



DOTS

DEPAUL ONLINE TEACHING SERIES

SCREENFLOW

DOTS:ScreenFlow

This document is adapted from James Moore's Technology Tuesday presentation given on the 26th May, 2009. For more information please visit:

www.depaul.edu/~jmoore/publications_presentations.php

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ScreenFlow

ScreenFlow is a screencasting tool that captures live desktop video, microphone and computer audio, and video camera input (internal or external) and then allows for editing after you have finished recording. There are other similar products out there in the marketplace, but I have found ScreenFlow to be the best option for these reasons:

1. Affordable price. ScreenFlow has a “street” price of \$99, and is available with a 10% educational discount.
2. Quick and easy recording. Unlike competing applications, ScreenFlow does not need to encode video immediately after recording.
3. Sophisticated editing. ScreenFlows editing options include zoom, panning, callouts, overlays and titling. Everything that I might need is there.

ScreenFlow runs only on OS X Leopard. You can download and purchase ScreenFlow from:

<http://www.telestream.net/screen-flow/overview.htm>

ScreenFlow Alternatives

- Camtasia Studio for Mac (coming in 2009)
<http://www.techsmith.com/macdevelopment.asp>
- iShowU HD
<http://store.shinywhitebox.com>
- Screen Mimic
<http://www.decimus.net>
- Snapz Pro X
<http://www.ambrosiasw.com/utilities/snapzprox/>

My Introduction



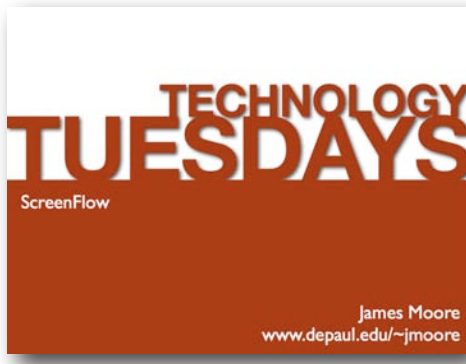
James Moore grew up in England and lived in both London and Bath before moving to Chicago in 1999. He is currently employed as the Director of Online Learning for [DePaul University's College of Commerce](#).

Previously he was an instructional technology consultant for DePaul ITD/IDD, focusing on distance learning and blended learning. Before working as a consultant, James was Web Development Manager for DePaul's Lifelong Learning and Suburban Campuses. In that position he instituted an expansion in the use of the web for marketing and communication, including overseeing guerilla marketing techniques and website analysis as well as introducing a 24/7 student registration and payment system.

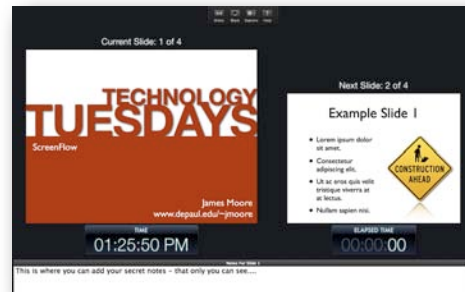
Before moving to the U.S., he worked as a helpdesk supervisor for the London offices of an international financial advisory and asset management firm. He also volunteered as a night manager for Radio Avalon, the radio station of the Glastonbury Festival of the Performing Arts.

James holds a B.A. in economics and information technology from Middlesex University in England and an M.S. in telecommunications with a computer science concentration from DePaul University. James lives in Chicago with his wife and their neurotic cat.

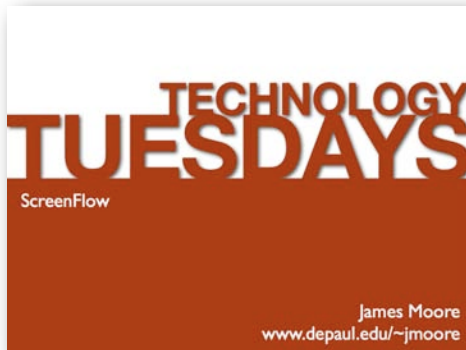
Recording A Presentation - Using An External Monitor



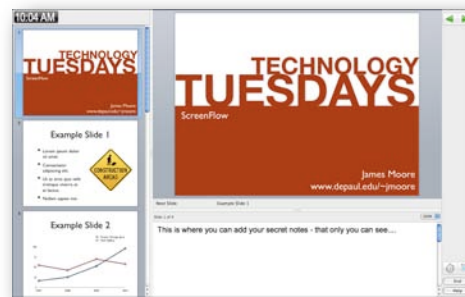
External Monitor (Keynote)



Primary Monitor (Keynote)



