

Videos and Webinars – by Cate O'dahl ESP Services

COMMUNICATE!

TOOLS TO SHARPEN YOUR EDGE

VIDEOS

- ✘ Active
- ✘ Versatile
- ✘ Expressive
- ✘ Communicate your message, even when you are not there
- ✘ Provide detail difficult to convey in other formats
- ✘ FUN!



PROS

- × Greater story-telling
- × Active, versatile, and compelling

CONS

- × Greater effort
- × Loss of personal connection



PROS & CONS OF VIDEO FORMAT

WHAT YOU NEED TO GET STARTED

- × Video camera & tri-pod
- × Video editing software
- × Head-set with audio microphone
- × Lots of time and patience

VIDEO CAMERAS

✕ Brands

- + FLIP camera
- + Sony
- + Canon
- + JVC
- + Panasonic

✕ Types

- + Digital
- + HD camcorders
- + Professional
- + Prosumer

✕ Cost Range

- + \$70 - 80
- + \$1,100 - 1,500
- + \$3,400 - 4,000
- + \$3,900 - 5,400

Simple, easy and affordable



VIDEO EDITING SOFTWARE

2011 Best Video Editing Software Comparisons and Reviews										
Rank	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10
	CyberLink Power2Go	Corel VideoStudio Pro X6	Adobe Premiere Elements	Magix Movie Edit Pro	Sony Vegas Pro 11	VideoPad	Pinnacle Studio 16	Sony Vegas Movie Studio Platinum	Sony Vegas Pro 11	Shotcut
Reviewer Comments	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review	Read Review
Lowest Price	\$49.95	\$99.99	\$89.99	\$99.99	\$99.99	\$69.99	\$49.99	\$69.99	\$69.99	\$99.99
Proportion of people who buy the product	94.28%	2.60%	1.73%	0.43%	0.52%	0.00%	0.17%	0.26%	0.00%	0.00%
Overall Rating	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Rating	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Video Capture/Playback	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Size of Job	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Editing Tools	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Export/Production	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Editing Effects/Transitions	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Task Customization	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Audio & Photo Editing	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Help & Support	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
View Specifications	See	See	See	See	See	See	See	See	See	See
View Screenshots	See	See	See	See	See	See	See	See	See	See
Editing Effects/Transitions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Stylized Titles	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Transitions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Title Templates	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Add Text, Titles, Graphics, Credits	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Multiple Projectors (Broadcast)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Control Panel (GUI)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Slow / Fast Motion Effects	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

CATE'S EXPERIENCE WITH VIDEO EDITING SOFTWARE

- ✗ Windows Live Movie Maker
- ✗ TechSmith Camtasia
- ✗ Adobe Premiere Elements
- ✗ Pre-loaded on most new PCs
- ✗ PC and Mac Formats
- ✗ In top 10 –affordable PC and Mac Formats



WINDOWS LIVE MOVIE MAKER

- ✗ Features
 - + Included with Windows 7
 - + Easy uploads
 - + Titles pages and captions
 - + Music
 - + Snapshot
 - + Tutorial
- ✗ Cost
 - + Free in Windows 7 – cost is for upgrade



CAMTASIA

✘ Features

- + Screen Capture
- + Screen Recorder
- + Snag-it

✘ Cost

- + \$300 for basic version
- + Add-ons such as Snag-it cost more



The screenshot shows the TechSmith Online Store's Education Pricing page. It includes a navigation bar with links for Products, Downloads, Support, Community, Company, and Purchase. The main content area is titled "Education Pricing" and contains a table with columns for Product, Regular Price, and Education Price. The table lists several products with their respective prices and discounts. A sidebar on the right contains a "TechSmith Online Store" menu with links to various store sections. Below the table, there is a "Need to upgrade?" section with links for upgrading Snagit and Camtasia Studio.

