

The **Screencasting** Reference Guide

for Educators

Written by Robert Kelley, Ph.D., April 2010.

Screencasting is the recording of material presented on your computer screen – plus your narration – and then sharing it with others. A screencast is essentially ‘show and tell.’ The screencast includes both the content displayed on the computer screen and also what you had to say about it.

Examples of screencasting include narrating a slide presentation, discussing an internet demonstration, creating a tutorial (of an application or how to navigate a site), providing individual feedback to students on an assignment, responding to student questions, or any other communication where it helps to both ‘see’ and ‘hear.’ Once posted, students can refer to your screencasts 24/7, as often as needed.

When using a screencasting application like Jing or Screenr (covered in this reference guide), screencasting is both quick and effortless. You can create, post, and share a screencast within minutes.

Keep this screencasting reference guide handy. Take a look at the table of contents, and then jump directly to the topics that you find interesting or useful. Happy screencasting!

TABLE OF CONTENTS (HYPERLINKED)

Reasons for Screencasting

- Teaching
- Social Presence, Class Climate, & Building Community
- Student Participation

Considerations Regarding the End User

- Accessibility
- Use of Mobile Devices
- Privacy

Search, Re-Use, and Licensing

- Intellectual Property, Copyright, Creative Commons Licensing, & Fair Use
- Before Creating a New Video/Image – It May Already Exist
- Linking or Embedding the Video in Your CMS/LMS, Blog, Ning, etc.

How to Screencast

- Helpful Tips for Recording Your Screencasts
- Jing– A TechSmith Product
 - Jing Features (Free vs. Pro) & Download
 - Jing Tutorials, Interactive Demonstration & The Getting Started Guide
 - Install Jing
 - Start Jing
 - Setup Your Free ScreenCast.com Account
 - Security Issues When Using Jing
 - How to Create a Screencast or Capture an Image – Using Jing
 - Jing History – Manage Your Jing Screenshots and Screencasts
 - Jing: Mobile Devices and Sharing via Twitter
- Tutorials Specifically for Educators
- Screencasting Using Other Applications
 - 12 Free Screencasting Tools
 - Screenr (designed to send screencasts to Twitter; a free web 2.0 app)

- Camtasia

Hosting Options - Upload and Share with Others

- ScreenCast.com
- YouTube
- Vimeo, Viddler, TeacherTube
- EduStream
- Flickr
- Your CMS/LMS

REASONS FOR SCREENCASTING

Screencasts enable you to both ‘show and tell.’ You will find screencasts useful for covering a class topic, an application, or how to navigate a site. Screencasts can also be used to communicate directly with your students – such as weekly class announcements, going over with a student an assignment, or answering a question. Some instructors have also encouraged their students to create screencasts as part of the class (e.g., a student presentation, tutorial on solving a math problems, news report, etc.).

After recording a screencast, you can share the screencast with your students by providing them with the URL to it, or embedding the screencast where your class will see it. For example, you can send out the URL to the screencast via e-mail, Twitter, Facebook, etc. Or embed the screencast in your class website, course management system, or a blog post. The screencast is then available to help your students 24/7, as often as needed.

Teaching without screencasting (especially online), is like voluntarily using a home computer that is 7 years or older. You can make it work, but you are giving up a lot in terms of convenience and options. In this section, we’ll cover how you can use screencasting to increase your teaching options, enhance your online social presence, utilize a richer communication medium (both visual and auditory), and encourage new forms of student participation.

TEACHING

Students often share that while watching a screencast they feel as if they are actually ‘in the classroom with the instructor.’ That is high praise indeed – indicating that screencasting is both a rich medium for instruction and that it conveys to the students the instructor’s presence. In some courses, students are asked to create their own screencasts – which can result in a wealth of instructional tutorials and presentations. Think about how you might use screencasting in your class.

To help you conceptualize screencasting... Imagine that a student is in the room with you, and you are both looking at your computer screen. The student can see what you have displayed on your computer screen, and hear what you wish to share about it. In addition, you can use your mouse as a pointer on your screen to focus the student’s attention. Finally, if you have a drawing application open, you can use your mouse (or preferably a drawing tablet) to write on the screen – treating the screen as a whiteboard. Once you’ve created the screencast, any number of students can see it, at any time, viewing it as often as needed. Your screencast can

be directed to the entire class, or to a specific student. Importantly, the screencasting applications make screencasting easy and quick to accomplish. To help you get started, consider the instructional possibilities outlined below.

A lecturette is a short presentation of 4 – 7 minutes. Typically a lecturette is focused on a single topic. To use screencasting to record your lecturette, first open the computer or web application that you wish to show your students. The application could be a slide show presentation, a drawing application (that you would treat as a whiteboard), an online resource (e.g., a website or online demonstration), or video that you wish to discuss (e.g., a YouTube video). If your lecturette is a slide show presentation, you'll need to create the slide show ahead of time. Then you start the screencasting program, add your narration, use your pointer to focus attention, and interact with the applications (e.g., drawing, advancing to the next slide, starting an online demonstration, etc).

Lecturette

- Slide presentation (e.g., MS PowerPoint, Slide Share)
- White board (e.g., a Web 2.0 Whiteboard, MS Paint)
- Video (e.g., as you record a YouTube video, discuss the action as it occurs)
- Electronic/Internet resource (e.g., Art Images, Websites, Demonstration Applet)

A tutorial teaches students a process, such as using an application, how to solve a problem (e.g., math), navigating a particular resource, etc. When covering a complex topic, consider breaking it down into several short, focused tutorials. Students can refer to the tutorials as needed, watching it as many times as needed, when they need it.

Tutorials

- How to use an application (e.g., statistical package, drafting program, web 2.0 app, etc.)
- Helping student with how to navigate the course online (CMS/LMS/Website)
- Use or navigate a web resources (e.g., how to do a library search, use Google Docs, etc).

Primarily because screencasting is quick and easy, it can be used to enhance 'regular' online communication. Screencasting adds both a visual and auditory component, thereby greatly increasing the richness of the communication. Discussing a document? Bring up the document, and then use your mouse arrow to focus attention while you provide your verbal feedback. Wish to use a whiteboard to walk a student through a process (e.g., solving a math problem)? Open a drawing program, then use your mouse (or drawing tablet) to draw on the 'whiteboard' as you verbally describe the need steps. Student having trouble navigating a site or using an application? Bring up the website or application, and while recording it with the screencast

program, walk the student through navigating and using the site. Wish the student to ‘hear’ the message (e.g., helpful with foreign languages, music, etc.)? Use the screencasting then primarily for recording the auditory component.