External Monitor (PowerPoint)

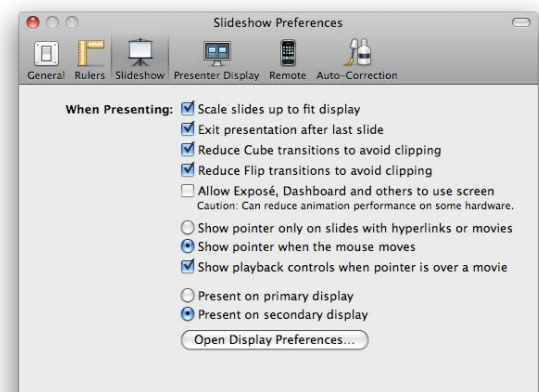
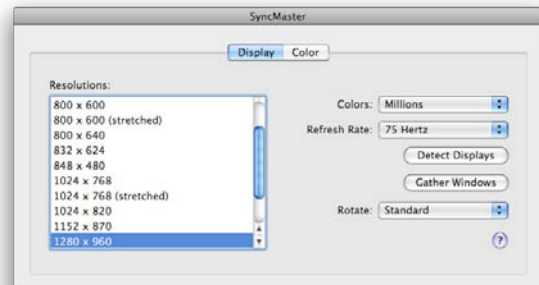


Primary Monitor (PowerPoint)

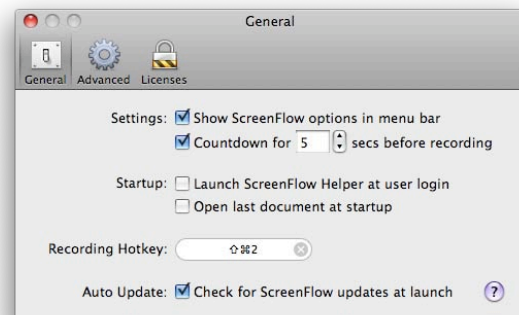
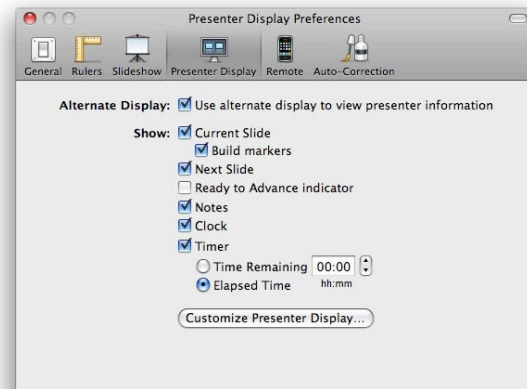
Ideally, you should record all presentations using an external monitor. This way you can record what is presented on the external monitor, but use the primary monitor as your workspace. The advantage of this approach is that you can read “hidden” notes in your presentations and preview upcoming slides as you record your video.

Recording With Keynote (External Monitor)

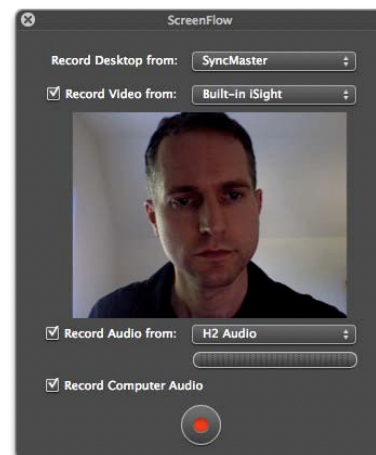
1. Open **System Preferences**.
2. Click on **Displays**.
3. On the window that represents the secondary display, change the **Resolutions** values to **1280 x 960**.
4. Click on the **Color LCD** window.
5. Click on **Arrangement**.
6. Uncheck **Mirror Displays**.
7. Close **System Preferences**.
8. Open your **Keynote presentation**.
9. Click on **Preferences**.
10. Click on **Slideshow** and enable these settings:
 - **Scales slides up to fit display.**
 - **Exit presentation after last slide.**
 - **Reduce Cube transitions to avoid clipping.**
 - **Reduce Flip transitions to avoid clipping.**
 - **Show pointer when the mouse moves.**
 - **Show playback controls when pointer is over a movie.**
 - **Present on secondary display.**