Product	Regular Price	Education Price
Snagit	\$45.95 each 24% off	\$37.95 each Buy Try
Camtasia Studio	\$299.00 each 40% off	\$179.00 each Buy Try
Camtasia for Mac	\$149.00 each 34% off	\$99.00 each Buy Try
Camtasia Relay	\$2,995.00 37% off	\$4,995.00 up Get Quote
Camtasia Studio/Snagit Bundle	\$324.00 each 29% off	\$199.00 each Buy
More...	\$1,495.00 each 25% off	\$1,120.00 each Buy

Need to upgrade?
- Snagit Upgrade
\$19.95 | [Buy](#)
- Camtasia Studio Upgrade
\$89.50 | [Buy](#)

PREMIERE ELEMENTS

✘ Features

- + Photo editor
- + Automatic adjustments
- + Works with video files

✘ Cost

- + \$70 - 100



FREE VIDEO SOFTWARE

Desktop-Video-Guide.com

Essentials

- [Home](#)
- [Plan Your Video](#)
- [Video Equipment](#)
- [Shooting Video](#)
- [Capturing Video](#)
- [Editing Video](#)
- [Sharing Video](#)
- [Product Reviews](#)
- [Tips and Tricks](#)
- [Free Newsletter](#)
- [About Me](#)
- [Site Map](#)
- [Ask A Question](#)

Popular Articles

- [How to... an excellent video editing program](#)

Top 5 Free Video Editing Software Programs

There are many free video editing software programs available for download today, but not all of them are good.

AVS Video Editor NEW www.avs4you.com/Video-Editor
 Edit your videos: Cut, Join, Split, Reliable video editing software.

Free Editing Software www.computerware.com/FreeEdit
 Download free software for Windows. Easy video editor everyone can use.

Try Camtasia For Free [TechSmith.com/Camtasia](http://www.techsmith.com/Camtasia)
 Screen Recording Made Easy. Free 30 Day Trial!

Video Editing Software www.ajonka.com
 Compare FCP, AVID and Premiere We help you decide what you need

Many programs simply don't do what the manufacturers say that they will do, and others don't provide enough - or any support.

Of course, most free software does not include the same level or quality of support that you would expect to find with software that you purchase commercially.

While it is true that you get what you pay for, there really are some good free video editing software available out there.

Here are the top five that we have found:

Microsoft Movie Maker
 Already installed on newer computers that are running Windows 10, Movie Maker has Drag and Drop features to make creating and editing your movie easier. Microsoft has many add-ons for this software, and upgrades are available through the website. This is one of the best free video editing software programs available.

Apple iMovie
 Apple iMovie is comparable to Windows Movie Maker, but Apple iMovie is used on the Mac operating system. Apple iMovie has many advanced features and add-ons. Unfortunately, the software is only free if you buy a new Mac system. If you want the software without buying the system, it is available for purchase separately. One of the best free video editing programs available for Mac users.

Avid FreeDV
 Avid FreeDV is available for both Windows and Mac operating systems, and includes basic video and audio editing capabilities, as well as up to two streams of real-time effects. On the whole, a solid video editing program that is slightly hard to use, but very powerful once you learn its ins and outs.

Wax
 Wax is a high performance and flexible free video editing software program. It started out as a college project, and has since grown. Wax is good for both home users and professionals. It can be used as a stand-alone application, or as a plug-in to other video editors. The software also features unlimited video and audio tracks with top-down compositing.

Zwei-Stein
 Zwei-Stein is great free video editing software, but the user interface is very technical. It is full featured, offering many different effects. It can edit up to 256 video, audio, and still image clips. There are up to 64 effects, which can be chained serially. An interesting program that's worth looking at.

HEAD-SET WITH AUDIO MICROPHONE - OPTIONAL

- ✘ Audio and Narration
 - + Easy to do with Camtasia and Premiere Elements
 - + Not so easy with Windows Live Movie Maker

This is not a course. It is a... [Tip Sheet](#)

COMPUTER SKILLS AND TIP SHEETS

Windows Live Movie Maker: Add Narration

- 1 **Adding narration** (assuming your movie maker project has the content in the proper order):
 Click **Start** in Windows Vista or Windows 7 and open up Sound Recorder in the **Accessories** folder.
- 2 With your Windows Live Movie Maker project open in the background, click **Start Recording** in Sound Recorder and immediately click the **Play** control in your Movie Maker project.
 Narrate your movie. If you mess up, stop the playback of your Movie Maker project, click **Stop Recording** in Sound Recorder (don't save the file) and start again.
 When you finish narrating, click **Stop Recording** in Sound Recorder and save the audio file in a location on your computer that is easy for you to locate.
- 3 Go back to Windows Live Movie Maker, find the point in the Storyboard timeline that you would like to add your narration (from the beginning or at a current point), and click **Add music** below the music note in the **Home** tab. Navigate to your audio file and add it to your project.
- 4 You can edit your narrative track by clicking the **Music Tools** tab in the ribbon. Start by aligning the audio track to the place in your movie you want the narration to start. Then start playing your movie. The audio and video is probably not synced, for the moment do not pay attention to the video, listen for the point in the narration where you want the audio to start and click **Set Start Point**. This adjusts the audio so that the start point begins where you originally placed the audio track, effectively syncing your audio with your movie.
- 5 **Adding a soundtrack and narration**
 Make your movie as you would (using AutoMovie or manually) and add a soundtrack. Export the movie (depending on your resolution, we always recommend 1080p).

