



Camtasia Studio[®]

**Engage your Viewers:
Create Custom Media with Camtasia
Studio and Snagit**

Release 7.01

August 2010

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Custom Media Guide

Content is King as they say ([even Wikipedia says so](#)), but adding some high quality intros, outros, themed callouts, and music can draw viewers into your video and keep them more engaged throughout.

Camtasia Studio 7's Library [comes preloaded](#) with media sets created from [Digital Juice](#) files – but, many people want to make their own so their videos better represent their company, personality, etc.

In this Custom Media Guide, learn how to use freely available and common software and public domain files to create a unique Camtasia Studio Library media set.

Also learn how to create a custom PowerPoint background that matches your media set, create a line art logo, add Snagit stamps as custom callouts, and more.

Before You Begin

The tutorials in this Media Guide are suitable for intermediate users of Camtasia Studio 7 and Snagit. Some working knowledge of recording with Recorder, working on the timeline, capturing with Snagit, using ribbon tabs, copying and pasting, saving files, and searching the Internet is helpful.

- ▶ The estimated time to complete each of the tutorials is 15 minutes or less.
- ▶ For more information on how to use Camtasia Studio or Snagit, see those application's online help.

Get the Necessary Tools and Files

You'll need the following to complete these tutorials:

- ▶ Camtasia Studio 7 or later. [Get the free trial here](#).
- ▶ An image editor that supports transparency. The tutorials in this guide use Snagit 10. [Get the free trial here](#).
- ▶ A music visualization program such as Windows Media Player or iTunes.



iTunes comes preloaded with very nice visualizations. For Windows Media Player, you might need to download some visualizations that work well. [Get some free ones here](#).

- ▶ A music clip at least 30 seconds in duration. A public domain audio file is used in this tutorial. Use your own audio file or search for “public domain MP3” in your favorite search engine.



It is up to you to verify the music you use is in the public domain. If you use audio shareable under a Creative Commons license, always comply with the artist's terms of use.

- ▶ The Camtasia Studio output within Snagit. If you do not have the Camtasia Studio output installed, [download and install from the TechSmith website](#).

Want More Library Media Sets?

We've created lots of Camtasia Library media sets in both [Widescreen](#) and [Standard](#) sizes. Each of these sets were created using techniques found in this Media Guide. Feel free to download, use, and share.

Create a Camtasia Studio Library Media Set

 The tutorials in this Media Set series are best worked on in the order they appear in this guide since each new tutorial builds on the work done in the previous tutorial.

Here are the kinds of media assets commonly used to create great videos:

- ▶ **Intro and Outros:** Live motion video introductions and conclusions that incorporate music, motion, and text for titles, credits, URLs, etc.
- ▶ **Title clip:** Polished, coordinated graphics are a great way to break the video into sections.
- ▶ **Themed callouts:** Similarly-themed or like-color callouts that match your presentation and add a level of professionalism.
- ▶ **Lower thirds:** You've seen these all over on newscasts and elsewhere. They're small, semi-transparent graphics in the lower part of the screen that contain the name of the person on screen, a title, locations, etc.
- ▶ **Music clips:** A piece of music that's synced with the video and uses fade in and fade out effects.
- ▶ **Sequence:** A sequence is a fancy word for anytime there is more than one effect grouped together. For example, an intro might have music, video, and text.

What You'll Learn in This Tutorial Series

This section of the guide is broken down into several tutorials that teach you how to create a complete media set for your Camtasia Studio 7 Library, including:

- ▶ Intro / Outro Video with Audio Fades and Title Text
- ▶ Still Image
- ▶ Title Clip
- ▶ Lower Third Callout
- ▶ Coordinated Callouts

[See a demo of these elements in action](#)

Start Here!

There are a couple things to do before you begin the Media Set tutorials.

1. Import the Audio File into the Clip Bin

Since you are creating your own video in this series, you only need to import an audio file. The audio you use should be at least 30 seconds long.

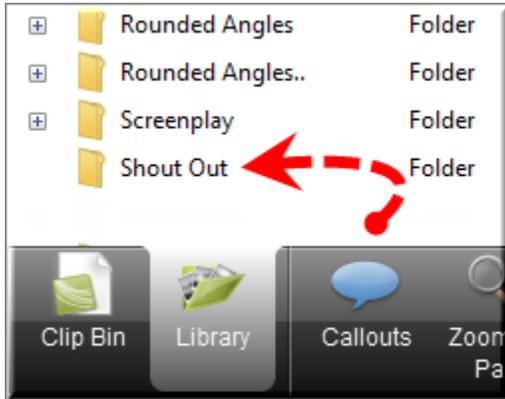
 Use your own audio file or search for "public domain MP3" in your favorite search engine.

1. In Camtasia Studio 7, click the Clip Bin tab to foreground it.
2. Click the **Import Media** button.
3. Browse and choose the audio file. Click **Open**. The audio file appears in the Clip Bin.

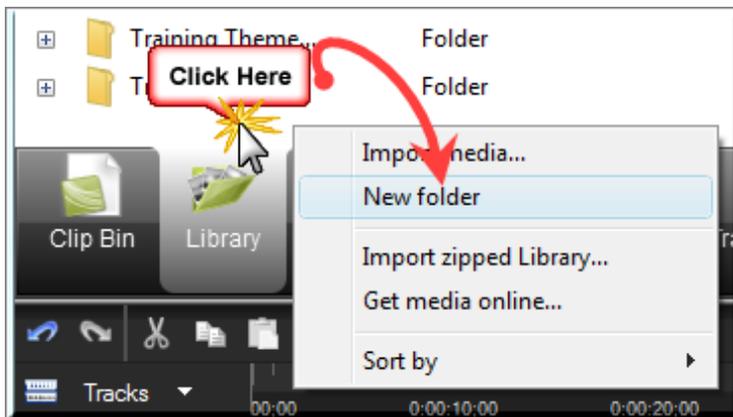
2. Create a Media Folder in the Library

Create a folder in the Library to keep all your new media assets organized. As you create the assets, you'll add them to this folder.

1. Make a folder in the Library and give it the name of your media set.



2. To create a folder, right-click in the blank space located between the bottom of the Library and the top of the Library tab.
3. From the context menu, select **New Folder** and give your folder a name.



To Add Your Media Assets to the Folder

To add an asset to a folder, click and drag the asset on top of a folder and drop it there.

Continue with **Record the Visualizer**.

Record the Visualizer

Each of the assets created for your media set comes from a short video you record of a music visualization application.

In this tutorial, learn how to record a minute or two of the music visualizer. From this one or two minute recording, you'll create a final 30 second video used to create all the other media assets in the set. The final 30 second video is called your "Source Clip".

Widescreen or Standard Format Media?

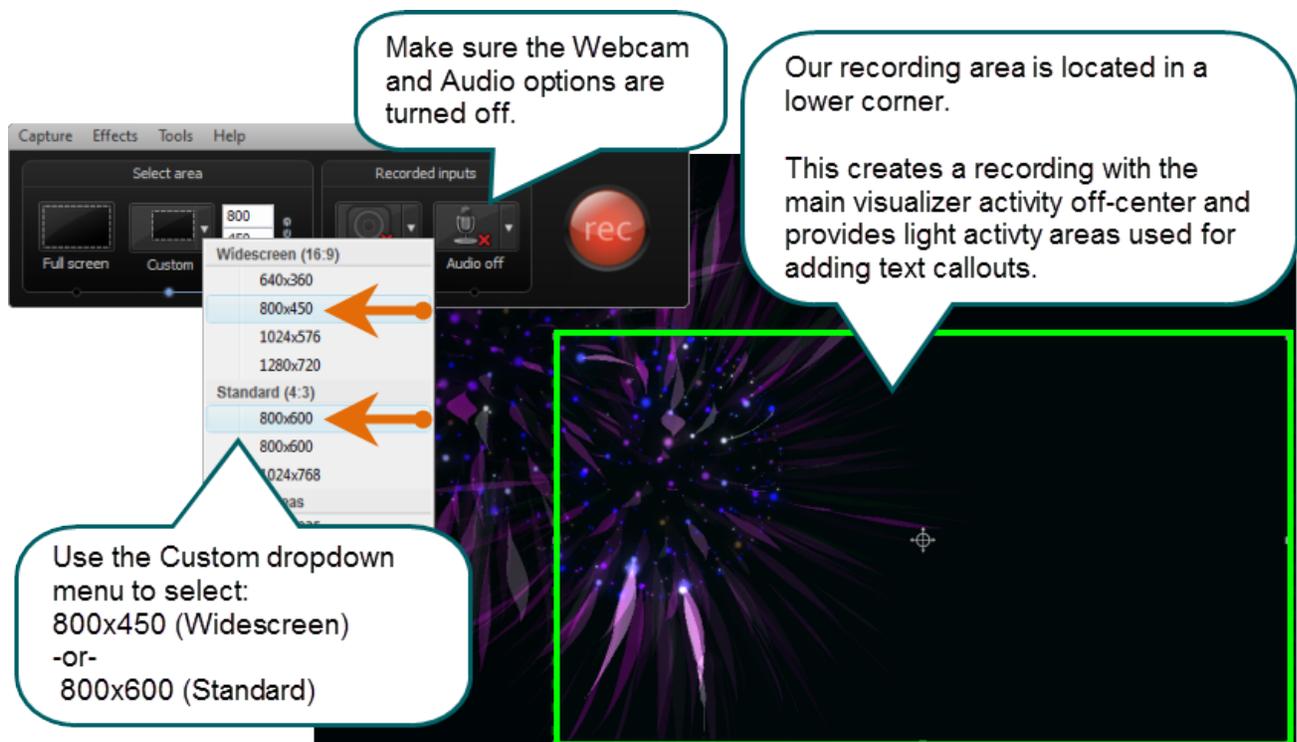
Determine if you want to create a media set that is in widescreen or standard format. The tutorials in this guide record, edit, and create content in the widescreen, 800x450 format.

If you prefer to use a standard format, record, edit, and create content using 800x600.

Visualization Recording Design Considerations

Here are a few design tips to keep in mind when recording the visualizer:

- ▶ If possible, record the visualizer playing the music file used for the media set. This ensures the music and the video have similar beats, rhythm, visual / audio coordination, etc.
- ▶ Slower, less up-tempo music creates a slower moving video while faster, more upbeat music creates a faster moving video.
- ▶ Open the visualizer to the maximum size on your screen.
- ▶ Record off-center – in a corner is best. This creates concentrated areas of live motion while providing empty space needed for text placement.
- ▶ Turn off webcam and audio recording in Recorder.



Open the Music / Audio File in the Visualizer

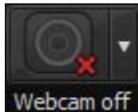
1. Open the music visualizer application and maximize it.
2. In the visualizer, open the music / audio file you want to use to create the visualization.
3. Make any adjustments to the visualizer settings to achieve the desired look.

Record the Screen

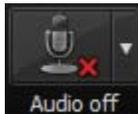
1. When the visualizer is set up, Open Camtasia Studio 7.
2. Click the **Record the Screen** button . The Recorder opens.
3. Click the **Custom** dropdown arrow. Choose **800x450** or **800x600** from the menu.
4. Click and drag the recorder “compass” to position the recording rectangle over the area to be recorded.