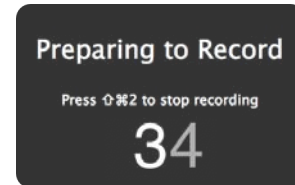
8. Click on **Presenter Display** and enable these settings:
 - **Use alternate display to view presenter information.**
 - **Show: Current Slide.**
 - **Build markers.**
 - **Show: Next Slide.**
 - **Show: Notes.**
 - **Show: Clock.**
 - **Show: Timer.**
 - **Elapsed Time.**
9. Close **Preferences.**
10. Open **ScreenFlow.**
11. Open **Preferences** and enable these settings:
 - **Show ScreenFlow options in menu bar.**
 - **Countdown for 5 secs before recording.**
12. Close **Preferences.**
13. Click on **File / New Recording.**



14. In the ScreenFlow window enable these settings:
 - **Record Desktop from: <secondary display>**
 - **Record Video from: Built-in iSight**
 - **Record Audio from: <external microphone>**
 - **Record Computer Audio**
15. Position the laptop so your face is appropriately framed in the preview window.
16. Then click on the red **Record** button



17. Wait for the countdown timer to finish.



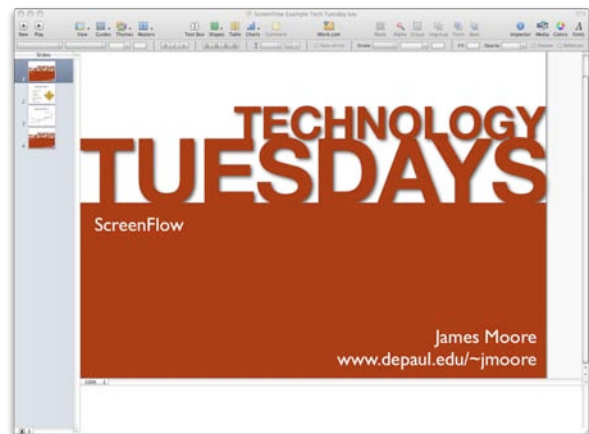
18. Return to your **Keynote** presentation and click **Play**.

19. Make your presentation as normal.

Tips

- Speak clearly and precisely.
- Ensure that you are in a quiet environment.
- Enjoy the experience!

17. When you are finished presenting click on the **ScreenFlow icon** in the menu bar and select **Stop Record**. (NOTE: you can also press ⌘⌘2)



18. Your **ScreenFlow** recording will appear after you stop recording. Click on **File / Save As** and save the recording into an appropriate place.

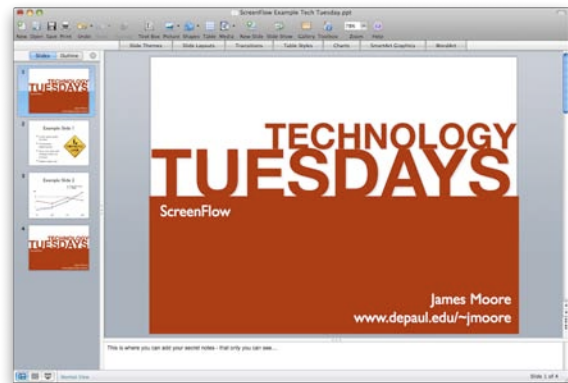
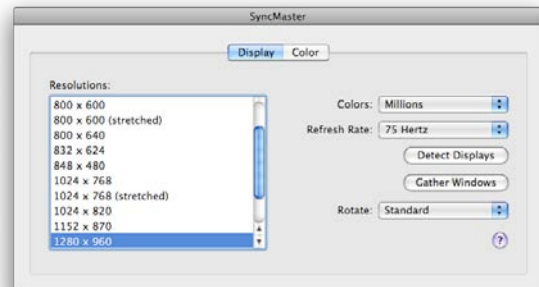
Tips

- Save your recording into a new directory. Keep associated files (presentation, video, etc.) in the same directory.
- ScreenFlow does not autosave. Remember to save your file periodically.
- Create a title slide for the first and last pages of your presentation.

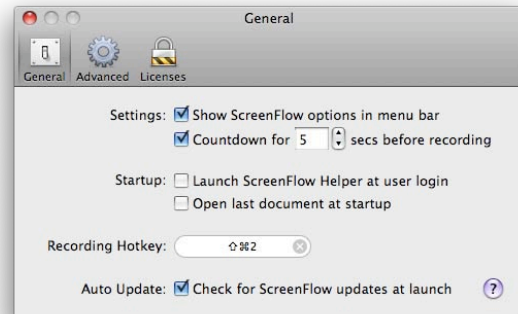


Recording With PowerPoint (External Monitor)

