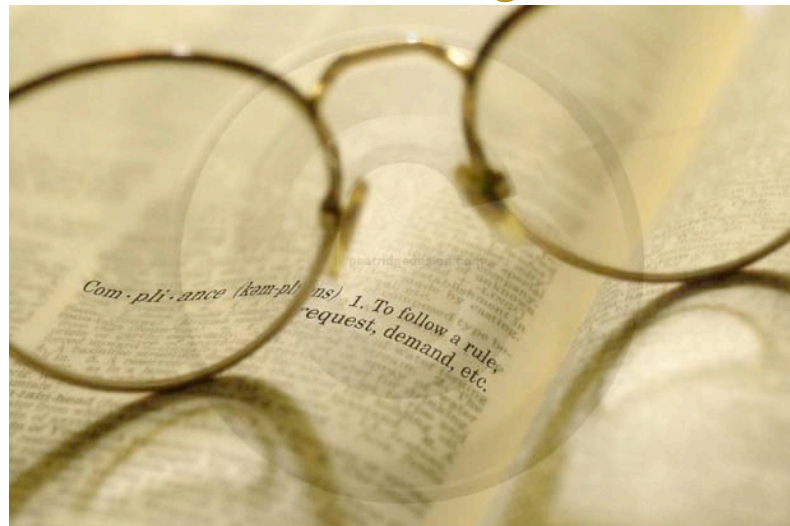
Definition

- A screencast can:
 - Demonstrate a Process
 - Demonstrate how to use Software
 - Provide information on a certain topic



Definition

- An eTutorial can:
 - Demonstrate a Process
 - Demonstrate how to use Software
 - Provide the learner with a self-paced module(s) of content with which to learn and self-assess the learning



Characteristics

- A Screencast usually:
 - Is a one-way street
 - Is delivered on-line
 - Moves fast
 - Starts and Stops for Check-ins with the learners
 - Can reach many people regardless of distance
 - Uses technology, so expect glitches
 - Is planned using instructional design concepts



Characteristics

- An eTutorial usually:
 - Is a one-way street, BUT can be a two-way street
 - Is delivered on-line
 - Allows the learner to go at their own pace
 - Allows the learner to self-assess their learning
 - Can reach many people regardless of distance
 - Uses technology, so expect glitches
 - Is planned using instructional design concepts



Benefits

Delivering screencasts/eTutorials:

- Brings the library to the customer
- Saves time in responding to support emails
- Documents processes, visually
- Allows for unlimited review
- Meets the learning styles of the computer-age
- Brings customers to your web-presence/sites
- Makes learning 24/7



Examples

- [I'd Rather Be Writing "Perfect Screencasts"](#)
- [University of Washington - Subject Guides Example](#)
- [Bennington College - Google Scholar & Crossett Library](#)
- [Screencast.com – How to Write an Annotated Bibliography \(CBE\)](#)
- [eTutorial/SoftChalk – WWII Overview](#)



? Questions ?
Type in Chat and
Send to Everyone



Preparing your Screencast

- Determine Launch Date, Work Backwards
- Determine Timing
- Focus Subject with the Five Whys
- Determine Mode of Presentation
 - Demonstration and/or Training
 - Information Sharing
 - Self-Paced Tutorial
- Gather Pieces
 - PPTs, Images, Files, Software, etc.



Design to your Audience

Questions to Ask:

- What is their attention span?
- How comfortable are they with technology?
- What is your goal for the screencast?



Design to your Audience

Questions to Ask:

- Where does the audience get most of their information? Newspapers, T.V., other people? Are these reliable sources?
- Does the audience have a vested interest in the topic? Is that interest distorting their view? Enhancing it?
- What is their age, sex, sexual orientation, religion, value system, political affiliation?
- Where do they live?
- Is there a regional bias of some sort?



Design to your Audience

Questions to Ask:

- What is their socio-economic background?
- What is their level of education?
- Do they have children? Are they married or single?
- Is this a purely hypothetical issue for them or might it affect their lives?