Personal Communication (e.g., Responding to a Student Question)

- Create a personalized lecturette to answer a question
- Discuss an image or document
- Open a drawing program and use it as a whiteboard
- Walk a student through using an application (e.g., drafting software)
- Describe relevant material (e.g., website, student work, electronic resource)
- When the emphasis is on ‘hearing’ the communication (e.g., foreign language, music, ESL)

Note: Personalize the response by including the student’s name, or perhaps instead save your response (without student identifying information) to later add to your FAQ section, teaching materials, or when responding in the future to similar questions.

Similar to personal communication, screencasting can be used to provide feedback on student work. In this case, you would open the electronic version of the student’s work (e.g., document, slide show presentation, posting, etc.), and then use the mouse arrow to focus the student’s attention while you provide verbal feedback on the assignment. A screencast can also be used to provide general feedback on an assignment, such as a solution guide or discussing commonly missed problems or difficulties experienced.

Feedback on Student Work

- Papers submitted electronically; consider bringing up the document in your screen and going over it with the student (perhaps reviewing the written annotations you’ve already provided using Word, Crocodoc, or Adobe Acrobat Pro)
- Exams (visually bring up the exam to show the student as you discuss it, or highlight a small unchanging part of your screen, and basically just provide auditory feedback)
- A solution guide to an exam or assignment
- Individual or Group Slide Presentations submitted electronically to the instructor (e.g., MS PowerPoint, Google Presentation, SlideShare, VoiceThread)
- Art work submitted electronically to the instructor (e.g., photo, video)

The emphasis of this reference is screencasting. However, you can also take advantage of ‘screen capture’ to create teaching materials and provide feedback. For example, with the Jing application you can ‘take a picture’ of what is displayed on the computer screen, and then further edit the image if you wish (e.g., adding text, arrows, highlighting, or framing). The

image can be placed in a document (i.e., a handout), the course management system (to illustrate a point, or as a course banner).

Screen Capture – ‘Taking a Picture of the Computer Screen’

- Take a screen shot (e.g., art image, document page, website, etc.)
- Edit: Add a textbox, draw an arrow, highlight material, and/or draw a box (using Jing)

Provide the annotated screen shot as an image or insert within a document or slide

SOCIAL PRESENCE, CLASS CLIMATE & BUILDING COMMUNITY

For online courses especially, screencasting can help to project an instructor’s presence – to motivate, encourage, connect, share, and excite students about what they are learning. Some screencasting programs also enable you to use your webcam (e.g., Jing Pro). When you switch to a webcam, students can both hear and see you. If your weekly online announcements include using the webcam, your online students will experience a much greater connection with you. If you stick with just screencasting, they will know your voice, and appreciate the greater use of intonation available with ‘hearing’ versus reading. Consider exploring the possibilities of screencasting for connecting more closely with your students. You may find your online students later approaching you on campus and thanking you for being their online instructor.

Screencasting – Enhancing Your Online Presence

- Provide a ‘Welcome to the Course’ announcement / email / text messages
- Introduce yourself to your students
- Share weekly announcements or updates with the students (personalized to the class activities and students)
- Comment on student posts, blogs, work (with the screencast, you can directly point out what you liked about the students’ contribution)
- For K-12, consider providing parents with introduction to yourself, announcements, brief overview what the students will be covering, reply to e-mail questions where audio/visual is better than text only communication.

As shared earlier, screencasting can also involve sharing an image (rather than a video). Some screencasting applications support screen capturing – where you take a ‘snap shot’ of what is on the screen. With Jing you can specify the area of the screen to capture, and then later edit the image (e.g., adding arrows, highlighting, framing, and including text).

Consider using this screen capture feature to:

- Create a course banner (e.g., use Jing to capture a Wordle, or Spell with Flickr images)
- Provide a screenshots of the course text book cover, instructor photo, map to classroom, etc (Must first be on your computer screen before you can capture and edit the image) for your CMS/LMS, discussion or blog post, or for a classroom handout.

STUDENT PARTICIPATION – PLACE SCREENCASTING IN THE HANDS OF THE STUDENTS

Whether onsite or online, as instructors we want our students to become engaged and excited about learning. Several teachers have reported that once they show their students how to screencast, students take off with the idea – excited to share and contribute. The screencasts created by the students can then become part of the class resources.

In an online course, screencasts make it easy to accomplish what text alone cannot – communication with both images and voice. Students generally appreciate seeing an image of the person making a post online (e.g., an avatar image) – it helps to make a social connection. Both seeing and hearing the person further increases their social presence, making it easier to form connections. These individual connections between students help to form a class community. Below are some ideas for how students might use screencasting.

- Use Screencasting to augment student participation on discussion boards and blogs
 - Practice use of a foreign language or sign language
 - Practice use of English by students taking an ESL class
 - Demonstrate and share music played by the student (music class)
- Students can make screencast video presentations to share with you and each other
 - A lecturette covering course material
 - A tutorial (related to course content or applications)
 - Sharing their solution to a homework problem (e.g., for math, using a white board)
 - To help other students
 - To show their instructor where they get confused
 - To demonstrate mastery or understanding of a topic
 - A group presentation (e.g., each student provide 1 – 2 minute presentation on their slide; then uploads to YouTube) that is then stitched together within a Google Presentation
 - A ‘news report’ on a topic or event

- Peer review papers (i.e., providing feedback via the screencast)
- Students can share their knowledge outside the classroom (and learn from others)
 - E.g., www.Mathtrain.tv (“Mathtrain.TV is a free educational "kids teaching kids" project from Mr. Marcos & his students at Lincoln Middle School in Santa Monica, CA.”; featured on the TechSmith site)

CONSIDERATIONS REGARDING THE END USER

When creating a screencast, it is important to consider who your audience includes. Will some students be using a mobile device to view the screencast? If so, then you want to keep the dimensions of the screencast to 640 x 480 or smaller. Will all students be able to hear the screencast – or might some students have a hearing impairment (e.g., deafness), or be forced to watch the screencast on low or no volume? Then there may also be students with a visual impairment, or those who simply wish to listen to your presentation (e.g., while in the car). There are tips presented so that your screencasts can meet the needs of students with either of these impairments. Importantly, making your screencast more accessible is likely to benefit all of your students, due to learning styles or simply the opportunity to both hear and see your instruction. Finally, consider privacy issues. Screencasts related to grades, correcting student behavior, or other private matters should be communicated to the student alone (e.g., sending via e-mail a link to the screencast, calling the student directly, or arranging a meeting to meet together at your office).

ACCESSIBILITY

When creating required course materials, by law they must be accessible to deaf/blind students. Doing so is likely to also benefit all the students in the class.