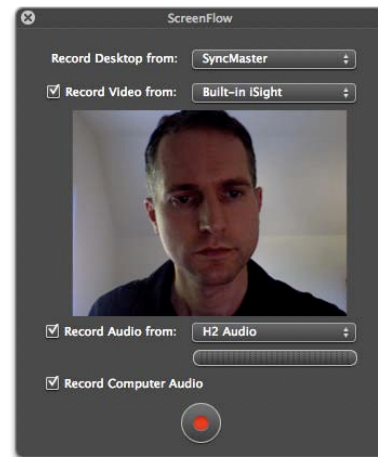
1. Open **System Preferences**.
2. Click on **Displays**.
3. On the window that represents the secondary display, change the **Resolutions** values to **1280 x 960**.
4. Click on the **Color LCD** window.
5. Click on **Arrangement**.
6. Uncheck **Mirror Displays**.
7. Close **System Preferences**.
8. Open your **PowerPoint** presentation.



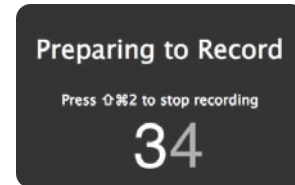
9. Open **ScreenFlow**.
10. Open **Preferences** and enable these settings:
 - **Show ScreenFlow options in menu bar.**
 - **Countdown for 5 secs before recording.**
11. Close **Preferences**.
12. Click on **File / New Recording**.



13. In the ScreenFlow window enable these settings:
 - **Record Desktop from: <secondary display>**
 - **Record Video from: Built-in iSight**
 - **Record Audio from: <external microphone>**
 - **Record Computer Audio**
15. Position the laptop so your face is appropriately framed in the preview window.
16. Then click on the red **Record** button



17. Wait for the countdown timer to finish.



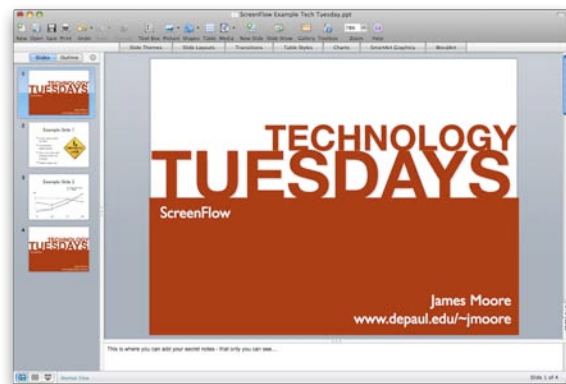
18. Return to your **PowerPoint** presentation and click **Play Slide Show**.

19. Make your presentation as normal.

Tips

- Speak clearly and precisely.
- Ensure that you are in a quiet environment.
- Enjoy the experience!

17. When you are finished presenting click on the **ScreenFlow icon** in the menu bar and select **Stop Record**. (NOTE: you can also press ⌘⌘2)



18. Your **ScreenFlow** recording will appear after you stop recording. Click on **File / Save As** and save the recording into an appropriate place.

Tips

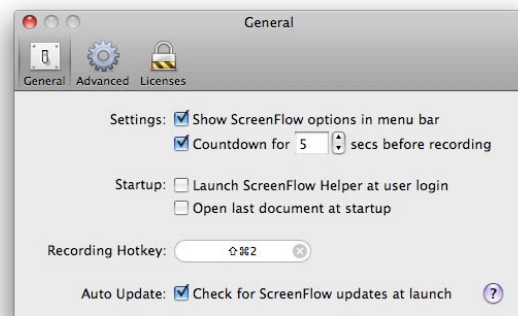
- Save your recording into a new directory. Keep associated files (presentation, video, etc.) in the same directory.
- ScreenFlow does not autosave. Remember to save your file periodically.
- Create a title slide for the first and last pages of your presentation.



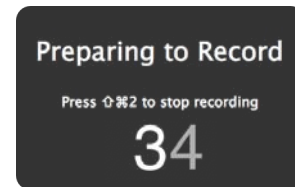
Recording A Presentation - Single Screen

Recording With Keynote

1. Open **ScreenFlow**.
 2. Open **Preferences** and enable these settings:
 - **Show ScreenFlow options in menu bar.**
 - **Countdown for 5 secs before recording.**
 3. Close **Preferences**.
 4. Click on **File / New Recording**.
-
5. In the ScreenFlow window enable these settings:
 - **Record Video from: Built-in iSight**
 - **Record Audio from: <external microphone>**
 - **Record Computer Audio**
 15. Position the laptop so your face is appropriately framed in the preview window.
 16. Then click on the red **Record** button