Design to your Audience

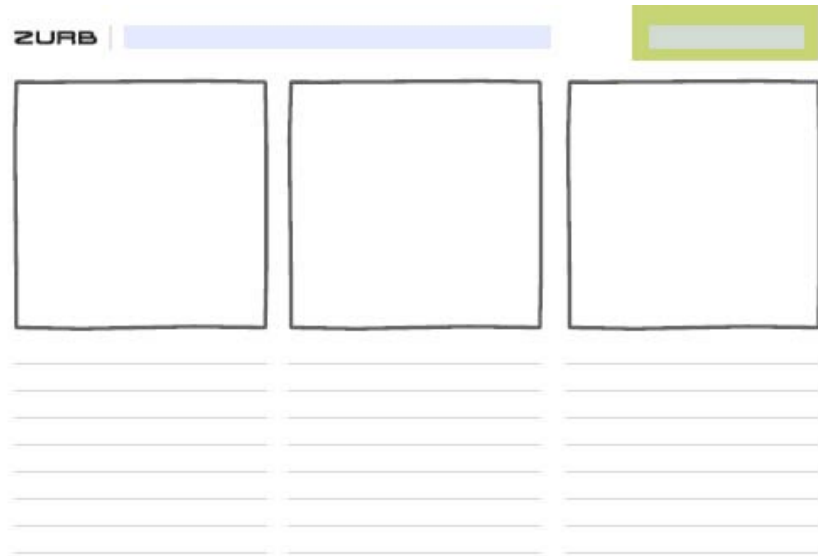
Questions to Ask:

- Can they personally do anything to change this issue? What?
- Are they openly antagonistic or supportive of this issue? Have they published anything on the topic?
- Who would be an authoritative source in the eyes of this audience?



Develop an Outline

- Develop an outline to flesh out the order of content.
 - Example of this presentation's outline
- Storyboard your outline for a clearer view of screens.
 - www.spaaze.com



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Designing the Screencast/Tutorial

- Screencasts

- Start with either a PPT-ish presentation (as in today's presentation) or have an outline handy and follow it (good if demonstrating a process/software).

- eTutorials

- Start with the chosen tool for developing the online eTutorial (ex. SoftChalk, Adobe Captivate, Quicktime)



Live Screencasting Tools

All of these tools have a cost.

- Adobe Connect
- WebEx
- GoTo Meeting

- anymeeting.com is a good FREE solution



Live Screencast Tips

- Prepare, prepare, prepare
 - Know your content
 - Know your Presentation Software
 - Script it if you cannot Wing It
 - Have a Wing-Person
- Rehearse, rehearse, rehearse
 - The more you rehearse the more comfortable you will be
- Prepare, prepare, prepare



Tutorial Creation Tools

All of these tools have a cost.

- Camtasia & Jing
- SoftChalk.com
 - smarterlunchrooms.org example
 - [Evolutionary biology](#) example
- Adobe Captivate
- Website Design (Dreamweaver, etc.)
- For other FREE and COST solutions, view this [guide](#) [article](#).
- Quicktime (FREE)



Tutorial Creation Tools

Demonstration of [SoftChalk](#)



How Webinars and eTutorials Differ

- eTutorials are usually not live
- eTutorials have more pedagogy behind them
- eTutorials have more options for self-assessment
- eTutorials are more interactive, the learner is active, not passive
- eTutorials can be taken many times



Preparing Materials

- Create your eTutorial
- Create your PPT (could be backbone of webinar)
- Gather all Files to Demo
- Make sure software is up-to-date and that computer is ready for presenting
- Create “Help” notes that can always be viewed during the presentation



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Preparing for Delivery

- Keep all Files Handy
 - Backup all files needed in another location
 - (ex. Dropbox.com, etc.)
- Know your Role
 - The Presenter vrs the Wing-Person
- Pre-Flight Checks
- Rehearse, rehearse, rehearse
- Deliver to a Test Audience for Edits



Preparing for Delivery

- Tweak your Content according to your rehearsal experiences, as well as your Test Audience feedback.
- Keep rehearsing up until the presentation date.



Pre-Presentation Setup (example)

The following slides show the contents of a Word document that sits beside our presentation computer.

