

SCREENCAST DESIGN FOR LIBRARIANS

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Objectives: what will you learn here?

- Definition of a screencast
- Usefulness of a screencast
- Important design principles of a screencast
- How to record a simple screencast

What is a Screencast?

- Screencasts are digital recordings of a computer screen, often containing audio narration.

Example:

Finding AR level and points

- <http://screencast.com/t/KQbFJaoWgiw3>

Why Screencasts?

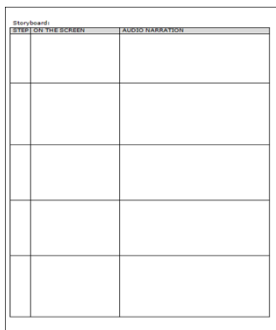
Public Libraries School Libraries

- How to use self-checkout stations
- Tutorial on shelving fiction/nonfiction
- How to find maps in library
- Tutorials for conference room users
- How to use library tech tools (3D printer, etc.)
- AND MORE....
- How to check grades
- Library Procedures
- How to use citation makers
- Show subs how to use circ program
- Giving feedback on an assignment
- How to use databases

Design Elements

- Objectives
 - What do you want the viewer to know how to do by the end of the screencast?
- Length
 - Shorter is better. If the screencast is too long, the viewer will be less inclined to view the whole thing. No more than five minutes is a good rule of thumb.
 - If a topic is too complex, break it into smaller segments. Create a tutorial series.
- Audience
 - Use vocabulary and images appropriate for the audience you are trying to reach.
- Prepare

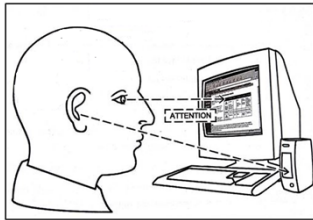
Storyboard Worksheet



Avoiding Cognitive Overload



Verbal and Visual Channels



ScreenCast Software

- Jing- <https://www.techsmith.com/jing.html>
- Screencastify- <https://www.screencastify.com/>
- Screencast-o-matic- <https://screencast-o-matic.com/home>
- Screencastle- <http://screencastle.com/>
- Camtasia- <https://www.techsmith.com/camtasia.html>
- Snagit- <https://www.techsmith.com/snagit.html>

Recording a Screencast

- <http://www.screencast.com/t/UcOq8mVuPIg>

Recap

- What a screencast is
- How screencasts can be useful
- Design principles of screencasts
- Recording a simple screencast

For more screencast examples, go to:

- Screencasts made by librarians at San Jose State University:
 - <http://library.sisu.edu/online-tutorials/online-tutorials>
- Kid's Guide to Searching Britannica Library on GoWYLD.net:
 - <http://www.screencast.com/users/pabred13/folders/Jing/media/103f0c85-59ef-48a5-af25-8f6ea3ad1b93>
- Screencasting with Bill Myers online:
 - <http://www.bmyers.com/public/941.cfm?sd=3>
- Screencasting Toolbox
 - <http://www.livebinders.com/play/play?id=1908603&backurl=/shelf/my>

Reference

- Tempelman-Kluit, N. (2006, July). Multimedia Learning Theories and Online Instruction. *College & Research Libraries*, 67(4), 364-369.
<http://libaccess.sjlibrary.org/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=llf&AN=502986668&site=ehost-live>

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