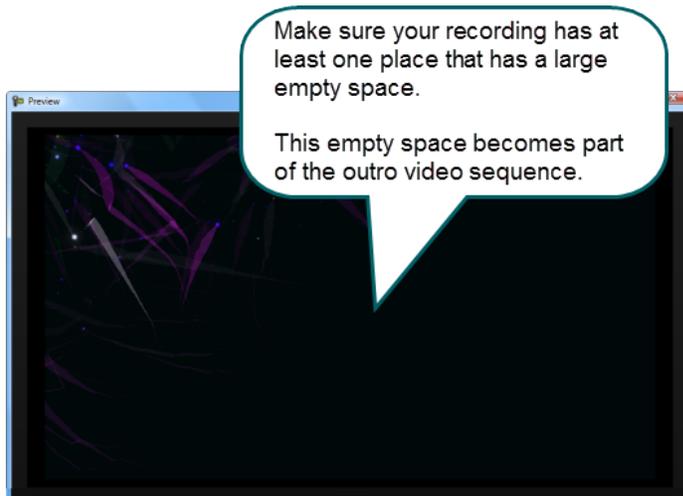
5. If the webcam is turned on, click the icon to turn it off.



If audio is turned on, click the icon to turn it off.

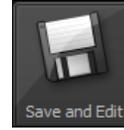
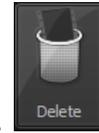


6. Click the **Rec** button to begin recording.
 - Record at least a minute so there is a good sample from which to create the *Source Clip*.
 - Record long enough to get a sample that has some light effects / empty / blank space. If you find the music or visualizer is too “busy” to allow for any empty space, you can choose another song or visualizer routine.



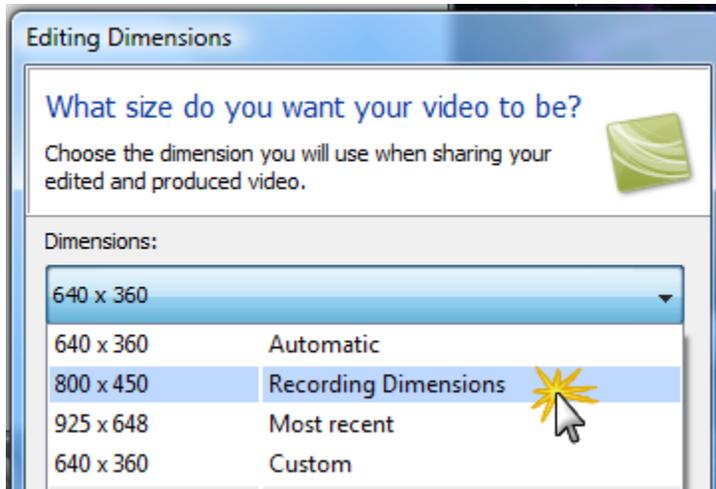
7. When you are done recording, click the F10 key on the keyboard to stop recording. The recording *Preview Window* appears.

8. Watch your video. If you don't like your visualization, choose **Delete** and record again.



When you are satisfied with your recording, choose **Save and Edit**. Give your video a name and click **Save**.

9. The video appears in the Camtasia Clip Bin and on the Timeline. The *Editing Dimensions* dialog box also appears. From the dropdown menu, choose the **Recording Dimensions** option. Click **OK**.



10. Close the *Recorder* and the visualization program.

Congratulations! You learned how to record a music visualization program.

Continue with **Create the Source Clip**.

Create the Source Clip

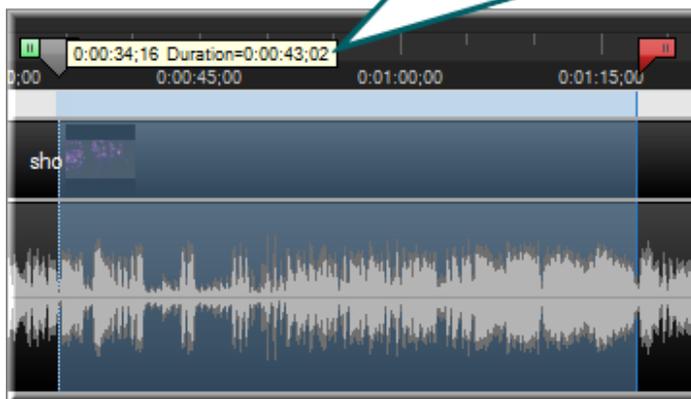
All assets in your media set are created from a short section of your original recording called the *Source Clip*. This tutorial teaches you how to create the 30-45 second *Source Clip*.

-  For the *Source Clip*, choose a section of the original recording that has a large variety of visualizations going on. Look for a solid 30-45 seconds that has heavy, light, and no activity in it.
-  Your newly recorded video should be on the timeline and in the Clip Bin.
-  Your audio file should be in the Clip Bin.

Select and Produce the Source Clip

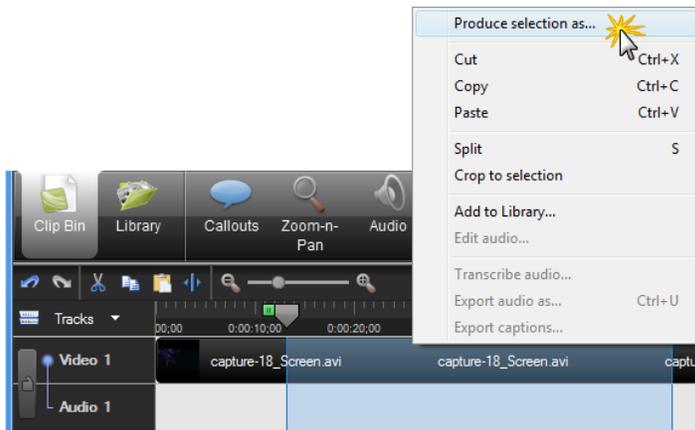
1. Drag your audio clip to the timeline. Play the audio and video together and drag the audio along the timeline to sync it up with the rhythm and beat of the video's visualizations. [Watch an example of how the video elements and audio rhythm can sync together.](#)
2. Play the video and stop the playhead when you reach an area that has little activity going on (this is called the *blank area* – use this when you create the outro video). If you do not have a *blank area* just find the end of a section of the video that you like.
3. With the playhead stopped at the *blank area* location, grab the green portion of the playhead and drag it backward. The tip that appears shows the duration as you move the playhead. Make a selection that is between 30 and 45 seconds in duration.

Watch this number in the tip that appears - drag the green part of the playhead backward to make a selection that is 30-45 seconds in length.

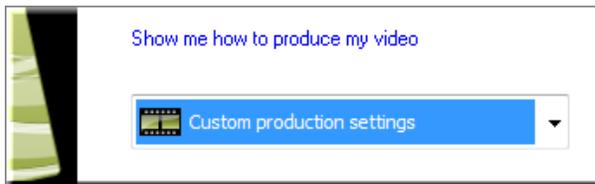


4. Stop the playhead on an area where you want the intro video to start. Release the playhead to make the selection.

- Right-click the top of the selection and choose **Produce Selection as** from the menu. The *Production Wizard* appears.



- Choose **Custom** from the dropdown menu. Click **Next**.



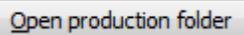
- Make sure the MP4/FLV/SWF option is selected. At the bottom of the screen, check the **Create MP3 file** option. Click **Next**.



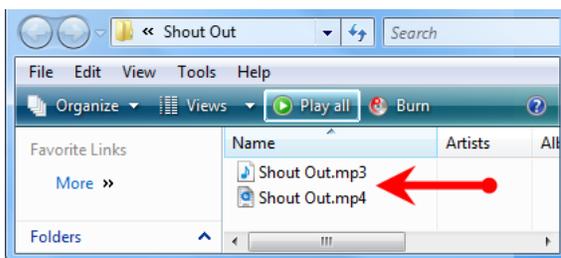
- Choose the **No Controls** option. Click **Next**.
- In the *Video Options* screen, click **Next**.
- In the *Produce Video* screen, give your video a name and choose a location to save it to. Click **Next**.

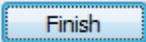
⚠ The name of your video should match the name of the [folder you created in the Library](#). This helps keep your media set organized.

- The video begins rendering. When the video is done rendering the *Production Results* screen appears.

Click the **Open production folder** button .

The *Open Folder* dialog box appears that contains an MP4 and MP3 file. **Do not close this dialog box.**



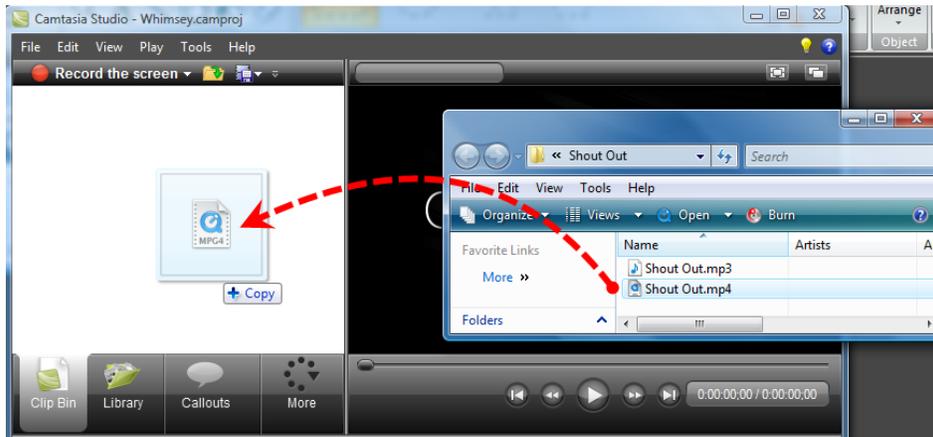
- In the *Production Results* screen click the **Finish** button . The *Production Wizard* closes.

Clean Up the Timeline and Clip Bin

13. Remove all files from the Clip Bin and all clips on the timeline.
 - Select each file in the Clip Bin with the mouse and press <Delete> on the keyboard.
 - Select each clip on the timeline with the mouse and press <Delete> on the keyboard.

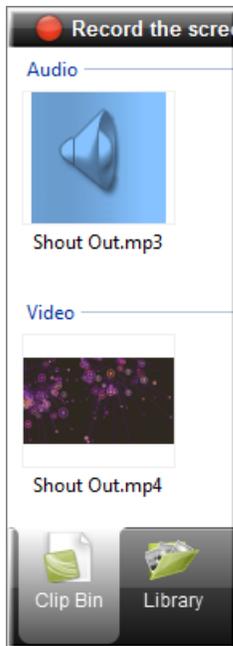
⚠ Don't worry! You aren't deleting your original recording or audio file. This just removes them from the project since you won't need them anymore.

14. Drag the files from the *Open Folder* dialog box over to the Clip Bin and drop them there.



💡 Alternatively, click the **Import Media** button and select the MP3 and MP4 files. They will import into the Clip Bin.

The video and audio files appear in the Clip Bin.

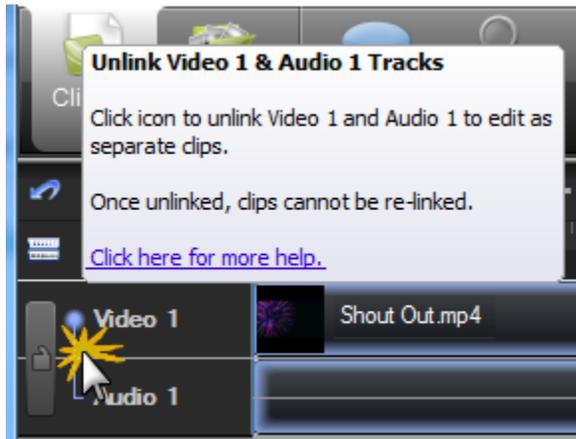


⚠ At this time, only the new MP3 and MP4 files are in the Clip Bin and the timeline is empty.