Consider adapting one of the following recommendations to improve accessibility:

- *Provide an Alternative Text Document.* In addition to the screencast, provide a link to an alternative document with a written description, such as a summary (a verbatim transcript is not necessary). Include an alternative text description of each image. Deaf students can read the document, and for blind students their screen reader can read the document aloud (including the alternative text that you provide for each image),
- *Provide a Rich Narration and Insure the Text on Each Slide is Sufficient.* Verbally describe relevant visuals (for visually impaired) and insure that the text alone on the slides would be sufficient to cover the material (for hearing impaired), or
- *Closed Captioning.* Yet another option is to provide closed captioning – though this goes beyond the capability of Jing. Note that you would still want to provide a rich description of the visual elements (for blind students). Closed captioning could be

added to a Jing video by later [1] importing the Jing video into most recent version of Camtasia (and adding closed captioning using Camtasia) or [2] by adding closed captioning using the web 2.0 application displaying the video (e.g., YouTube supports post-production closed captioning of videos). Be creative – and add text to help your viewer.

MOBILE DEVICES

The distinction between a computer and a mobile device (e.g., iPhone) continues to blur... as now computers are used for ‘phone conversations’ (e.g., Skype) and mobile devices run applications (e.g., word processing, calculator, image editor, calendar, etc).

Importantly, in some areas the percentage of students with mobile phones (e.g., college students) is high and continues to increase. These students use their mobile phones to surf the internet, call, text message, share videos, take pictures... doing so whenever and wherever they happen to be. No surprise, they’ll also want to use their mobile phones for class related work—rather than waiting until they get home to use the computer (or get on campus to use the computer lab).

Let’s go over sharing screencasts via mobile devices.

- *Screen Resolution.*

Most mobile devices can handle a screen resolution of 640 x 480. Using a smaller resolution (e.g., 539 x 431) should also be fine. A larger resolution may make it so the video cannot be viewed. This affects how much of your screen you can capture at any time. When using the cross-hairs to select a screen region, notice the calculated resolution of the area – appearing in a small box to the right as you are in the process of selecting a screen region.

- *Flash.*

Some mobile devices do not support Adobe Flash (e.g., iPhone, touch iPod). Adobe Flash is a programming language for adding animation and interactivity to web pages. To reduce reliance on Flash, consider:

- Record videos in .mp4 / H.264 format rather than ShockWave Flash (.swf) format. A mobile device that doesn’t support Flash typically will not play a ShockWave Flash video. Note that Jing Pro and Screenr both provide the opportunity to record a screencast in the .mp4 file format.
- If the video is not ShockWave Flash, there is a possibility that the video player on the website was written in Flash. Several video hosting websites (e.g., YouTube,

- ScreenCast.com, etc.), upon detecting that you are using a mobile device, will skip the use of Flash video player, and instead provide the video directly.
- Students are less likely to be able to view an embedded video (that depends upon flash) – so also provide a link.

PRIVACY

Common Sense. When providing feedback (e.g., a screencast) regarding a student's assignment, consider whether in a classroom you would normally share this feedback directly with the student or as part of a classroom conversation. Provide sensitive feedback directly to the student (e.g., e-mail, grade-book comment), rather than in a discussion board or blog comment.

FERPA. I am not a lawyer and do not have a law background – the following is not legal advice, but something to think about.

Some view FERPA as indicating the feedback must always be given privately, and can never be given where someone other than the student could see it. If this were true, then no evaluative feedback on student work could be given on the discussion board (NC State University Office of Legal Affairs, Student Privacy Law, Interpretative Note #3, 2008; http://www.ncsu.edu/legal/legal_topics/student_privacy.php).

However, the Supreme Court case decision on peer grading appears to support a different conclusion. Instead of 'educational record' being interpreted in its broadest terms (e.g., any feedback given by the instructor to the student), the following quote indicates that the United States Supreme Court takes a more narrow and traditional view of 'education record.' Specifically, the Supreme Court in this case appears to support the view that feedback on individual assignments is not covered by FERPA:

“Respondent’s construction of the term ‘education records’ to cover student homework or classroom work would impose substantial burdens on teachers across the country. It would force all instructors to take time, which otherwise could be spent teaching and in preparation, to correct an assortment of daily student assignments. Respondent’s view would make it much more difficult for teachers to give students immediate guidance. The interpretation the respondent urges would force teachers to abandon other customary practices, such as group grading of team assignments. Indeed, the logical consequences of respondent’s view are all but unbounded. At argument, counsel for respondent seemed to agree that if a teacher in any of the thousands of covered classrooms in the Nation puts a happy face, a gold star, or a disapproving remark on a

classroom assignment, federal law does not allow other students to see it. We doubt Congress meant to intervene in this drastic fashion with traditional state functions. Under the Court of Appeals interpretation of FERPA, the federal power would exercise minute control over specific teaching methods and instructional dynamics in classrooms throughout the country. The Congress is not likely to have mandated this result, and we do not interpret the statute to require it” (<http://supct.law.cornell.edu/supct/pdf/00-1073P.ZO>, 2002).

SEARCH, RE-USE, AND LICENSING

As instructors, we want to use our time well, and take advantage of excellent materials created by others (within the constraints of fair use and/or with permission; giving proper credit). Rather than expecting to create all of your own instructional screencasts, look around and see what other instructors have created. Visit some of the more widely used video hosting sites (e.g., YouTube, Viddler, Vimeo, TeacherTube), and do a quick search on the topic or skill that you wish to cover.

Perhaps use the videos that you find, or based on them, make your presentation even better (and/or more closely tuned to your own students). Share with your students the relevant videos that you find by either providing them with the URL or embedding the video within your website or course management system.

INTELLECTUAL PROPERTY, COPYRIGHT, CREATIVE COMMONS LICENSING, & FAIR USE

As educators, we often happily share our teaching materials with others. If they give us credit, even better – but not always expected or desired. If we post material online, now the entire world can see it – and someone (e.g., a teacher) may even want to use it again.

If we are open to sharing our teaching materials, but don't want to require that others contact us directly for permission, we can either put our material in the public domain or use a Creative Commons license. A Creative Commons license makes it so that you can give the end user certain rights (e.g., opportunity to include a modified version of your work in their teaching), while retaining other rights (e.g., requiring attribution, or that only non-commercial uses of your work are allowed). Of course, the end user can always contact you directly to negotiate other uses of your work than those you specified with your creative commons license.

As shared earlier, I am not a lawyer and do not have a law background – the following is not legal advice, but something to think about. Here are a few things to think about regarding intellectual property, copyright, Creative Commons licensing, and the doctrine of fair use.

