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Using Camtasia's Design Elements to Guide Visual Direction in Video Learning Objects

María Lizano DiMare, *Sacred Heart University*
Antoinette D. Bruciati

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Using Camtasia's Design Elements to Guide Visual Direction in Video Learning Objects

By Prof. Maria Lizano-DiMare & Prof. Toni Bruciati,
Farrington College of Education

The ability to guide the visual direction of viewers is an important element in the development of digital learning objects. Visual direction is the controlling of a viewer's eye movement and can be achieved through the careful planning and integration of video design elements. Camtasia provides a number of tools that allow instructional designers to customize videos and screencasts by using their PC or MAC computers. This demonstration will introduce the way that Camtasia is used to add visual effects that can be used to add visual direction to videos that are recorded through a webcam or other source. These effects include the addition of callouts, the ability to zoom, and animation features, and others.