15. Right-click the audio file (MP3) in the Clip Bin and choose **Add to Library**. Drag it to the media folder you created in the Library and drop it there.

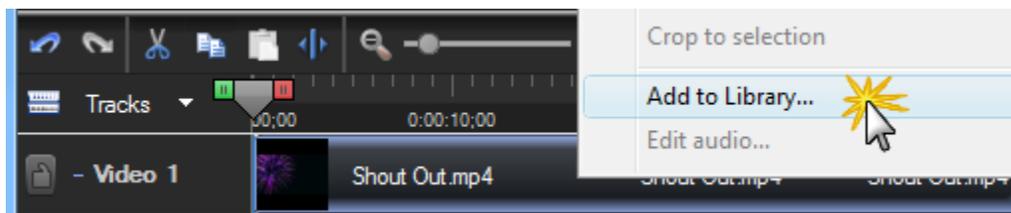
💡 This saves a standalone copy of the audio file in the Library.

16. Drag the newly created MP4 file to the timeline and drop it there.
17. Click the round, blue icon to unlock the video and audio tracks. When asked if you want to permanently unlink the audio and video, choose **Yes**.

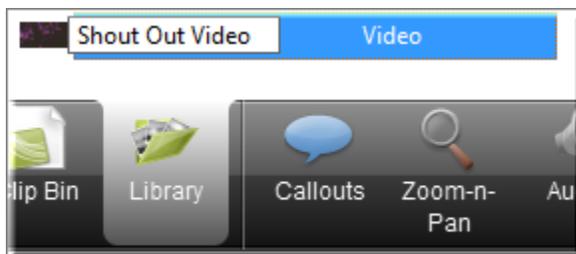


Add Source Clip to Library

18. Right-click the video on the timeline and choose **Add to Library** from the menu. The video is added to the Library.



19. Click once on the file in the Library. This allows you to name your video file. After the file is named, drag it to the [media folder you created](#) and drop it there.



Congratulations! You learned how to create the *Source Clip* used to make the other assets in the media set.

Continue with **Intro / Outro Video with Audio Fades**.

Intro / Outro Video with Audio Fades

This tutorial teaches you how to select and save a 10-12 second section from the *Source Clip* to create a short intro or outro video that includes music fades.

The 30-40 second *Source Clip* on the timeline is long enough to allow you to create different, but coordinating intro and outro videos - just choose different areas in the *Source Clip*.

1. On the timeline, play the video to get a sense of the content in the clip. Then move your playhead to where you want to begin your intro or outro.

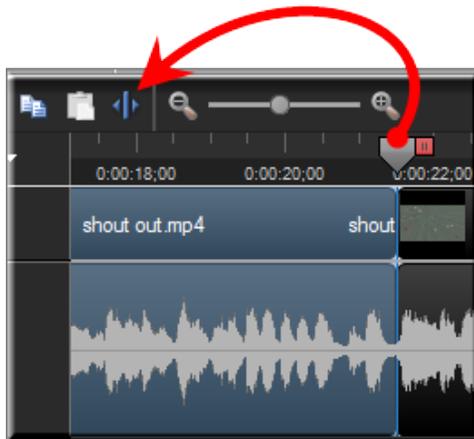


For your outro video, include the *blank area* – the location that includes light activity or no activity from the visualizer.

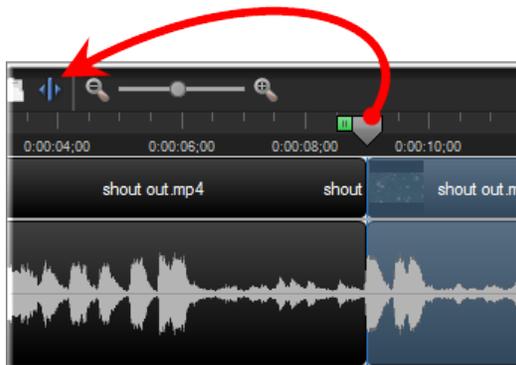


This tutorial teaches you to make one intro or outro video. You do not create both videos at the same time.

2. Drag the red or green section of the playhead to make selection for your intro video. Use the tip that appears to see how long the clip is. It should be in the area of 10-12 seconds. Click **Play** in the *Preview Window* to view your selection. Repeat until you find an area you want to use as your intro / outro.
3. Move the gray playhead to the end of the selection at the red out-point, click the **Split** tool on the toolbar.



4. Move the gray playhead to the beginning of the selection at the green in-point. Click the **Split** tool on the toolbar. The splits created a video and audio section called a *clip*.

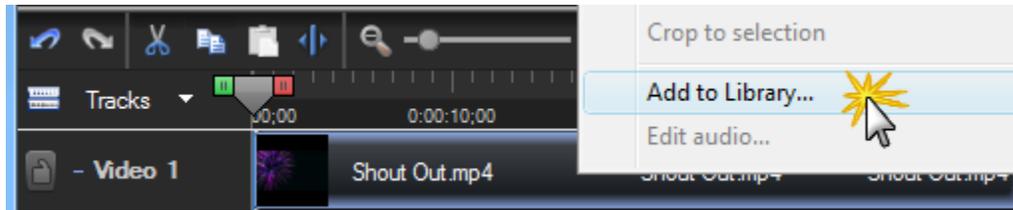


5. Click the **Audio** tab. The audio track turns green. Click the **Fade In** and **Fade Out** buttons.

6. Right-click the selected video clip on the timeline...



..., and choose **Add to Library** from the menu.



The video / audio clip is added to the Library.

7. Click once on the file in the Library. This allows you to name your intro file. Once the file is named, drag it to the designated Library folder and drop it there.

Congratulations! You learned how to create an intro / outro video with audio fades.

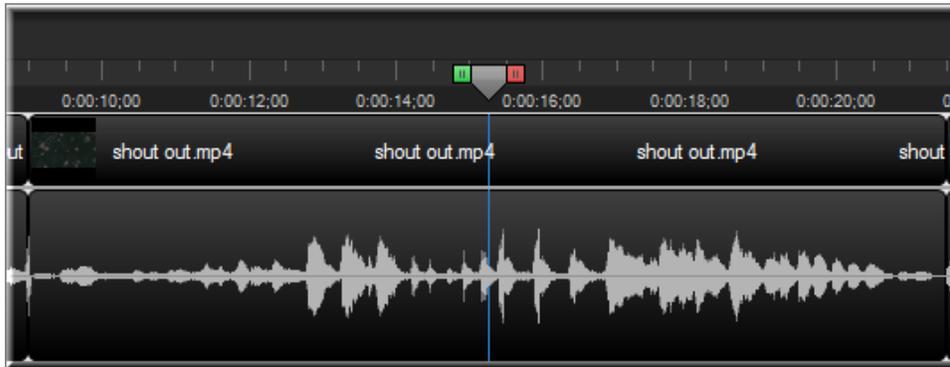
To preview the intro video, double-click it in the Library folder.

Continue with **Add Title Text to the Intro or Outro Video**.

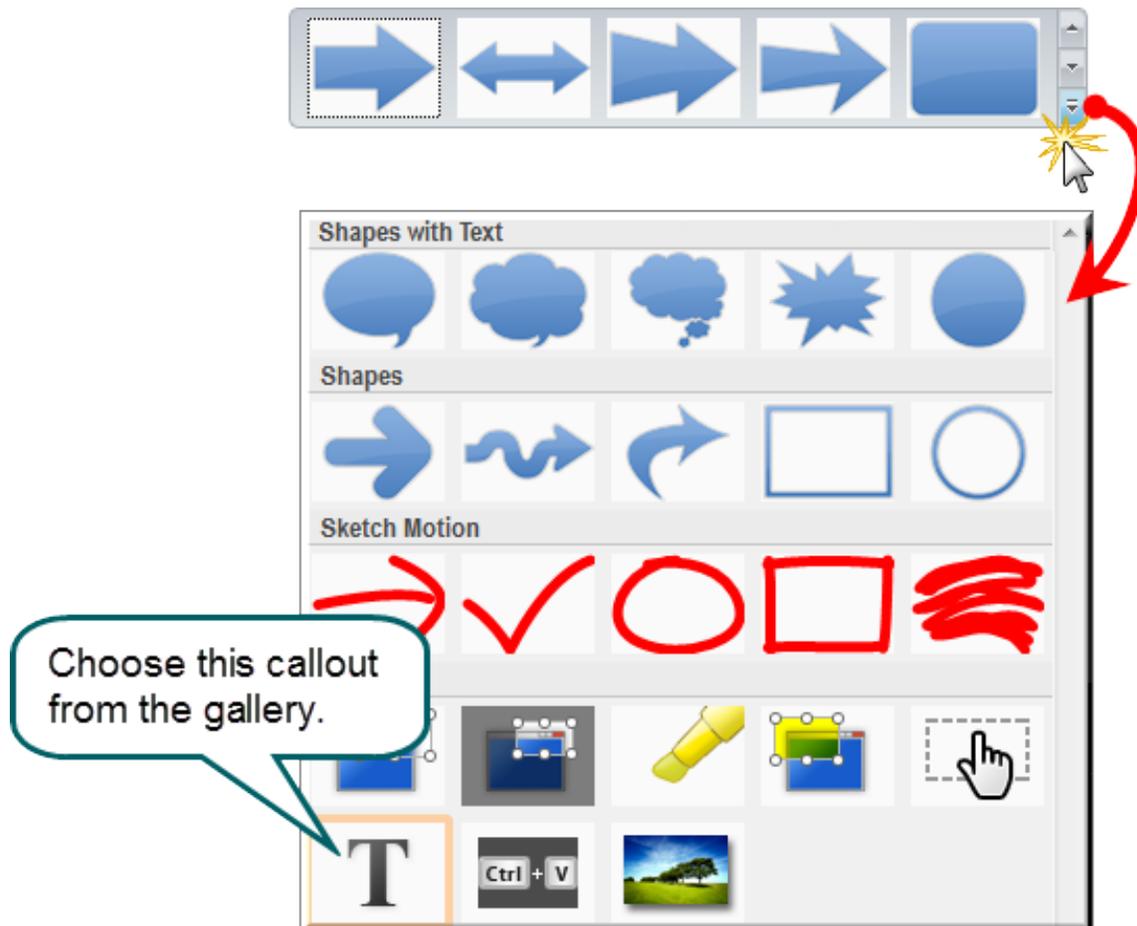
Add Title Text to the Intro or Outro Video

This tutorial teaches you how to add title text to the [intro / outro video clip](#) created in the previous tutorial.