Intellectual Property. “In the normal course of events, when an employee creates a literary work in the course of his or her employment, that person's employer is the owner of the copyright in that work. There is, however, a well-established exception to this general rule, namely that copyright in a lecture delivered by an employee who is employed to lecture lies with that employee. Thus, by analogy, it would seem that copyright in teaching materials produced by a teacher is owned by that teacher [unless specified differently in the hiring contract] (Intellectual Property and Teachers, <http://tinyurl.com/llkybo>).

Copyright. Unless otherwise stated (e.g., using Creative Commons licensing), the consent of the copyright owner is required to “[a] reproduce the work, [b] prepare derivatives of the work, [c] distribute copies of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending, [d] to perform the work publicly, [e] to display the copyrighted work publically, [f] in the case of sound recordings, to perform the work publically by means of digital audio transmission, and [g] in the case of a ‘work of visual art’ the author has certain rights of attribution and integrity” (Copyright 101, <http://tinyurl.com/ykgar5o>).

Creative Commons. As the copyright owner, you can provide others with partial (e.g., using Creative Commons) or full rights to your work (e.g., by putting it into the public domain). Creative Commons licensing allow you, the copyright owner, to specify the conditions under which others might use your work (without needing to contact your directly for permission). Possible conditions include: Attribution, Share alike, Non-commercial, Non-derivative works. You can apply just one or any combination of the four possible conditions be fulfilled in order for someone to use your work (e.g., you might require attribution and non-commercial). If someone wants to use your copyright work in a way not expressly approved by the creative commons license you selected, they can still talk with you to get your permission (e.g., negotiating to pay to use your work commercially). As a teacher, there are probably many materials that you would be willing to share with others, and would like others to share with you, without the hassle of tracking the copyright owner down to ask. Creative commons licensing is a great way to allow others (without their having to contact you directly) certain limited rights to use your work (<http://creativecommons.org/about/licenses>).

Fair Use. “Section 107 contains a list of the various purposes for which the reproduction of a particular work may be considered fair, such as criticism, comment, news reporting, teaching, scholarship, and research. Section 107 also sets out four factors to be considered in determining whether or not a particular use is fair:

- The purpose and character of the use, including whether such use is of commercial nature or is for nonprofit educational purposes
- The nature of the copyrighted work
- The amount and substantiality of the portion used in relation to the copyrighted work as a whole
- The effect of the use upon the potential market for, or value of, the copyrighted work

The distinction between fair use and infringement may be unclear and not easily defined. There is no specific number of words, lines, or notes that may safely be taken without permission. Acknowledging the source of the copyrighted material does not substitute for obtaining permission.

BEFORE CREATING A NEW VIDEO/IMAGE – IT MAY ALREADY EXIST

When searching for screencasts on a topic, check out video hosting sites, educational repositories, search engines, etc. Some search engines support searching specifically for material with a creative commons license

- The Creative Commons Search Engine (<http://search.creativecommons.org/>)
- Search video hosting sites (e.g., www.YouTube.com)
- Search image hosting sites (e.g., www.Flickr.com)
- Search Engines (e.g., www.Google.com, www.Bing.com)
- Search Educational Resources (e.g., www.Merlot.org)

LINKING OR EMBEDDING THE VIDEO SCREENCAST INTO YOUR CMS/LMS, BLOG, NING, ETC.

To embed a video screencast, you will need to paste the video's embed code into the text editor – *while the editor is in HTML mode*. Typically the CMS/LMS text editor, blog editor, etc. has a button to switch to HTML mode. The button used to switch the editor into HTML mode might say on it 'HTML' or '<>.'

Before switching the editor to HTML mode, consider typing 'Video goes here' where you want to place the video. Once you switch the editor to HTML mode, things often don't look so pretty. This way, you can find the 'Video goes here' and know that is where you wish to place the video.

After you switch the editor to HTML mode, place your cursor where you want the video to go (or highlight your phrase 'Video goes here').

Then paste the HTML code. This can be done by right clicking on your mouse and choosing the option 'Paste.' The result will NOT look pretty.

Then return back to the 'normal' view. This might be accomplished by clicking on a button saying 'Rich Text' or a '<>' button. When you are back in normal view, the video will be there. Don't be concerned if you see only a box with a red x (or something similar). Some editors require that you save the entry before the video will actually appear and can be played.

- **Blackboard:** When editing an item, click on the icon '<>' to switch back and forth between the rich text and the html editor.

If you do not see the '<>' button (used to switch between rich text format and html), you may need to make the 'Visual Text Box Editor' menu bar visible. To turn on the

'Visual Text Editor – Be logged into blackboard, but not yet in any of your courses. Choose 'Personal Info, Change Password' option under the tools menu heading. Then click on 'Set Visual Text Box Editor Options.' Then set availability to 'Available' and click 'Submit.' Now return back to your course, and you should see the '<>' icon in the menu bar directly above any items that you are editing.

- **Moodle:** When editing an item, click on the icon '<>' to switch back and forth between the rich text and the html editor.
- **Ning Blog:** Click to add a blog entry. Above the tool bar of the blog, are two tabs ('Rich Text' and 'HTML'). Click on the tab of the editor that you wish to use (e.g., click on 'HTML' to switch to the HTML editor.
- **Ning Comment:** Simply paste the embed code into your comment where you'd like the video to appear.

Check out the screencast below to 'see and hear' how to embed a screencast.



Jing: Saving, Uploading and Sharing Your Screencast – This tutorial is posted at <http://tinyurl.com/yfhsrxv>. The tutorial covers how to upload your screencast (to Screencast.com), get the embed code, & share with others. In this tutorial, see how to upload a screencast to ScreenCast.com, get the embed code, and include the screencast in a Ning Blog.

HOW TO SCREENCAST

The Screencasting Guide for Educators provides both a general overview of screencasting, as well as specific information about using the screencasting application Jing.

HELPFUL TIPS FOR RECORDING YOUR SCREENCASTS

Below are several tips to get you off to a great start.

- Get a good microphone – and keep the microphone cord as far from the computer as possible (helps to reduce static noise in the recordings due to electronic interference)
- Record in a quiet location
- Use the pause button on your screencast application when there is an interruption, to give you time to switch between applications or catch your breath, or while you are typing (simply click pause, type what you need, then resume).
- Use your mouse arrow as a pointer – drawing your viewer’s attention to the key points of your presentation
- Record the smallest area on the computer screen that is reasonable
 - Keeps your file size smaller
 - Screencasts recorded within the dimensions of 640 x 480 are more likely to be viewable on mobile devices
 - Make sure that the content can be comfortably viewed
- With MS PowerPoint, screencast the slides shown in ‘Normal’ view rather than ‘Slide Show.’ This way, less of the screen needs to be recorded.
- Record your screencast as an .mp4/H.264 video (a Jing Pro and Screenr option). The file size will be smaller, and the resulting video can be viewed on more mobile devices. The .swf file format (the only option with the free version of Jing) cannot be viewed on mobile devices that do not support Adobe Flash.
- Use large fonts, less clutter – as the videos may be viewed in small screens
- Provide a rich verbal description of what is being viewed (could also help blind students)
- When possible, create a presentation where seeing is enough (could also help deaf students)

JING – A TECHSMITH PRODUCT

Developed by TechSmith, the Jing application combines elements from the TechSmith products Camtasia (video recording) and Snagit (screen capture) programs. Jing is free (with a Pro

version available for \$14.95 a year), and comes with a free ScreenCast.com account, where you can upload up to two gigabytes. Want to share the video with just friends, or with the whole world? With ScreenCast.com you can indicate four levels of privacy (share entire folder's contents, only show the video, require a password, or require the viewer to login). Videos can be viewed on a computer or a mobile device. Jing also makes it easy to send your screencast directly to YouTube, Facebook, or Twitter.