17. Wait for the countdown timer to finish.



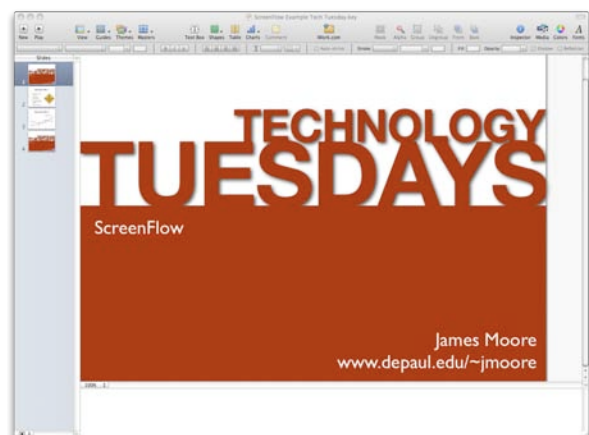
18. Return to your **Keynote** presentation and click **Play**.

19. Make your presentation as normal.

Tips

- Speak clearly and precisely.
- Ensure that you are in a quiet environment.
- Enjoy the experience!

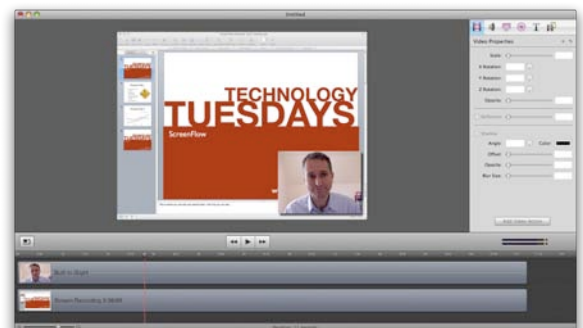
17. When you are finished presenting click on the **ScreenFlow icon** in the menu bar and select **Stop Record**. (NOTE: you can also press ⌘⌘2)



18. Your **ScreenFlow** recording will appear after you stop recording. Click on **File / Save As** and save the recording into an appropriate place.

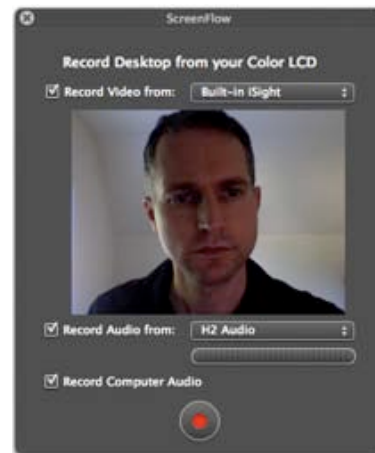
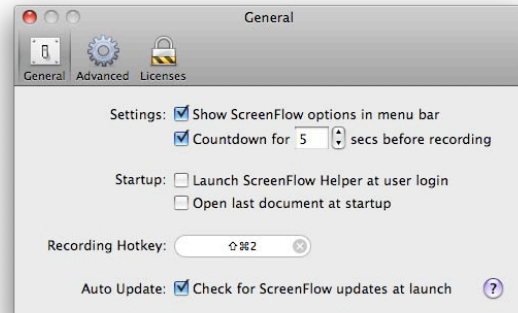
Tips

- Save your recording into a new directory. Keep associated files (presentation, video, etc.) in the same directory.
- ScreenFlow does not autosave. Remember to save your file periodically.
- Create a title slide for the first and last pages of your presentation.

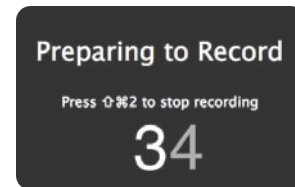


Recording With PowerPoint

1. Open **ScreenFlow**.
 2. Open **Preferences** and enable these settings:
 - **Show ScreenFlow options in menu bar.**
 - **Countdown for 5 secs before recording.**
 3. Close **Preferences**.
 4. Click on **File / New Recording**.
-
5. In the ScreenFlow window enable these settings:
 - **Record Video from: Built-in iSight**
 - **Record Audio from: <external microphone>**
 - **Record Computer Audio**
 15. Position the laptop so your face is appropriately framed in the preview window.
 16. Then click on the red **Record** button



17. Wait for the countdown timer to finish.



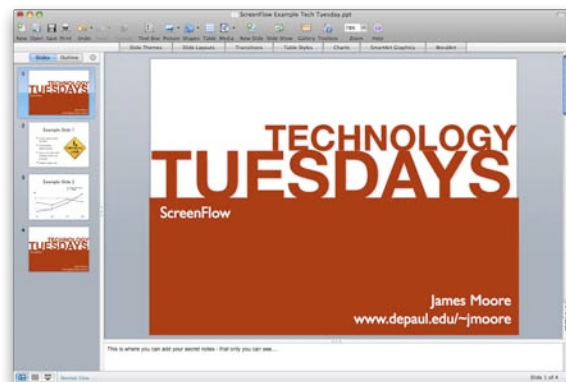
18. Return to your **PowerPoint** presentation and click **Play Slide Show**.