1. Move the playhead to the center of the intro / outro section on the timeline.

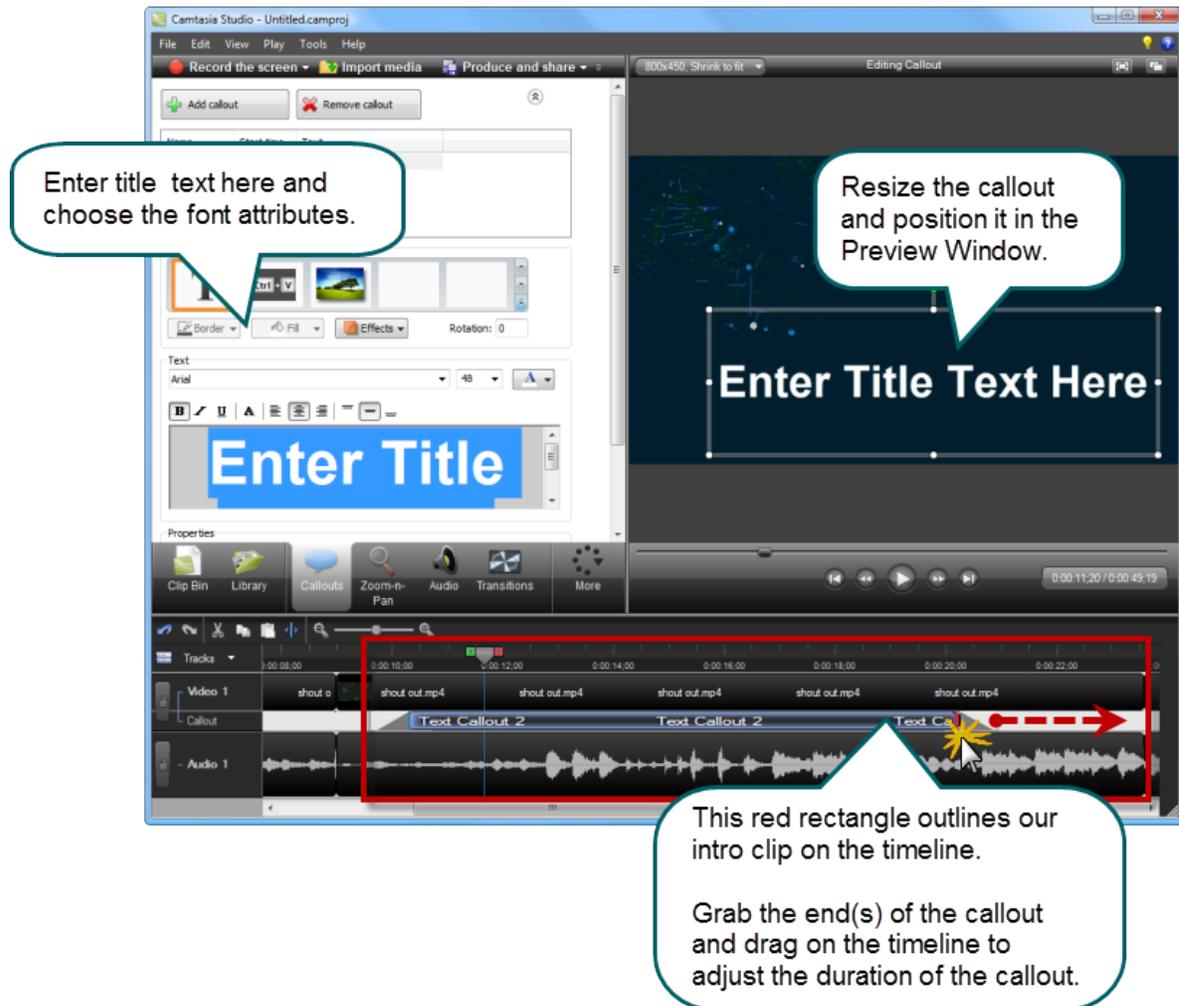


2. Click the *Callouts* tab. The callout options appear.
3. Click the **Open** button to open the gallery view. Click the **Text** callout.

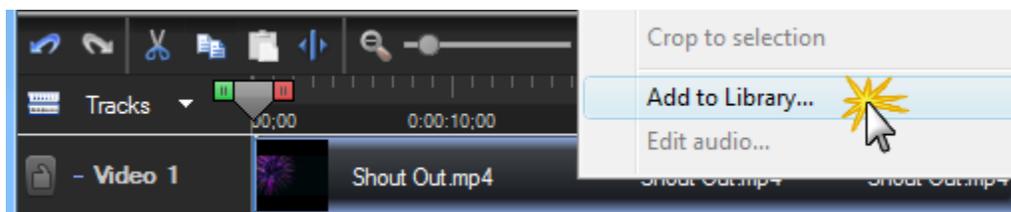


4. The text callout is added to the timeline and the text options appear in the *Callouts* tab.
5. In the *Preview Window*, move and size the callout as desired.
6. In the text field, type "Enter Title Text Here".

7. Change any of the attributes to your liking (font style, size, alignment, etc).
8. Grab the end(s) of the callout on the timeline and drag them in either direction to adjust the duration of the callout to fit the size of the video clip.



9. After all callout adjustments are made, double-click the video to move the playhead to the beginning of the clip. Grab the red out-point of the playhead and drag to select the entire intro / outro video clip.
10. Right-click the selection on the timeline and choose **Add to Library** from the menu. The video / audio / callout sequence is added to the Library.



11. Click once on the file in the Library. This allows you to name your intro file. Once the file is named, drag it to the designated Library folder and drop it there.

Congratulations! You learned how to create an intro video with title text.

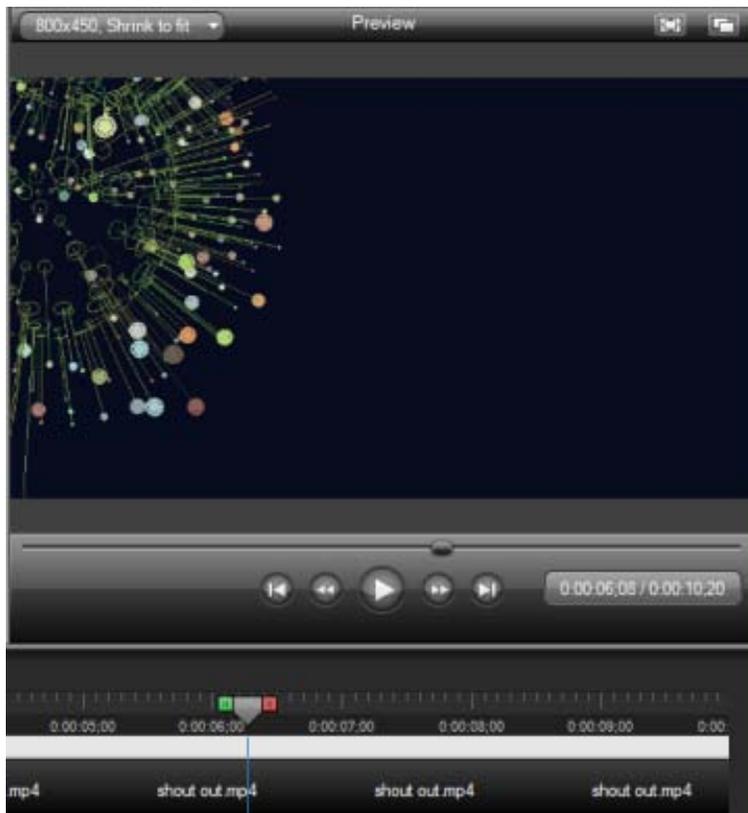
To preview the intro video, double-click it in the Library folder.

Continue with **Create a Still Image**.

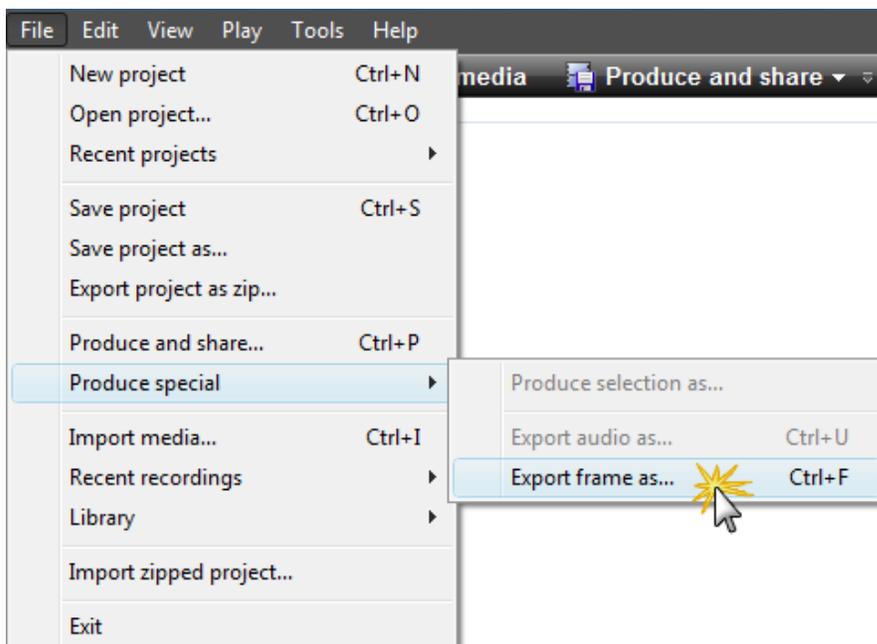
Create a Still Image

Use still images to create Title Clips or custom callouts. Still images can also be used to create a coordinating [background for a PowerPoint presentation](#).

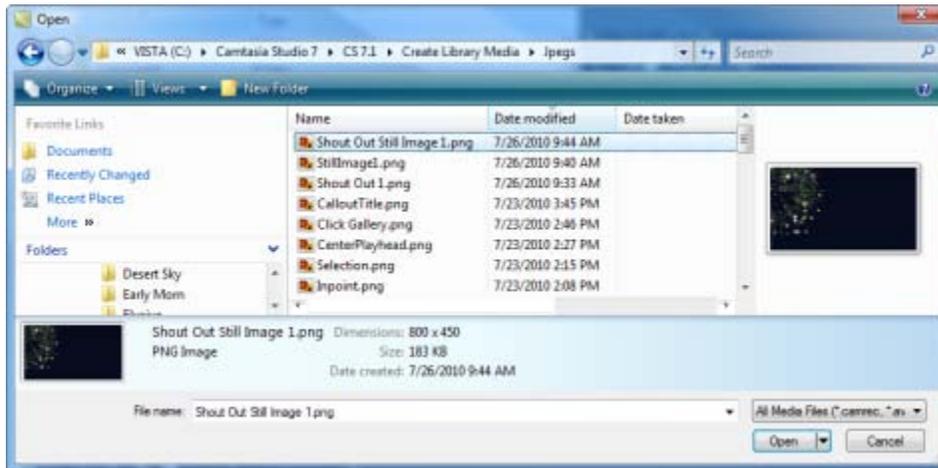
1. Move the playhead to the frame to use as the still image. Look for a frame that has a place for text to be easily seen.



2. Choose **File > Produce special > Export frame as**.



3. The *Save frame as* dialog box appears. Choose a location, give the file a name, and click **Save**.
4. Click the Library tab. Click the **Import Media** button at the top of the screen.
5. Browse and select this image. Click **Open**.



6. Drag the still image to the designated Library folder and drop it there.

Congratulations! You learned how to create a still image from a video frame.

To preview the still image, double-click it in the Library folder.

Add Text to a Still Image to Create a Title Clip

Quickly create a Title Clip by adding a text callout to a still image.