Whichever screencasting application that you choose to use, following Jing section of this reference guide will likely give you several new ideas for creating your screencasts.

JING FEATURES (FREE VERSUS PRO)

The free version of Jing is a powerful application for screencasting and screen capturing images. With the free version you can create a screencast, upload it, and share with others (providing either a URL or the embed code).

The main drawback to the free version of Jing is that it only saves videos as .swf (flash format). Even more restrictive, these .swf files created with Jing cannot later be converted to other file formats (at least, now without importing them into Camtasia 6.0.1). For this reason, while screencasts created with the free version of Jing can be uploaded to ScreenCast.com, they cannot be uploaded to YouTube – as the attempt by YouTube to convert the video to .mp4 will fail. Nor can the .swf videos be viewed on mobile devices that do not support Adobe Flash.

With the Jing Pro version (\$14.95 a year subscription), you can save files in the .mp4 (H.264) format. This makes it possible to later view the Jing screencast using a mobile device (e.g., from ScreenCast or YouTube) – even if the mobile device doesn't support Flash. Also helpful, the .mp4 format results in a smaller file size than the .swf format. This means download/streaming time is shorter. Plus, given the smaller .mp4 file size, you can store more screencasts in your free ScreenCast.com account (2GB limit).

In addition, with Jing Pro, you can with a single button click send a screencast directly to YouTube or share it with others via Twitter. Screen captures can likewise be sent with a single click to Flickr. There is no branding with the Pro version. Finally, you can also record directly from your webcam, in addition to screencasting.

- Free version of Jing
 - Select the screen area that you wish to record.
 - For image screen capture:
 - Can later add text, arrows, boxes, and highlight to the image
 - Sharing Options: Save the image to your computer as a png file, place it in the copy/paste buffer, or click to upload the image and get the URL or embed code.

- Can also export an image directly to SnagIt (for owner's of this TechSmith product)
- For screencasting:
 - Video limited to 5 minutes
 - No post-production editing with Jing, though can import into Camtasia (version 6.0.1 or later)
 - Sharing Options: Save the screencast to your computer as a .swf file, or click to upload the video and get the URL or embed code
 - Can also export a screencast directly to Camtasia (if you own this product, version 6.0.1 or later)
- A free ScreenCast.com account for uploading images and videos:
 - Free version is limited to 2 gigabytes storage and 2 gigabytes of bandwidth each month
 - Determine the privacy settings of your ScreenCast folders: Public (anyone with the URL can view the image/video, and browse the rest of the material in the folder), Hidden (no other images/videos within the folder are listed), Password (requires a password to view the material), and Authenticated (viewers must be invited, and have authenticated their identity by signing into their ScreenCast account).
- Download the free version of Jing at: <http://www.jingproject.com/download/default.asp> (scroll towards the bottom of the page, and click on Download the free version of Jing!).
- Pro Version of Jing (Additional Options)
 - Sharing: Upload material directly to Flickr, YouTube, and Twitter
 - File formats: Both .swf and .mp4 (smaller file size)
 - Record from webcam in addition to the computer screen
 - Unbranded videos
 - Download the Pro version of Jing at: <http://www.jingproject.com/pro/>
- Jing is available for both Windows and Mac OS X

JING TUTORIALS, INTERACTIVE DEMONSTRATION & THE GETTING STARTED GUIDE

TechSmith (the developer of Jing) provides several excellent resources to help users get the most out of Jing. Take some time to check out these general screencasting resources:

- Jing Tutorials are available at the Jing Help Center (<http://help.jingproject.com/>)
The help center provides video tutorial on the following topics: *Getting Started* (Taking

your first capture, Move the sun launcher), *Capture* (Selecting a capture area, Image capture, Video capture, Use a Webcam), *Share* (Share to Screencast.com, Embed Jing Content, Share directly to Twitter, Customize Jing's buttons, The YouTube button), *Manage* (Jing History, Capture Hotkey, Jing startup & 'sun' options).

- The Jing Interactive Demonstration at <http://tinyurl.com/yilxmi5> (for both Windows & Mac). The interactive demonstration walks you through using the Jing screen capture option, uploading the image to Screencast.com, and then inserting the returned URL into a chat window
- The Jing Getting Started Guide
Located
at <http://content.screencast.com/users/jinghelpcenter/folders/pdf/media/c37e4f4c-bdb5-4647-9c50-14bf0385511a/jing-welcome%20guide.pdf> or
at <http://tinyurl.com/y99qfgk>

INSTALL JING

Installing Jing is straightforward. Below is a step by step guide for those wishing greater assistance.

1. *Go to the Download Site.* Go to www.JingProject.Com/Download
2. *Select Your Operating System.* Click on the 'Windows' button to install Jing.
3. *Browser Security.* Your browser may require your approval to download the file or view a pop-up window.

For Windows Platform...

4. *Run the Download.* When prompted, choose 'Run' (rather than 'Save') in order to continue the installation
5. *View and Approve End User License.* When the setup dialog window opens up, you will have the opportunity to view the 'End User License' by clicking on the document icon at the bottom middle of the window. If you agree (and wish to use Jing) then click on the checkbox 'I accept the fine print.'
6. *Installation Options.* The default installation options are: Launch Jing after installation, start Jing when the computer starts, and install Jing to the folder 'C:\Program Files (x86)\TechSmith\Jing'. You can change these defaults by clicking on the 'Options' button. Note that it does take system resources to keep Jing running all the time, but the benefit of doing so is that you can start a screencast at anytime by clicking on the Jing sun on your computer screen. Finally, this option can later be changed.
7. *Install Jing.* Click on the 'Install' button when ready to install Jing.

8. *The Jing Installation is Finished.* Click 'Finish' on the 'Jing is ready to go' dialog window.