19. Make your presentation as normal.

Tips

- Speak clearly and precisely.
- Ensure that you are in a quiet environment.
- Enjoy the experience!

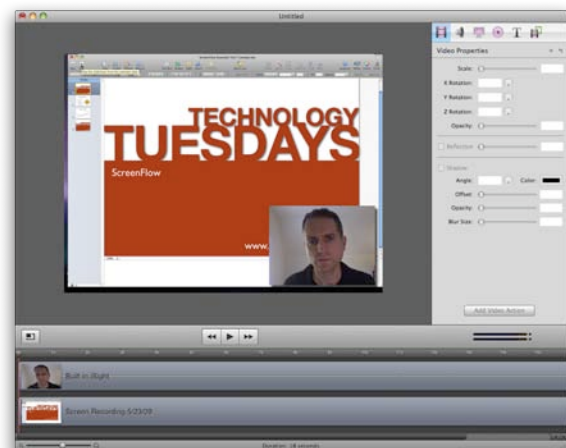
17. When you are finished presenting click on the **ScreenFlow icon** in the menu bar and select **Stop Record**. (NOTE: you can also press ⌘⌘2)



18. Your **ScreenFlow** recording will appear after you stop recording. Click on **File / Save As** and save the recording into an appropriate place.

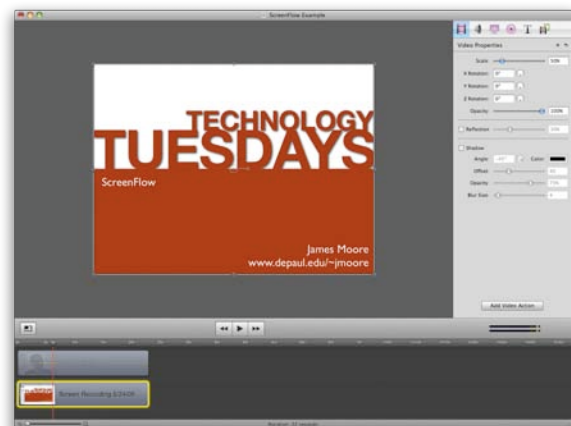
Tips

- Save your recording into a new directory. Keep associated files (presentation, video, etc.) in the same directory.
- ScreenFlow does not autosave. Remember to save your file periodically.
- Create a title slide for the first and last pages of your presentation.



Editing Your Recording

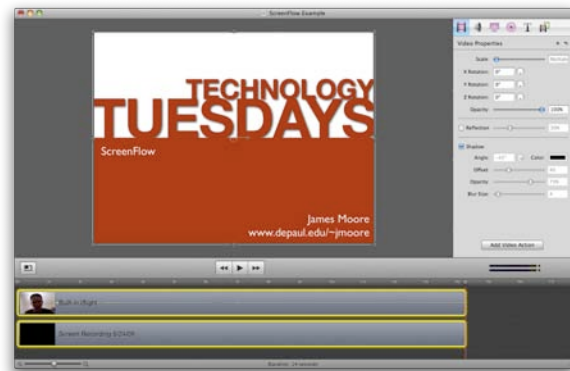
1. Open your **ScreenFlow** recording.
2. Remember to periodically save the file (ScreenFlow can crash, you do not want to lose your work).
3. **Resize the canvas area to 640 x 480 pixels** and then click on **Apply**. The canvas icon is on the left of the screen, just above the timeline.
4. Click on **View / Zoom to 100%**.
5. **Resize your Screen Recording** so that it fits all of the canvas. You can resize with the scroll button on your mouse, or you can change the **Scale** value under **Video Properties**.
6. **Move your Screen Recording** so that it is centered within the canvas. "Snapping" and the yellow guidelines will help you in centering the image.