Use a Title Clips:

- ▶ Before a clip on the timeline as a title or introduction
- ▶ Between clips on the timeline as a chapter heading
- ▶ At the end of the video to display credits or resources

1. Drag the still image from the Library and drop it at the beginning of the timeline.
2. Position the playhead in the middle of the title clip.
3. Click the *Callouts* tab.
4. Expand the gallery by clicking on the **Open** button.



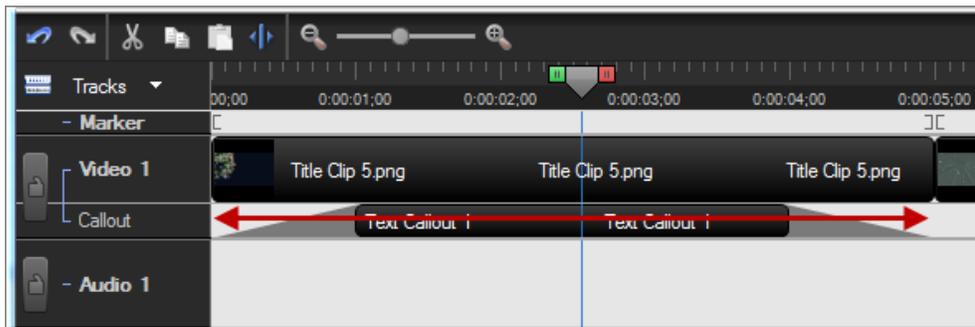
Choose the **Text** callout option. A callout is placed on the timeline at the position of the playhead.

5. In the space provided, enter some sample text such as “Enter Title Text Here”.
6. Select the text and adjust the font as desired.

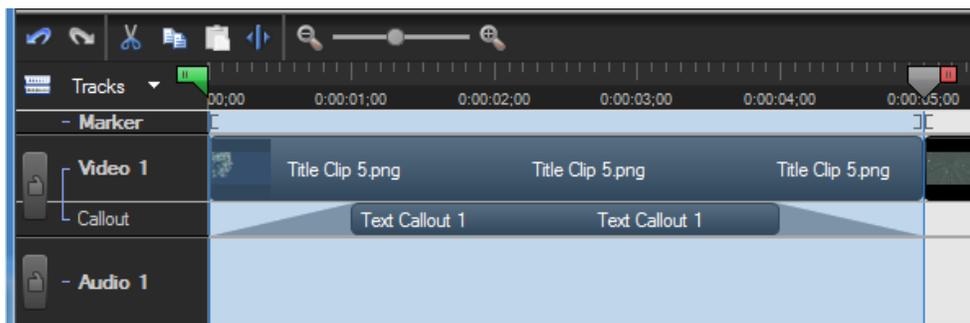
7. Drag the text callout to the desired location within the *Preview Window*. If necessary, drag the handles to resize the callout so all of the text can be seen.



8. On the timeline, drag the ends of the text callout to extend the duration to match the entire time of the title clip.



9. Use the playhead to select the entire title clip and callout on the timeline.



10. Right-click the selection on the timeline and choose **Add to Library**. Give this title clip a name. Drag to the media folder.

Congratulations! You learned how to create a title clip from a video frame.

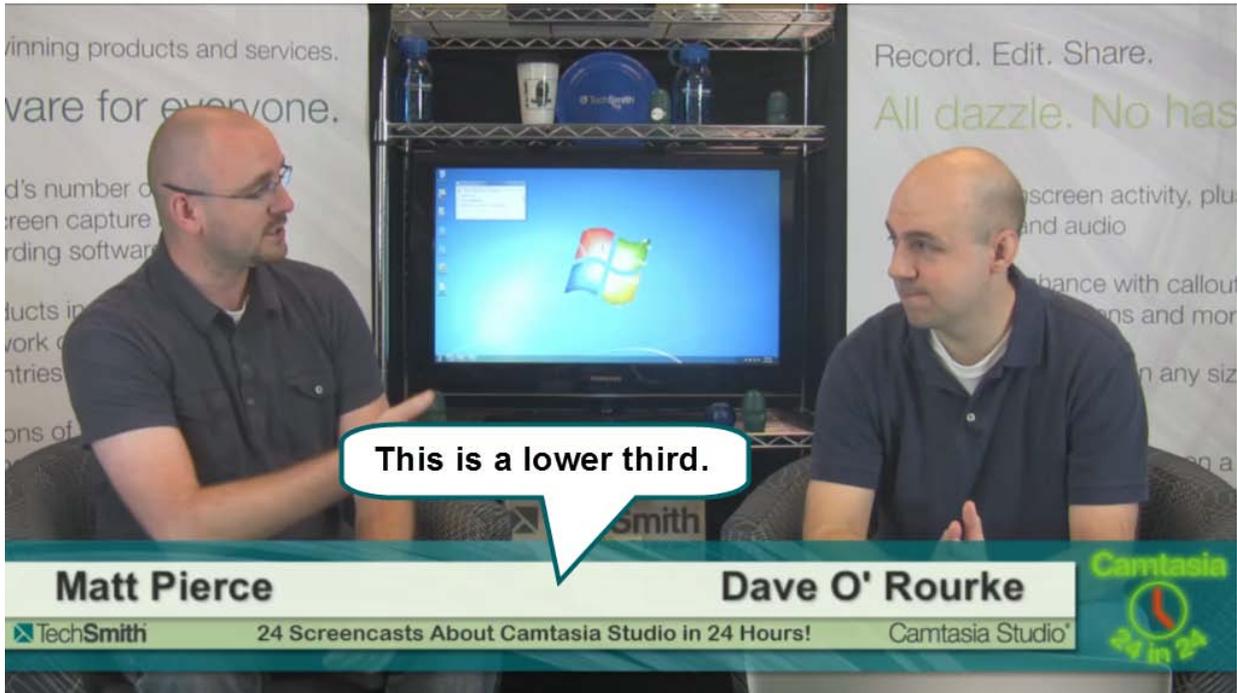
To preview the title clip, double-click it in the Library folder.

Continue with **Lower Third Callout**.

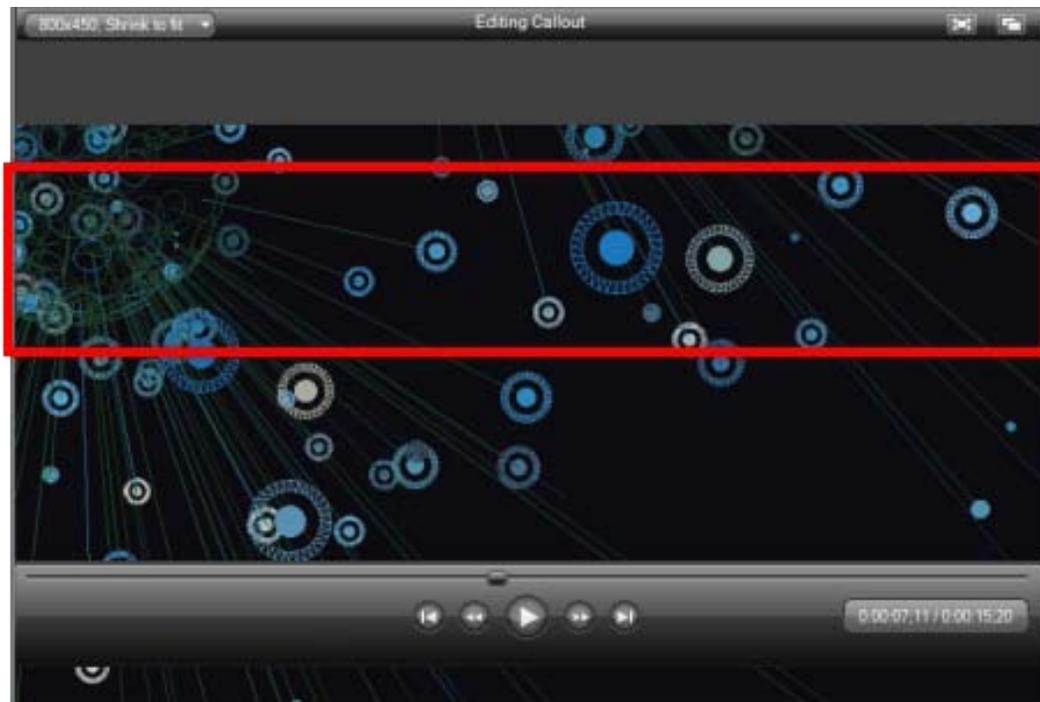
Lower Third Callout

⚠ This tutorial requires the use of Camtasia Studio, Snagit, and the Camtasia Studio output within Snagit. If you do not have the Camtasia Studio output installed, [download and install it from the TechSmith website](#).

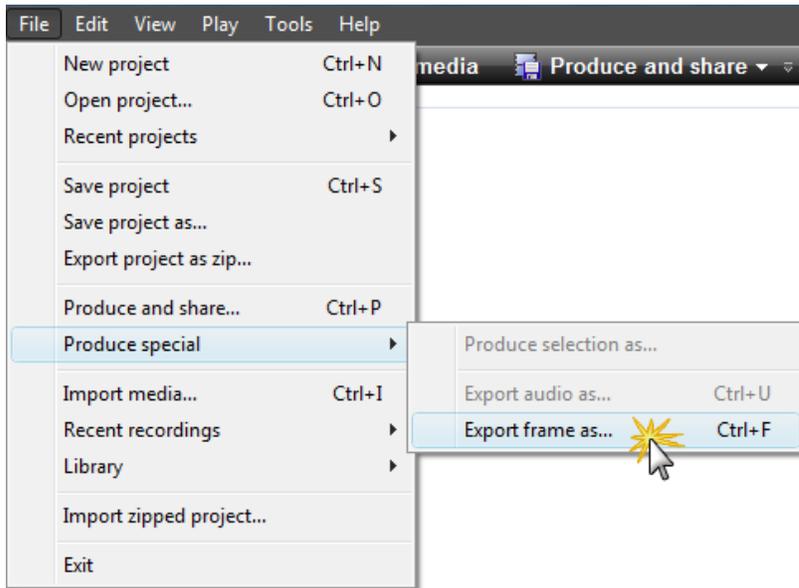
A **lower third** is a semi transparent graphic placed in the lower area of the video. Lower thirds can contain graphical elements such as text, images or shading. Lower thirds are a useful way to introduce people, topics,