VIDEO OPTIONS

- ✘ Narrated PowerPoints
 - + Built-in feature in Camtasia
 - + Part of PowerPoint
- ✘ Screen capture
- ✘ Stand Alone Videos
 - + With or without narration
 - + Using title slides and captions
 - + Using transitions
 - + Music

Tip:

SAVE

AND

SAVE OFTEN

NARRATED POWERPOINTS

Camtasia works directly with
Microsoft Powerpoint
to easily add voice narration
to your existing Powerpoint presentations

SCREEN CAPTURE – USING LIVE WEBSITES

Camtasia Studio

Screen Capture Feature
allows you to capture websites
to use as an instruction tool

STAND ALONE VIDEOS

- ✘ Working with raw footage
- ✘ Using photos, Snag-it or Snapshots to make a video
- ✘ Injecting HUMOR – “if it ain’t FUN don’t do it”

Jerry Garcia

USING CAMTASIA

Converting raw video footage into
your completed video project

SALVAGING POOR QUALITY FOOTAGE

Making the most of raw footage
Integrating "Snag-It" or still photos
to enhance your videos

USING VIDEO FOR FUN

Out takes

SAMPLE VIDEO

- ✘ Used Windows Live Media Player
- ✘ All produced in less than two days

Sample Video –
2011 Green
Home Tour

WEBINARS SOFTWARE

2011 Webinar Services Review Comparisons Displaying 1 to 10 of 12 << Previous 10 | Next 10 >>

TopTactic | Webinars | Business & Finance | Webinar Services Review

Rank	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10
	GoToMeeting	Adobe Connect 3	Class2Web	WebEx Conference	GoToWebinar	WebEx Present	Video Seminar Live	GoTo	Microsoft Office Live Meeting	Live Meeting
Reviewer Comments	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW
Monthly Price (100+ Attendees)	BUY \$99.00	BUY \$69.00	BUY \$49.00	BUY \$100.00	BUY \$99.00	BUY \$99.00	BUY \$299.00	BUY \$79.00	BUY \$30.00	BUY \$69.00
Overall Rating										
Features										
Public Videos										
Ease of Use										
Help & Support										
View Specifications										
View Screenshots										
Features										
User Profile Creation	✓	✓	✓	✓	✓			✓	✓	✓
User Registration	✓	✓	✓	✓	✓	✓		✓	✓	✓
Reminders	✓	✓	✓	✓	✓		✓	✓	✓	✓
Private Chat	✓	✓	✓	✓	✓		✓	✓	✓	✓
File Transferring	✓	✓	✓	✓	✓		✓	✓	✓	✓
Polling	✓	✓	✓	✓	✓		✓	✓	✓	✓
Reporting	✓	✓	✓	✓	✓		✓	✓	✓	✓
Evaluation/Reporting	✓	✓	✓	✓	✓		✓	✓	✓	✓
Personal Feedback	✓	✓	✓	✓	✓		✓	✓	✓	✓
Encryption	✓	✓	✓	✓	✓		✓	✓	✓	✓
Attendee Payment	✓	✓	✓	✓	✓		✓	✓	✓	✓
Search for Webinars	✓		✓	✓	✓		✓	✓		✓
No Javascript Downloads Required	✓			✓			✓			✓

WEBINARS

- ✘ Go To Meeting
 - + Monthly subscription starts @\$99/month
 - + Reliable
 - + Full-service registration
- ✘ Ready Talk
 - + Third-party registration
 - + Can integrate with Salesforce (Guild database)
 - + \$1250 for up to 100 participants and 60 minutes
- ✘ Moodle
 - + Learning management system
 - + Free web application

DISCUSSION

- ✘ What video editing software have you used?
- ✘ What webinars systems have you used?