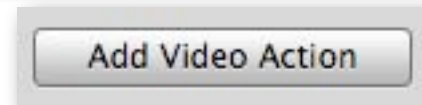
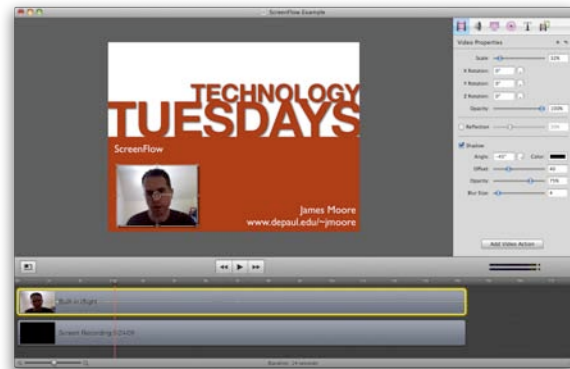
7. Trim the start of your recording by moving the **scrubber** (red line) to a point in your recording where you want to delete all previous material. You may want to zoom in (slider on bottom left-hand side of screen) for greater control.
8. Then press the **Command** and **A** keys (**⌘A**) at the same time to highlight all your clips in the timeline (this will put a yellow border around each of your clips).
9. Click on **Edit / Trim Front to Scrubber**.
10. Click and drag your clips to the start of the timeline.



11. Trim the end of your recording by moving the **scrubber** (red line) to a point in your recording where you want to delete all subsequent material. You may want to zoom in (slider on bottom left-hand side of screen) for greater control.
12. Then press the **Command** and **A** keys (**⌘A**) at the same time to highlight all your clips in the timeline (this will put a yellow border around each of your clips).
13. Click on **Edit / Trim End to Scrubber**.



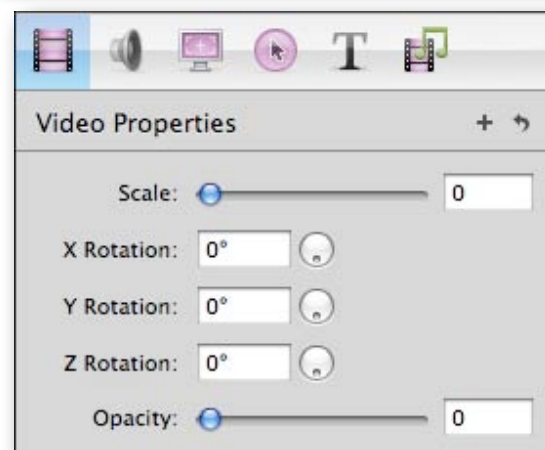
14. Click on the **Built-in iSight** clip in your preview pane and then drag the clip to an appropriate place.
15. Resize the **Built-in iSight** clip by using either the **scroll button** on your mouse or by changing the **Scale** value in **Video Properties**.



16. Move the **scrubber** to a position in your recording where you would like to fade-out your image. Click on the **Add Video Action** button.
17. This will add a yellow Video Action to your timeline. You can reposition the Video Action by clicking and dragging. You can increase or decrease the duration of the Video Action by clicking and dragging on the handles.



18. Click on the **Built-in iSight** clip (to the right of the Video Action) and then change the **Scale** and **Opacity** values in **Video Properties** to zero.



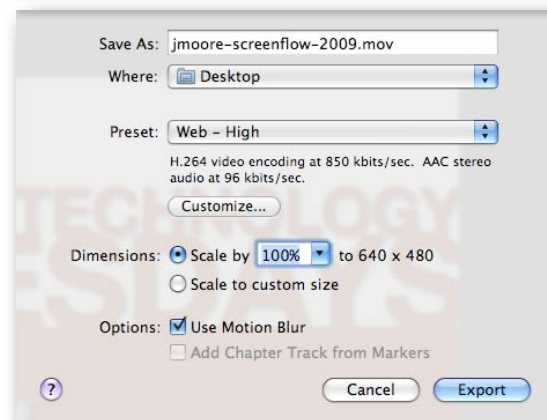
Exporting Your Recording (QuickTime)

If you wish to create a streaming video, export your completed video in the QuickTime format and then give this file to your IDD consultant. Your IDD consultant will convert the QuickTime file into a streaming Ooyala video.

1. In ScreenFlow, click on **File / Export**.



2. Choose an appropriate filename in the **Save As** textbox.
3. Change the **Preset** to **Web - High**.
4. Change the **Dimensions** to **Scale by 100% to 640 x 480**.
5. Under **Options** check **Use Motion Blur**.
6. Click on **Export**.



7. Wait for the QuickTime file to export.
8. After ScreenFlow has finished exporting, **open the QuickTime file** (in the QuickTime player) and verify that the video plays correctly.
9. Send the **QuickTime file to your IDD consultant**. They will convert the file for you, and send you HTML code to add to Blackboard or your website.