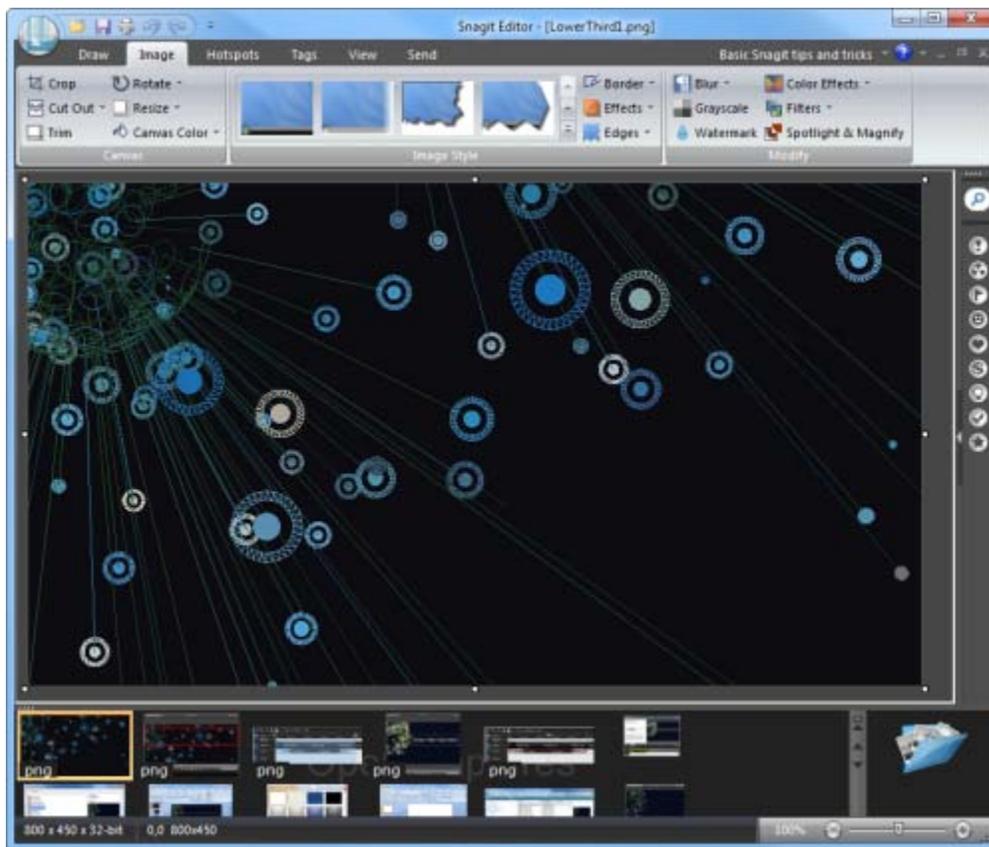
When choosing a frame to use for your lower third callout, look for an area that has activity across the frame from left to right.



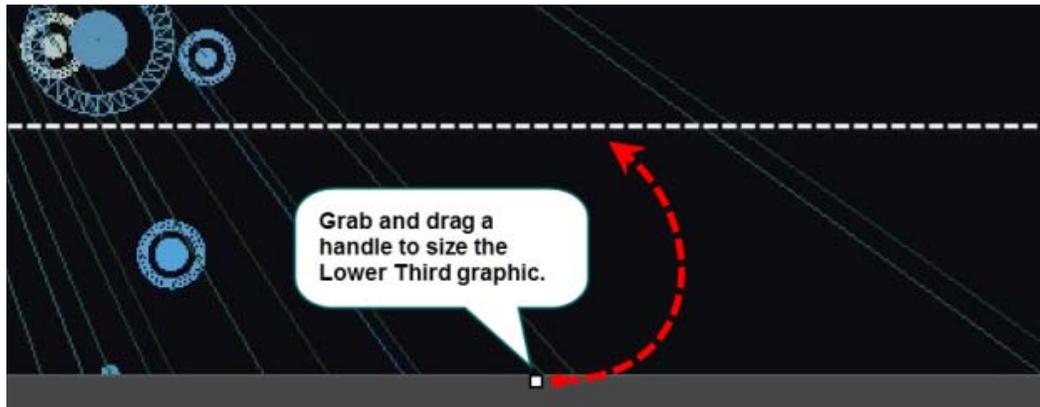
1. Move the playhead to the frame you want to use for the lower third callout. Choose **File > Produce special > Export frame as...**



2. The *Save frame as* dialog box appears. Choose a location, give it a name, and click **Save**.
3. Open the image in Snagit Editor.

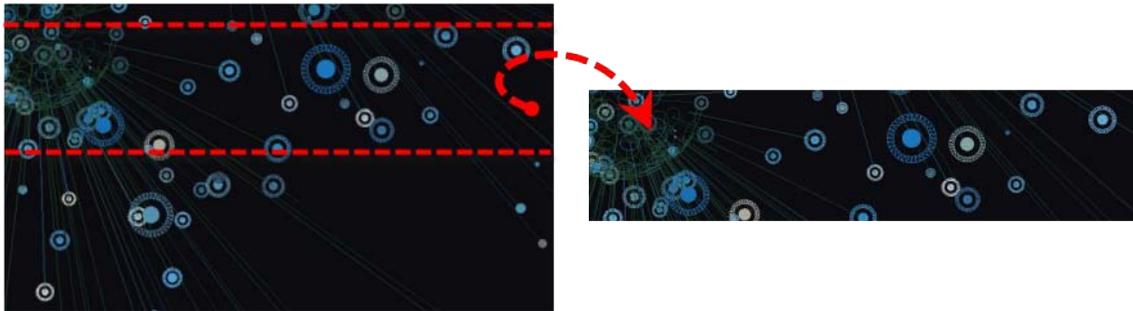


4. Drag the top and/or bottom canvas handles to adjust the height and create a section of the image that is about one quarter or one fifth of the original image. About 145 pixels high is a good size.



 Do not drag the left or right canvas handles to adjust the width. This makes the callout too small.

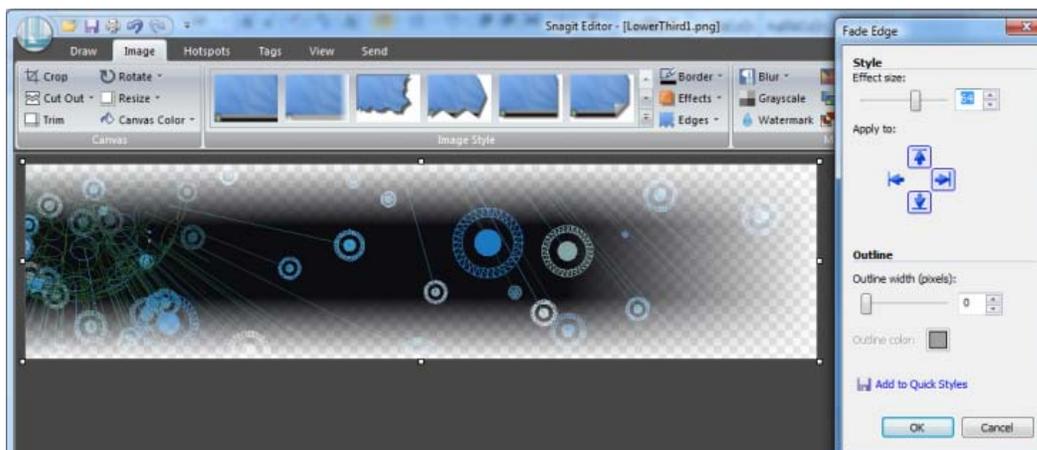
Here's a look at a section that can be used for the lower third:



5. Choose **Image** tab > **Image Style** group > **Edges** button > **Fade Edge Options**. The following settings work well. However, choose your own settings to get the desired look:
 - **Apply to:** Choose the top, right side, and bottom side buttons.
 - **Effect size:** Create an effect that leaves some unaffected area in the middle. This is where the text goes.

 Click **Add to Quick Styles**. This adds the Lower Third settings to the Gallery so you can easily apply the effect to future callouts.

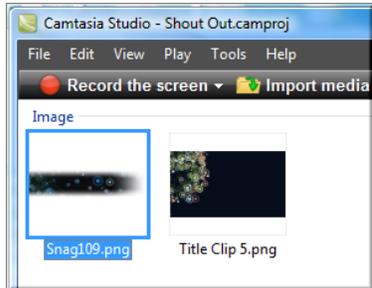
When done, click **OK**.



- Choose **Send** tab > click the **Camtasia Studio** icon.



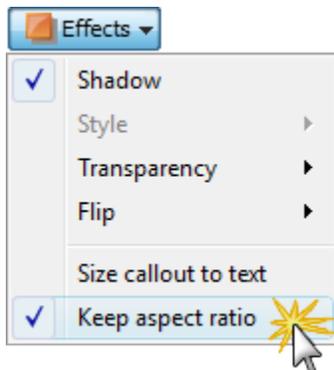
Return to Camtasia Studio. The image is in the Camtasia Studio Clip Bin.



- Position the playhead close to the middle of the timeline.

 Positioning the playhead in this location allows enough room for the **Fade in** and **Fade out** durations to be included in the callout.

- Right-click the lower third image in the Clip Bin. From the menu, choose **Add as callout**. The image is added as a callout on the timeline at the position of the playhead.
- Double-click the callout on the timeline to open the *Callouts* tab.
- In the space provided, enter some sample text such as *"Double-click to add text."* Select the text and adjust the font as desired.
- Drag the callout down to the bottom of the preview screen.
- Choose **Effects** button then click the **Keep aspect ratio** option to deselect it.



- Drag the top or bottom handles to decrease the height, if necessary. Reposition at the bottom of the screen.
- Right-click the callout on the timeline and choose **Add to Library**. Give this callout a name. Drag to the media folder.

Congratulations! You learned how to create a lower third callout from a video frame.

To preview the lower third, double-click it in the Library folder.

Continue with **Coordinated Callouts**.

Coordinated Callouts

Callouts are graphics that appear on top of a video to draw viewers' attention to important objects or processes in a video. Creating callouts that use the same colors from the intro and Outro videos gives your video a more polished look.

1. Move the playhead to the frame that has the colors you want to use.
2. Click on the *Callouts* tab. The *Callouts* task page appears.
3. Click the **Add Callout** button.
4. Select a callout from the dropdown gallery. The callout appears in the *Preview Window*.
5. Drag the callout to the middle of the *Preview Window*.
6. Grab a callout's handle to adjust the size.
7. Change the **Border** and **Fill** color to match the colors in the video clip.



8. Change other attributes and effects such as **Shadow**, **Opacity** and **Style**.
9. When done, right-click the callout on the timeline and choose **Add to Library**. Give this callout a name. Drag to the media folder.

Congratulations! You learned how to create a coordinated callout from a video frame.

To preview the callout, double-click it in the Library folder.

You have now completed each of the tutorials in the [Create a Library Media Set](#) tutorial series.

See also:

- ▶ **Create Custom Callouts**
- ▶ **Create a PowerPoint Template from a Still Image**
- ▶ **Line Art Logo**
- ▶ **Video Masking**
- ▶ **Professional Newscast Appearance**
- ▶ **Add QuickTime Movie Enhancements**
- ▶ **3D Video Montage**
- ▶ **Create a Camtasia Studio Library Media Set**

Create Custom Callouts

Custom Callouts can add interest and excitement to your video. There are many ways to make custom callouts. Here are three.

- ▶ **From Images You Already Have**
- ▶ **From Snagit Captures**
- ▶ **From Snagit Stamps**

From Images You Already Have

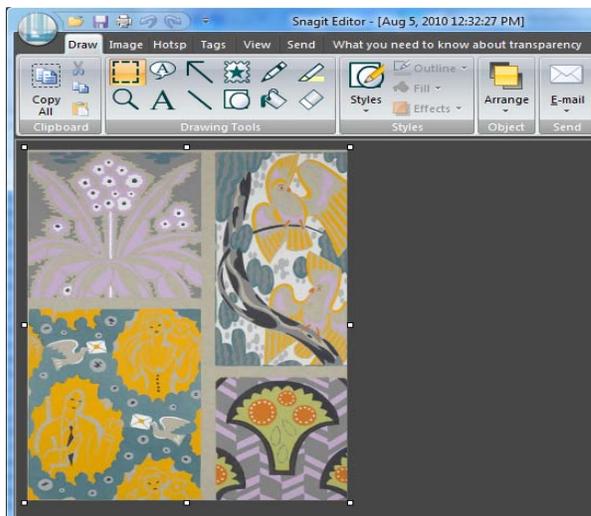
Instantly create a callout from any image you import into the Clip Bin or Library.