- Presentation Uses Two Macs:
 - Room 123, use the Mac to the left of the door for setting up/presenting your web session.
 - On the second floor, use the Mac in the aisle area.



Pre-Presentation Setup (example)

- Here are the to-dos to setup 15-20 minutes before the live session:
- Open Firefox and go to [Web Address of Session]...
 - Login with our *super-secret* host login:
 - Login ID = [your login ID]
 - Password = [your password]
- If a session has not already been setup, set it up by clicking on the “Schedule a Meeting” link under the Host a Meeting menu on the left.
 - Make sure to include all attendees via their email addresses.
 - Make sure to set the default password of [password]

Pre-Presentation Setup (example)

- Setup your Bb/Document windows in the Browser via tabs ... so that you can go directly to certain screens without spending the “click-time” to do so. No one wants to see you try to find a file.
- Make sure that your Browser Screen is ZOOMED to Four-Clicks (Command and +).
- Open the *Stick 'em Up* application on the Mac task bar along the bottom. Sticky notes that show participants how to show their chat window, etc., will automatically appear. (This is set up the same for both Macs)

Pre-Presentation Setup (example)

- While in WebEx, make sure to check the “Mute on Entry” option under the Audio menu so that when, and if, participants enter the session after it has started, their audio will automatically be muted.
- Lastly, make sure to enable video for your presentation. In WebEx, under the Participant window, click on the video camera icon to turn on your video. The icon will be green when it is on.

Pre-Presentation Setup (example)

- **TIP:** Let your Session Assistant handle the Chat Room. Don't be distracted by what goes on there. Your role is to present, educate, and disburse general merriment and goodwill.



Assistant Setup (example)

Assistant Setup:

- If you are an assistant, make sure to NAME yourself properly when logging into your session. For instance, include your first name with a parenthesis of “Co-Presenter” ... Eric (Co-Presenter).
- As the presenter is presenting, try to jot down questions on a separate piece of paper ... as the Chat Room scrolls down as chats come in. Then, when the presenter is ready for Q&A, you'll have a list ready to share.

Preamble Script (example)

Preamble Text:

- Welcome to [Name of Session]! We're glad that you could join us today to learn more about Blackboard 9.1, which is now available for building your fall 2011 courses only.
- As a reminder ... this webinar is for information only; it is not a hands-on workshop. So, you can just sit back, relax, and watch our presentation.
- You will be able to pose questions following each segment of our presentation. You can enter those questions into the chat space to the right of our presentation screen ... just type in the chat box and hit enter on your keyboard to send in your question.

Preamble Script (example) – CONT'

- If your Chat window is not visible, click your mouse on the “Viewing CIT Faculty Support’s Desktop” area (a green bubble area), and then click on the Chat icon.
- Please be aware that the chat room associated with this presentation is PUBLIC, so questions, or comments, that you enter here will be seen by everyone, unless you send a private chat message via the drop-down menu.

Preamble Script (example) – CONT'

- During the presentation, my colleague [NAME] will be helping to manage the chat room; so, if a question is easily answered, [NAME] will provide an immediate response. Otherwise, questions will be held in queue until a good stopping point opens in our presentation. Any questions that we do not have time to respond to will be followed-up on after our presentation is over.
- I will be MUTING your audio for the duration of this presentation so that you can get the best sound from our presentation.

Preamble Script (example) – CONT'

- Lastly, I will be turning off my video so that you can have a clear view of this Blackboard demonstration.
- That said, we should be ready to start our presentation ... so ...
[Presentation]



Post-Presentation - Tasks

Post-Presentation To-Dos:

After you have made your presentation ...

- Make sure to UNMUTE your Assistant for Q&A
- Make sure to hand the presentation over to your assistant (for their presentation) by right-clicking on their name in the participant list and choosing Presenter to make them the presenter.

Post-Presentation – Tasks – CONT'

Post-Presentation To-Dos:

After you have made your presentation ...

- Upon exiting the session, make SURE to save the chat log for the retrieval of questions.
- After the first presenter switches presentation mode, make sure to let participants know how to get their Chat Tool back (responsibility of the new presenter).

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Thank you!
Eric Machan Howd