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?

<table>
<thead>
<tr>
<th>Public Libraries</th>
<th>School Libraries</th>
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<tbody>
<tr>
<td>How to use self-checkout stations</td>
<td>How to check grades</td>
</tr>
<tr>
<td>Tutorial on shelving fiction/nonfiction</td>
<td>Library Procedures</td>
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<tr>
<td>How to find maps in library</td>
<td>How to use citation makers</td>
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<tr>
<td>Tutorials for conference room users</td>
<td>Show rules how to use city program</td>
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<tr>
<td>How to use library tech tools (3D printer, etc.)</td>
<td>Giving feedback on an assignment</td>
</tr>
<tr>
<td>AND MORE...</td>
<td>How to use databases</td>
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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/UcOq8mVuPlq

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.sjsu.edu/online-tutorials/online-tutorials

- Kid’s Guide to Searching Britannica Library on GoWYLD.net:
  - http://www.screencast.com/users/pabred13/biolens/Jorg/media/1039085-0d4e6484-4f55-d25-8f80a27601993

- Screencasting with Bill Myers online:

- Screencasting Toolbox
Reference


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