START JING

You can choose to always have Jing running in the background or to start up the application each time that you need it. Having the Jing application always running is useful if you find yourself making 'casual' screencasts to others on a regular basis. If Jing is running in the background, then you will see the Jing sun on your computer screen. That Jing sun can actually be moved to a different position on the edge of your screen by using your mouse to click and drag it where you wish.

- *Find the Jing Sun on Your Screen.* The Jing sun is typically located at the top of the computer screen – though you can choose to drag it to a different location along the screen edge (by clicking on it and dragging). If you see the Jing sun, then the program is already running. OR,
- *Start Jing Using the Start Menu (for Windows users).* Click on the Start Menu (button located at the bottom left of your screen). Choose Programs, then the folder 'TechSmith', and then click on Jing.

SETUP YOUR FREE SCREENCAST ACCOUNT

The first time Jing is started, click on the 'Sign Up Now' button to create your ScreenCast.com account. To sign up, provide your e-mail, a display name, a password, and your country... or you can select to use an existing account that you previously created.

The free ScreenCast.com account provides you with two gigabytes of file storage and supports up to two gigabytes of monthly bandwidth. If you ever get close to exceeding the 2GB of monthly bandwidth, TechSmith will send you an e-mail to alert you. You always have the option to upgrade to a non-free ScreenCast.com account (e.g., 25 GB of storage and 200GB of bandwidth for \$100 a year). Or you can upload additional screencasts elsewhere.

Once your free ScreenCast.com account is setup, you never have to think about it again. Though you could choose to go to www.ScreenCast.com and login to your account. There you would have the additional option to change the privacy level of your ScreenCast folders. By default, Jing uploads your screencasts and images to the 'Jing' folder. The privacy of your Jing folder (or any other ScreenCast.com folder) can be set to Public (anyone with the URL can view the

image/video, and browse the rest of the material in the folder), Hidden (anyone with the URL can view the image/video, but no other images/videos within the folder are listed), Password (requires a password to view the material), and Authenticated (viewers must be invited, and have authenticated their identity by signing into their ScreenCast account).

The privacy level of a folder can be set to public, hidden, password protected, or require login.

Should you later want to change your default ScreenCast.com account, you will need to:

1. *Open the Jing Options Window.* Hover your pointer arrow over the Jing sun – and you will see three options appear (a cross-hair icon, an icon of two overlapping images, and an icon of two overlapping wheel cogs). Click on the rightmost icon – the two overlapping wheel cogs. This opens the Jing ‘More’ window.
2. *Open the Preferences Window.* On the Jing options window, you will again see an icon of two overlapping cogs. Click on the icon of the overlapping wheel cogs, and it will open the ‘Preferences’ window.
3. *View the ‘Manage Account’ Window.* On the left hand side, near the middle, there is the heading, ‘Default account.’ Directly below is a button that you will click on to set up your ScreenCast account. Click on the button.
4. *Open the Switch Account Window.* Click on the ‘Switch Account’ button.
5. *Your ScreenCast Account.* If you do not already have a ScreenCast.com account, click on the option ‘Create new account.’ Then provide ScreenCast with your Email, a Display Name, and the Password that you wish to use, and select your Country (e.g., United States). Then click on the ‘Create button.’ Otherwise, click on ‘Use an existing account’ and provide your email and password.

SECURITY ISSUES WHEN USING JING

Think carefully before you use Jing on a ‘public’ computer. Jing is designed to be used by you on your own computer. For example, all of the Jing screencasts and screen captures that you make on a given computer will always later be viewable on that computer in Jing History (regardless of the default ScreenCast account). From that computer’s Jing History, any of the screencasts/screen captures can be deleted by anyone. Even worse, deleting material from Jing History would then automatically remove it also from your ScreenCast.com account, plus any sites you used Jing to upload your content (e.g., YouTube, Flickr, etc).

Additionally, there is no easy way to ‘clear’ the connection between the Jing application on a public computer and your private ScreenCast.com account – other than to switch to another account (i.e., there is not a simple ‘logout’ option). This is an issue if you use Jing in a public

computer lab – where the next person to use the computer would have access to your ScreenCast.com account (including videos you uploaded from other computers). If you already used your ScreenCast.com account on a public computer, consider the following suggestions.... create a secondary ‘fake’ account – and then login to that ‘fake’ account when you are done. If you are computer savvy and using a Windows computer, look for and delete the ‘Settings.xml’ file from the Jing application folder (doing so will clear your ScreenCast information from the Jing application – though **not** your material from Jing History). On a Mac computer, you would delete the PList file, which is located at `//users/[yourUserName]/Library/preferences/com.techsmith.jing.plist`. Note that any content you created on that computer using Jing can still later be deleted by anyone using the computer (as all the content created is displayed in Jing History).

HOW TO CREATE A SCREENCAST OR CAPTURE AN IMAGE – USING JING

Jing is a TechSmith application that combines elements of both Camtasia Recording Studio and SnagIt. Whether recording a screen cast or capturing a screen shot, you start off by selecting an area on the computer screen to record. With the screen shot, there is also the option to later edit the image – to add arrows, text, highlighting, or frame key points. Next, you upload your work (e.g., to ScreenCast.com). From there, it is an easy step to get the URL to share your work with others. You may also be able to embed the image within a posting, course management system, or website.

SELECTING AN AREA ON THE COMPUTER SCREEN TO RECORD

- 1. Getting Started.** Hover your pointer arrow over the Jing sun, and then click on the cross-hairs option.
- 2. Select the Area to Capture.** Move the cross-hairs to the top left area that you wish to record. Jing will automatically select possible areas that you might record. If you are happy with the selection, then simply click once more. To customize your selection, you can instead click and drag the cross-hairs from the top left down to the bottom right of the area you wish to record.
Want your image to show up in a mobile device? Then keep the dimensions (i.e., screen resolution) within 640 by 480. The dimensions of the image will appear next to the cross-hairs.
- 3a. Redo or Cancel.** If you wish, you can redo the selection of the area to capture (by clicking on the arrow ‘Redo Selection’), or cancel the screen capture (by clicking on the icon with the x, ‘Cancel’).

SCREENSHOT: CAPTURE, EDIT, AND SHARE

3b. Capture the Image. At this point you can ‘accept’ the screen capture (by clicking on the leftmost icon of an image, ‘Capture Image’).

4. Image Editing Options. Along the left side of the image are editing options. You can add a textbox to the image. To emphasize something, you can include an arrow, box it, or highlight it. The fifth option is to change the color of an inserted object (e.g., the arrow, text, box, or highlighting in the image).