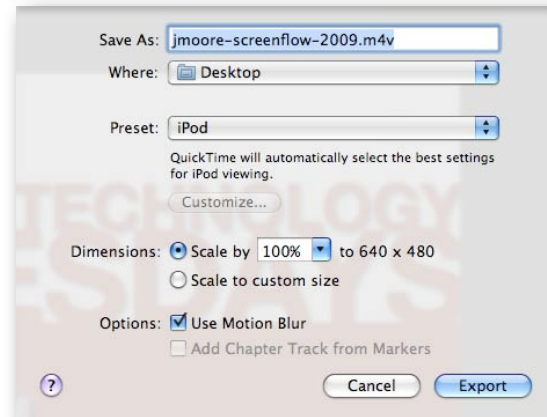
Exporting Your Recording (M4V/iPod)

If you wish to create a downloadable video, export your completed video in the M4V format. The best way to distribute this file is through iTunes U.

1. In ScreenFlow, click on **File / Export**.



2. Choose an appropriate filename in the **Save As** textbox.
3. Change the **Preset** to **iPod**.
4. Change the **Dimensions** to **Scale by 100% to 640 x 480**.
5. Under **Options** check **Use Motion Blur**.
6. Click on **Export**.



7. Wait for the M4V file to export.
8. After ScreenFlow has finished exporting, **open the M4V file** (in the QuickTime player or iTunes) and verify that the video plays correctly.
9. **Upload the M4V file to iTunes U.**



Upload to iTunes U

NOTE: You will need to have an account on iTunes U. Contact Diane Tarkowski (dtarkows@depaul.edu) if you need your course to be on iTunes U

1. Using a Web browser go to <http://itunes.depaul.edu/>
2. Click on “**Visit DePaul University on iTunes U now**” (the text below the photographs)



3. Type in your Campus Connection **username** (user ID) and **password** and then click on **Login**



4. This should open iTunes U on your computer



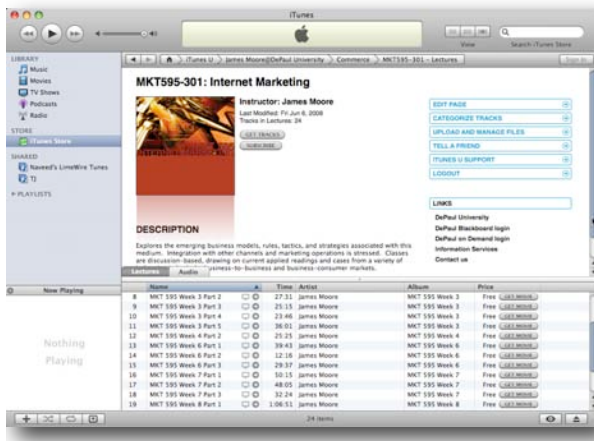
Hardware and Software

Software



Screenflow (\$99)

<http://www.varasoftware.com/products/screenflow/>



iTunes (free)

<http://www.apple.com/itunes/>

Hardware



Snowball Mic (\$99)

http://www.jr.com/blue-microphones/pe/BMC_SNOWBALL/

<http://www.bluemic.com>



Zoom H2 (\$199)

http://www.jr.com/zoom-h2-handly-recorder/pe/ZOO_H2/

<http://www.samsontech.com>



Sansa Clip (approx. \$49)

http://www.jr.com/sansa-clip-2-gb-black/pe/SAD_SDMX11R204K/

<http://www.sandisk.com>



Belkin AV22201-06 PureAV Digital Camera Cable (\$25)

http://www.jr.com/belkin/pe/BKN_AV22201_hy_06/

<http://www.belkin.com/>

Credits

Cover image taken from the Freewave Data DVD (Joel Evey - Blight)

Gratuitous Self-Promotion

Here are a few of the courses and seminars I teach:



Practical Internet Marketing Certificate Program: Hands-On Techniques for Small Businesses and Nonprofits

<http://cpe.depaul.edu/opim> (online)

<http://cpe.depaul.edu/pim> (face-to-face)

A six-week certificate program that covers (almost) everything you need to know about marketing on the Internet.

Taught online and face-to-face in Chicago.



Search Engine Optimization (SEO) Seminar

<http://cpe.depaul.edu/seo>

A one-day seminar concentrating on strategies and tactics to optimize websites so that they rank more highly on search engines.

Taught face-to-face in Chicago.



MKT 595: Internet Marketing

<http://www.depaul.edu/~jmoore/mkt595/>

An eleven-week DePaul University MBA course that covers (almost) everything you need to know about marketing on the Internet.

Taught online and face-to-face in Chicago.