5. Save and Share the Image – Options along the bottom of the image

- *Local Device.* Save to a local device (the computer, thumb drive, etc.) by clicking on the disk icon (‘Save’). The image will be saved as a .png file (a portable network graphic).
- *ScreenCast.* Upload to your ScreenCast.com account and get a URL to the image by clicking on the trident icon (three upward pointing arrows, ‘ScreencastLink’).
- *Flickr.* Upload the image directly to Flickr – (this requires the Jing Pro account) by clicking on the icon of the two overlapping dots (‘Flickr’). You will also need to set up a Flickr account to receive the images.
- *Buffer.* Copy the image to your copy/paste buffer by clicking on the icon of the two overlapping images (‘Copy’). You can then paste the image directly into a document, slide show presentation, etc.
- *SnagIt.* Export to the SnagIt product (requires purchase of the TechSmith SnagIt product) by clicking on the icon of a light blue square (‘SnagIt’).
- Note that if you delete an image out of your Jing History (covered later) – that image will also be deleted from your computer (wherever you chose to save it), as well as from anywhere that you used Jing to directly send the video (e.g., Flickr). Don’t delete from Jing History unless you really want it gone.

VIDEO SCREENCAST: RECORDING & UPLOADING

3b. Begin Screencasting. Start the video recording of the screencast by clicking on the icon of the film strip (‘Capture video’). Jing will then give you the ‘3-2-1’ count down, and let you know whether your microphone is on or off.

4. Recording Options – Stop Recording When Done

- *Stop.* Stop the recording by clicking on the square icon (‘Stop’).

- *Pause*. Pause the recording temporarily by clicking on the icon of the two vertical lines ('Pause').
This option is useful if you want to pause why you type something in, wait for a window or program to load, when there is a distraction while you are recording, etc.
- *Mute*. Mute your microphone (and unmute it) by clicking on the icon of the microphone ('Mute,' 'Unmute').
- *Restart*. Restart the video capture by clicking on the icon of the arrow ('Restart this video capture'). It returns you back to step 3b. Helpful if there was a distraction, and you want to redo the screen capture of the same area.
- *Cancel*. Cancel the screencast by clicking on the icon of the circled x ('Cancel').

5a. Save and Share the Video ScreenCast – Options along the bottom of the screencast.

- Upload the video to ScreenCast and share the URL with another by clicking on the icon of a trident (three upward pointing arrows, 'ScreenCastLink'). Jing will then upload the screencast, and place the URL to the screencast in your copy/paste buffer. To paste the URL in your copy/paste buffer you can use Control V or right click on your mouse and choose 'Paste.'
- Save to a local device (the computer, thumb drive, etc.) by clicking on the disk icon ('Save'). The screencast will be saved – its file format depends upon the version of Jing you own (basic or pro) and your preference settings.
 - If you don't own Jing Pro, then the file is saved as a .swf (shockwave flash). If you own Jing Pro, then you have the option at the preferences menu to select either .swf or .mp4. This then determines the file format for any subsequently recorded video.
 - Note that .mp4 files are smaller in size than .swf files.
 - It does not seem possible to later convert a Jing .swf file format to any other format. Thus you would not be able to upload a Jing .swf file to YouTube
 - Note that if you delete a video out of your Jing History (covered later) – that video will also be deleted from your computer (wherever you chose to save it), as well as from anywhere that you used Jing to directly send the video (e.g., ScreenCast, YouTube). Don't delete from Jing History unless you really want it gone.
- Send the video to directly to Camtasia by clicking on the icon of a light green square ('Edit in Camtasia Studio'). Requires that you own the TechSmith product Camtasia (version 6.0.1 or later).

5b. Upload the video to ScreenCast.com and Get the Embed Code

This option is great if you want to post the video within a blog or in your Content/Learning Management System (e.g., Blackboard, Moodle).

- The option to upload to ScreenCast.com and get the embed code is not a Jing default setting – it requires creating a Jing button. To do this you will need to customize the Jing buttons:
 - Click on the icon of a tool wrench ('Customize Jing Buttons').
 - Next, click on the 'New' button ('Add a New Button').
 - In the Button description field, provide a descriptive name for the button (e.g., Embed)
 - Where it says 'Clipboard contents' select from the drop down menu the option 'Embed Code.'
 - Click on the 'Save' button.
 - Then click on the 'Close' button.
- Now click on your newly created 'Embed' button
- Jing will then upload the screencast, and place the embed code to your screencast in your copy/paste buffer. To paste the embed code, you can use 'Control V' (by pressing the Control key and the 'V' key together on a Windows computer) or right click on your mouse and choose 'Paste.'

JING: EMBEDDING YOUR VIDEO

You are now ready to insert the video into a webpage, course management system, blog post, etc.

For a general overview of how to insert the embed code so that your video shows up, refer to the earlier topic 'Embedding the ScreenCast in your CMS/LMS, Blog, Ning, Etc.' in the section 'Search, Re-Use, Licensing' section



Jing: Saving, Uploading and Sharing Your Screencast. View at <http://tinyurl.com/yfhsrxv>.

This short video tutorial covers how to upload your Jing screencast (to Screencast.com), get the embed code, & share with others. Also covered is the Jing History feature.

JING HISTORY – MANAGE YOUR JING SCREENSHOTS AND SCREENCASTS

To view all of the screencasts and screen captures made with Jing, click on the Jing sun and choose the middle option (an icon that looks like two overlapping photos – called ‘History’).

Your options in Jing History include

- Delete the screencast or screen capture – note that this will not only delete it out of Jing History, but also anywhere else you used Jing to send the file (e.g., it will remove it from your ScreenCast account, from your computer where you ‘saved’ the file, from YouTube, Flickr, etc). Your file is only ‘safe’ if you saved the file to a thumb drive (no longer connected), later made a copy of the file on your computer, or uploaded it to YouTube/Flickr from your computer rather than via Jing. Frankly, don’t delete anything out of Jing History unless you really want it gone.
- View the screencast or screencapture
With this option, you can also choose to send your screencast or screencapture to a new location (e.g., send it YouTube).
- Resend your screencast or screencapture

Note that Jing History is not connected to the default ScreenCast.com account. Anyone using Jing on a computer will see all of the Jing screencasts and screen captures created on that computer – and could choose to delete them (on purpose or by accident). Deleting something out of Jing History will also remove it from wherever Jing was used to send it (e.g., to a computer folder, YouTube, Flickr, ScreenCast.com, etc.).

JING: MOBILE DEVICES AND SHARING VIA TWITTER

- *Skipping the Use of Flash.* When ScreenCast.com detects that the device accessing the screencast is a mobile device, it skips the use of Flash and directly provide the .mp4 file. Note that the resolution of the screencast most likely will need to be 640 x 480 (or less) to be displayed.
- *Twitter.* Jing Pro allows users to share their screencast or screen capture with others via Twitter. First, you will need to add a Twitter button. Thereafter, simply click on the Twitter button, and your content will be uploaded to Screencast, you’ll be given the URL, and can tweet any message with the URL directly to Twitter.
- A mobile device that doesn’t support Adobe Flash will most likely not play a .swf file (Adobe ShockWave). Thus, you would need to record the video in a different format

(e.g., .mp4 using Jing Pro).

TUTORIALS SPECIFICALLY FOR EDUCATORS (WWW.SCREENCASTING.TYPEPAD.COM/BLOG)

The video tutorials below will help give you some ideas for how to use screencasting in your class (whether onsite or online).

CREATING A NARRATED POWERPOINT WITH JING



Creating a Narrated PowerPoint with Jing. View at <http://tinyurl.com/yk6f823>.

Discover how to create a narrated PowerPoint presentation using a screencasting application (Jing). Topics covered include (1) balancing screen size with file size – and later viewing on a mobile device, (2) accessibility, and (3) screencasting recording tips.

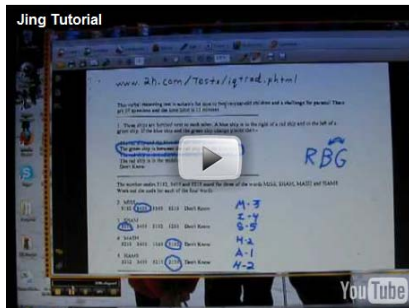
CREATING A COURSE BANNER USING JING AND SPELL WITH FLICKR



Creating a Course Banner Using Jing and Spell with Flickr. View at <http://tinyurl.com/yjgrzr9>

Learn how to create a fun course banner – to use on handouts, the class website, in the course management system, or a blog post. Jing can be used to take a 'snap shot' of an area on your screen – which you can then edit (e.g., include arrows, highlight, frame, add text) before sharing it with others. The tutorial concludes by showing the banner inserted into a Ning post.

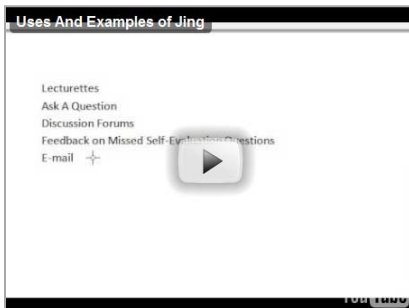
CREATE A TUTORIAL AND SHARE VIA EMAIL



Create a Tutorial and Share via Email. View at <http://tinyurl.com/yjqbbro>

The screencast walks you through using Jing to create a tutorial. In this case, to show a friend how to annotate documents using Adobe Acrobat Pro. Then see how easy it is to upload, get the URL, and share the screencast with a friend via email.

EDUCATIONAL USES FOR SCREENCASTING



Educational Uses for Screencasting. View at <http://tinyurl.com/ygoohx5>

A brief video introduction to educational applications of screencasting (e.g., creating lecturettes, providing a personal response using audio/video, discussing while showing an online demonstration, writing on 'whiteboard' that students can view, etc.).

SCREENCASTING USING OTHER APPLICATIONS (E.G., CAMTASIA STUDIO 7.0, SCREENR)

There are several different applications available for screencasting. One of the benefits of Jing is that it comes with a free ScreenCast.com account (great for uploading content that is specific to your course and not for the public). However, if you are into tweeting your screencasts via

Twitter, then you would definitely want to considering using Screenr. Check out the many screencasting options available.

- 12 Free Screencasting Tools
Check out the EmergingEdTech article Comparing 12 Free Screencasting Tools by K. Walsh (1/1/2010) at <http://tinyurl.com/ydhtf3o>
- Screenr (www.Screenr.com)
 - Screenr is a free web 2.0 application, designed for easy recording and sharing screencasts via Twitter
 - With Screenr you can also share your screencasts directly to YouTube, save to your computer, or get the Screenr URL or embed code.
 - Upon saving the screencast, Screenr automatically saves both a web version and an iPhone version.
 - Unfortunately, there is not a pause button (helpful for pausing to catch your breath, switch to another application, pause while you wait for your computer to complete an action, while you are typing, deal with an interruption, etc).
 - All screencasts are public (similar to YouTube).
 - Screenr puts a logo on the screencasts it records – except for those downloaded directly to your computer.
 - Screencasts downloaded to your computer are saved as .mp4 (nice format, resulting in good quality vide at a small file size).
- *Camtasia*. Learn more about Camtasia Studio 7.0 at <http://www.techsmith.com/camtasia/features.asp>

HOSTING OPTIONS - UPLOAD AND SHARE WITH OTHERS

Below are several video hosting options for your screencasts. Video hosting sites differ in terms of their cost, options for privacy, how many videos you can upload, and how fast the video streams. Below are shared some of the many video hosting possibilities.

ScreenCast.Com. With Jing, you also sign up for a free account on ScreenCast (hosted by Jing's creators – TechSmith). You get 2GB of storage, plus 2GB of bandwidth each month. That is actually quite a generous setup. In addition, you can mark your ScreenCast folders as Public (after viewing the video/image, the person can see what else you have in the folder), Hidden (other material in the folder is hidden from view), Password (requires a password for someone to view your material), or Authenticated (viewers must be invited, and have authenticated their identity by signing into their ScreenCast account). Other than the file storage and file bandwidth limit, this is a superior option. The option exists to upgrade to the pro-account for ScreenCast. To keep under the 2GB (free version) limit, consider recording smaller areas of your screen, and saving your files as .mp4 (using Jing Pro).

YouTube. The Pro version of Jing allows you to upload your video directly to YouTube. On YouTube, you can either make a video public or limit it to up to 25 users (identity authenticated by their signing into YouTube). Consider sharing your expertise with more than just your students. And in searching YouTube, you will see that others have done likewise. Note that anytime you longer with a YouTube video to be public, you can change its status to private or delete it.

Vimeo, Viddler, TeacherTube... are other options somewhat similar to YouTube

EduStream.org. Hosts educational videos for California Community College (CCC) faculty. The videos can only be viewed if launched from an approved CCC site (e.g., Blackboard, Moodle, Angel, campus portal, etc). Thus if someone copies the URL for the video and shares it with a friend, the video will not work – only if it is launched from a campus CMS, etc. This is a good option for uploading material that you will make available to your students under Fair Use doctrine.

Flickr. Post images that you have created to Flickr. Similar to videos, you can either provide the URL or embed the image.

Your CMS/LMS. Upload your video insert your image directly into your content management system (CMS) or learning management system (LSM). Note that this can greatly increase the amount of storage required to maintain your course on your school server – so consider

checking with your Information Technologies staff if you expect to upload several videos to your course site.