1. Position the playhead at the point of insertion on the timeline.
2. Click the Clip Bin or Library tab.
3. Click **Import Media** button at the top of the screen,
4. Browse and select the desired image.
5. Right-click the image in the Clip Bin / Library and choose **Add as callout**.
6. Click the Library tab.
7. Right-click the callout on the timeline. Choose **Add to Library**. Give this callout a name. Drag to the media folder.

From Snagit Captures

In this tutorial, learn how to create a custom graphic in Snagit and turn it into a Camtasia Studio callout. Once you learn the process, mix and match elements such as shapes, stamps, edge effects, and more to create the custom look you need.

1. Take a capture of an interesting design or texture. The capture appears in Snagit Editor.



1. Choose **Draw** tab > **Drawing Tools** group > **Selection** tool > **Freehand Selection**.



2. Draw a selection using the freehand tool.



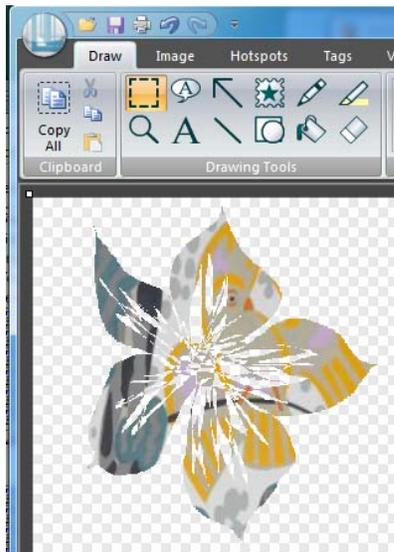
3. Press <CTRL + C> on the keyboard to copy the selection to the clipboard.
4. Press <CTRL + N> to start a new canvas.

⚠ Make sure the background is set to **Transparent**. Choose **Image** tab > **Canvas** group > **Canvas Color** down arrow > **Transparent**. The transparent background displays as white and gray checks.

💡 Need more space to draw on? Drag a handle of the canvas to make the canvas larger.

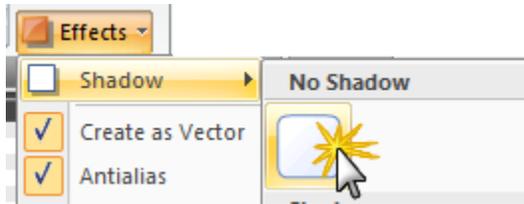


5. Press <CTRL + P> to paste the shape on the new canvas.

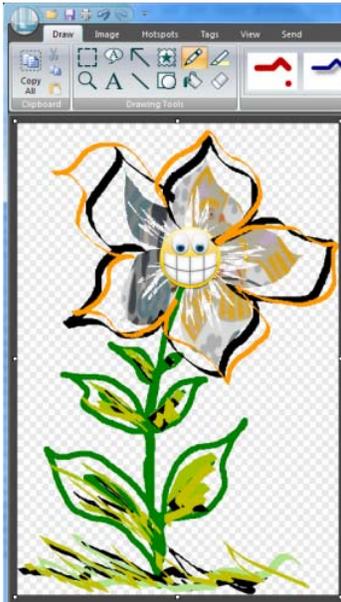


6. Add any stamps, line or shape drawing, text, etc. to your image. Turn off the **Shadow** effect for each element added to your image. Choose **Draw** tab > **Styles** group > **Effects** down arrow > **Shadow** > **No Shadow**.

▼ If you do not turn off the shadow effect, your image will not be completely transparent.



In this example, a smiley stamp and some pen drawings are added.

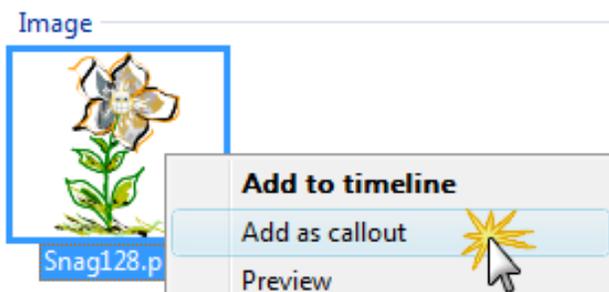


7. Right-click the canvas and choose **Flatten All**.
8. Choose **Image** tab > **Canvas** group > **Trim**.
9. Choose **Send** tab > click the **Camtasia Studio** icon.

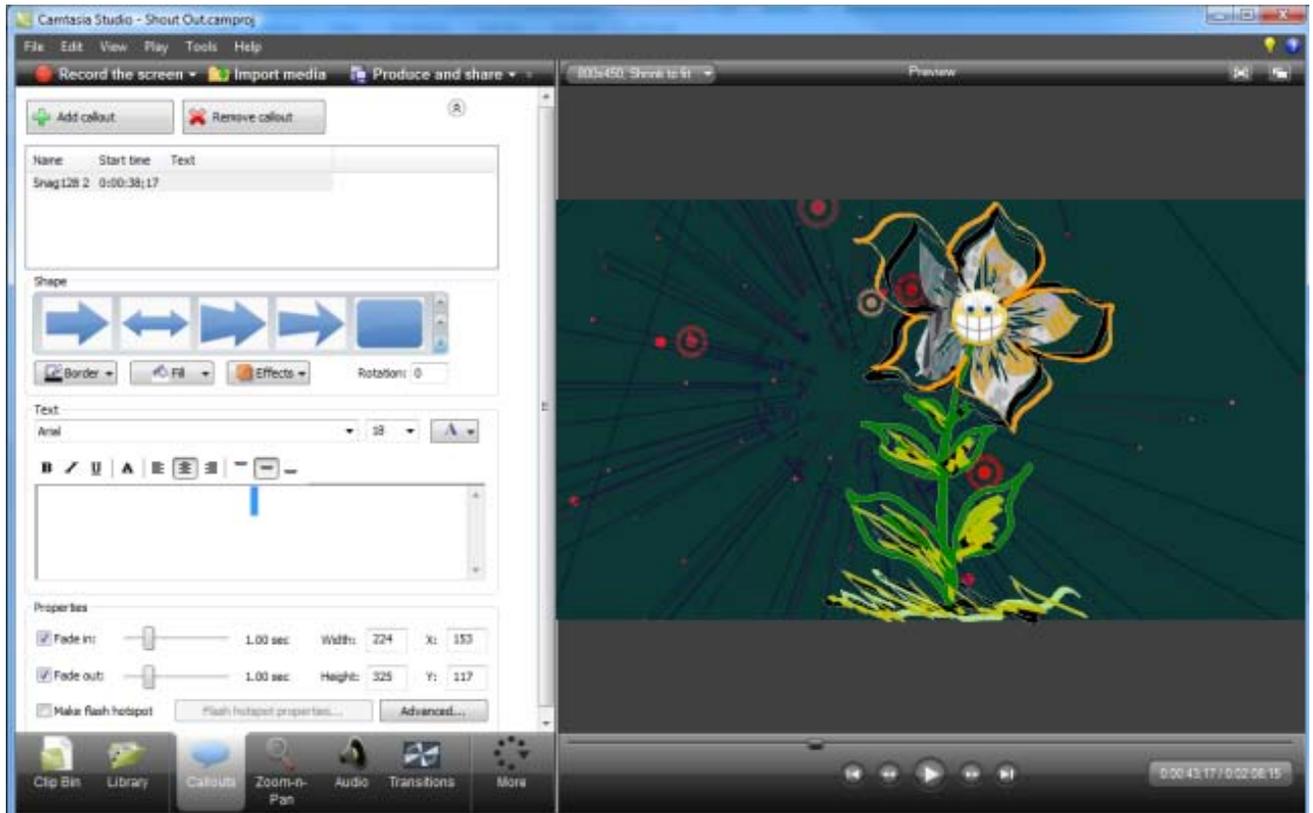


The image is sent to the Camtasia Studio Clip Bin.

10. In Camtasia Studio, position the playhead on the timeline. Right-click the image in the Clip Bin. From the menu, choose **Add as callout**. The image is added as a callout on the timeline at the position of the playhead.



11. Double-click the callout on the timeline to open the *Callouts* tab. Resize the callout and add any other embellishments such as text, border color, transparency, etc..



12. When done, right-click the callout on the timeline and choose **Add to Library**. Give this callout a name. Drag to the media folder.

Congratulations! You learned how to create a custom callout from a Snagit capture. Now, use this technique to create your own custom callouts to add your Camtasia Studio Library.

To preview the callout, double-click it in the Library folder.

Continue with:

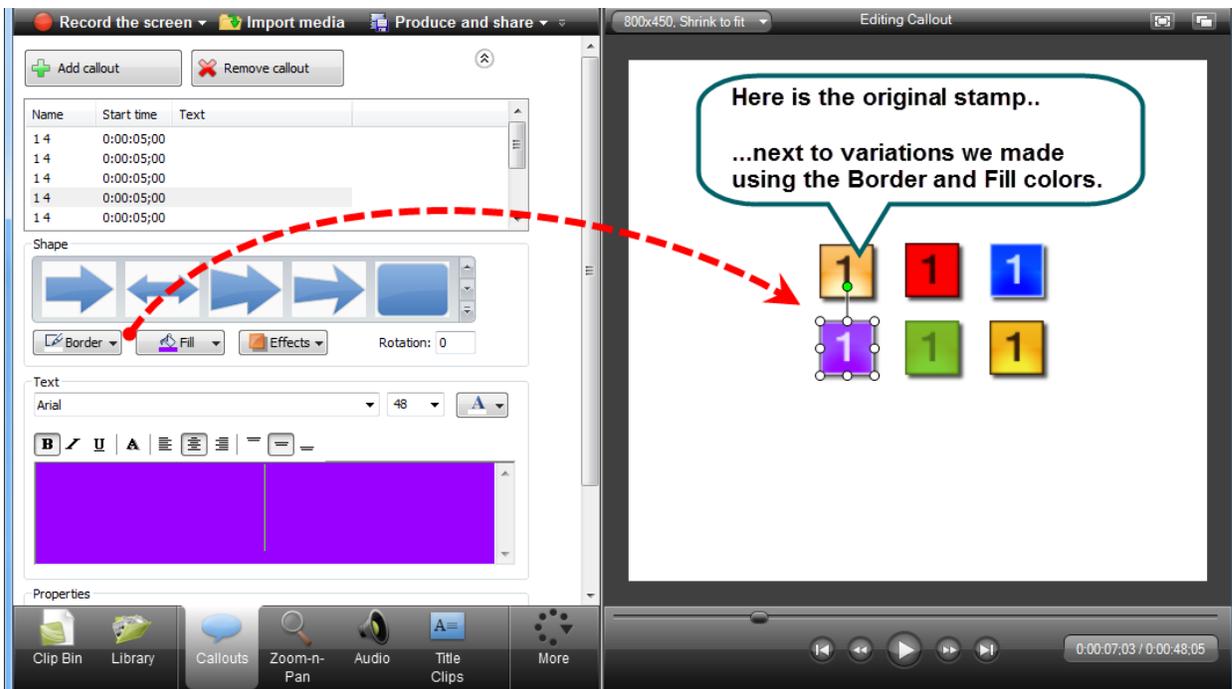
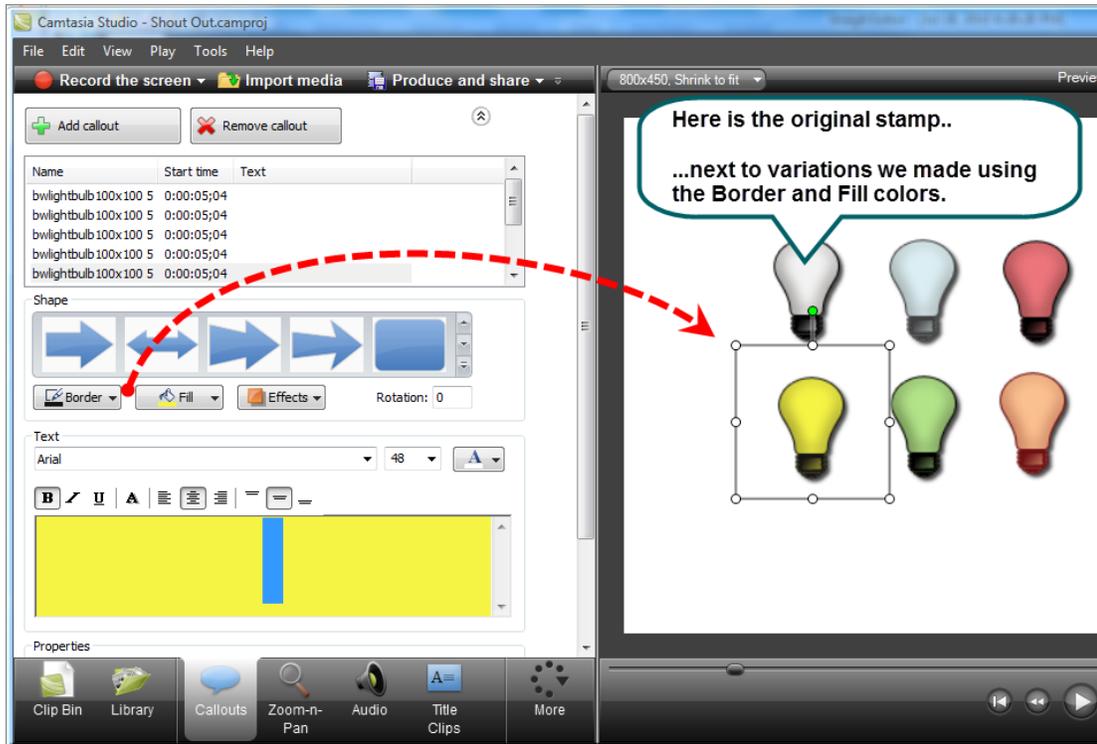
- ▶ **From Snagit Captures**
- ▶ **From Snagit Stamps**

From Snagit Stamps

Import your Snagit stamps into Camtasia's Library and use them as callouts. Then use the Callout's **Fill** and **Border** colors to change the look of the stamp.

The [TechSmith website](#) has various stamps you can download for free. You can also perform a search for "Snagit stamps" in your favorite Internet search engine.

In the following examples, a Snagit light bulb and number stamp are imported then customized to show some variations. (Find your stamps folder here: C:\Users\YOUR NAME\Documents\Snagit Stamps)



Import a Snagit Stamp and Save as a Camtasia Callout

1. In Camtasia Studio, click the Clip Bin tab.
2. Click the **Import Media** button. Browse to the Snagit stamp folder: C:\Users\YOUR NAME\Documents\Snagit Stamps.
3. Choose the stamp you want and click **Open**. The stamp appears in the Clip Bin.
4. Right-click the stamp in the Clip Bin and choose **Add as Callout**.
5. Double-click the callout on the timeline. The *Callouts* tab opens.
6. Use the **Fill** and **Border** color options to change the look of the callout.
7. If desired, add text.



8. When finished, right-click the callout on the timeline and choose **Add to Library**.
9. Give this callout a name.
10. Drag to the media folder.

Congratulations! You learned how to create a custom callout from a Snagit stamp. Now, use this technique to create your own custom callouts to add your Camtasia Studio Library.

To preview the callout, double-click it in the Library folder.

Create a PowerPoint Template from a Still Image

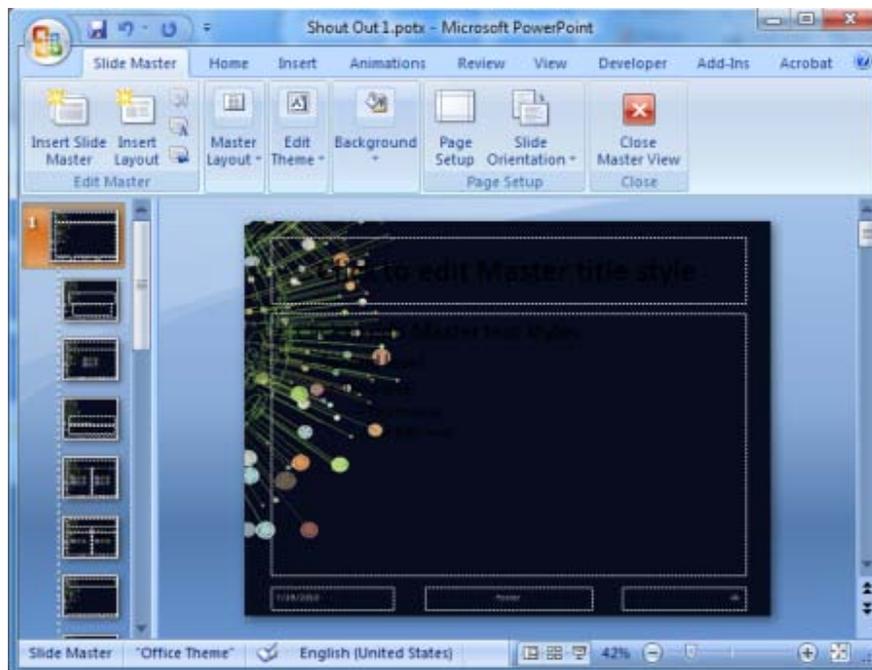
Use a still image from your video to create a PowerPoint template that coordinates with your Library media set.

 To learn how to create a still image, see [Create a Still Image](#).

1. Open PowerPoint. Create a new, blank presentation.
2. Choose **View** ribbon > **Slide Master**.
3. In the slide navigation pane, click the first slide icon. The *Slide Master* ribbon is now in focus.
4. Click the **Background Styles** down arrow in the **Background** group box. Choose the **Format Background** option.



5. In the *Format Background* dialog box, click the **Picture or texture fill** option.
6. From the options that appear, click the **File** button. The *Insert Picture* screen appears.
7. Browse for and select the still image to be used for the PowerPoint background. Click **Open**.
8. In the *Format Background* screen, click **Close**. The image is updated to the PowerPoint template.

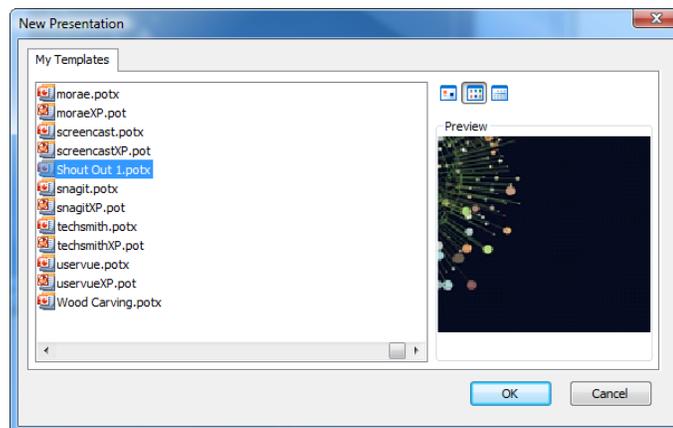


9. Choose **Microsoft Office** button > **Save As** > **Other Formats**. In the *Save As* dialog box, give the template a name and select **PowerPoint Template** in the **Save as** type field. Click **Save**.

Congratulations! You learned how to create a PowerPoint template with a still image from a video frame.

To Use Your New Template

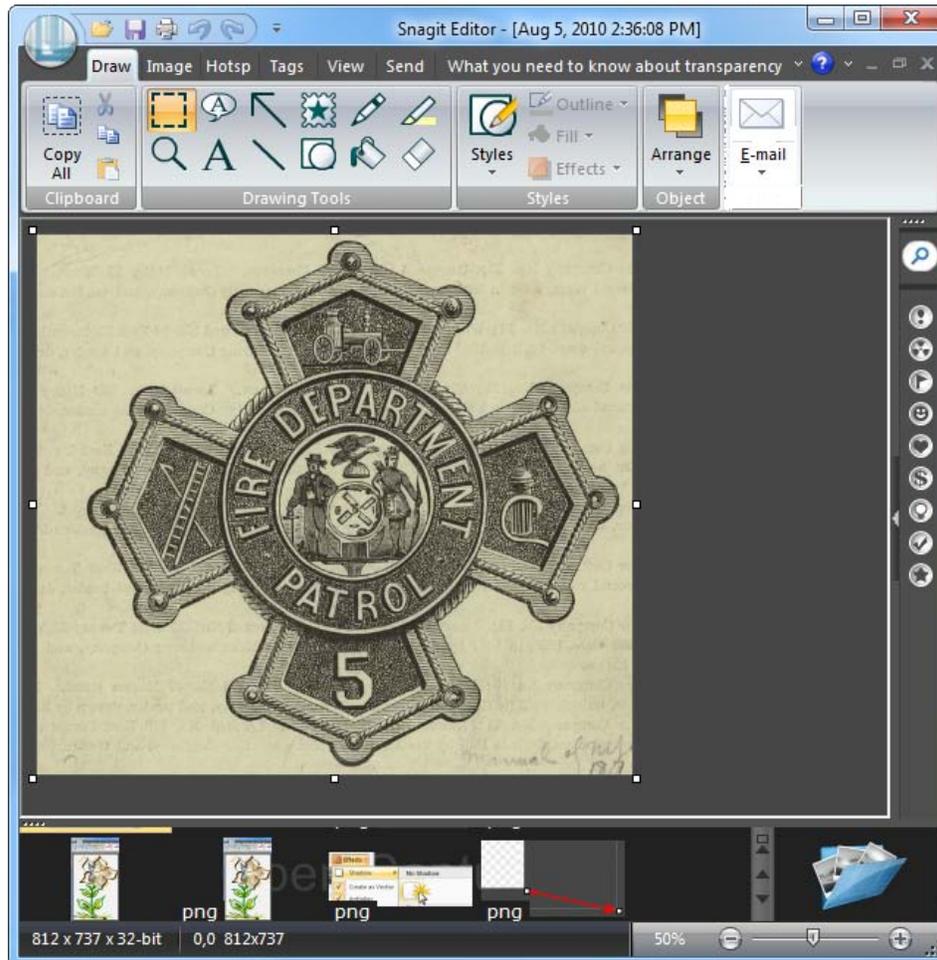
1. Within PowerPoint, choose the **Microsoft Office** button  > **New**.
2. In the *New Presentation* screen, click **My Templates**.
3. Select your new template from the list.
4. Click **OK**.



Line Art Logo

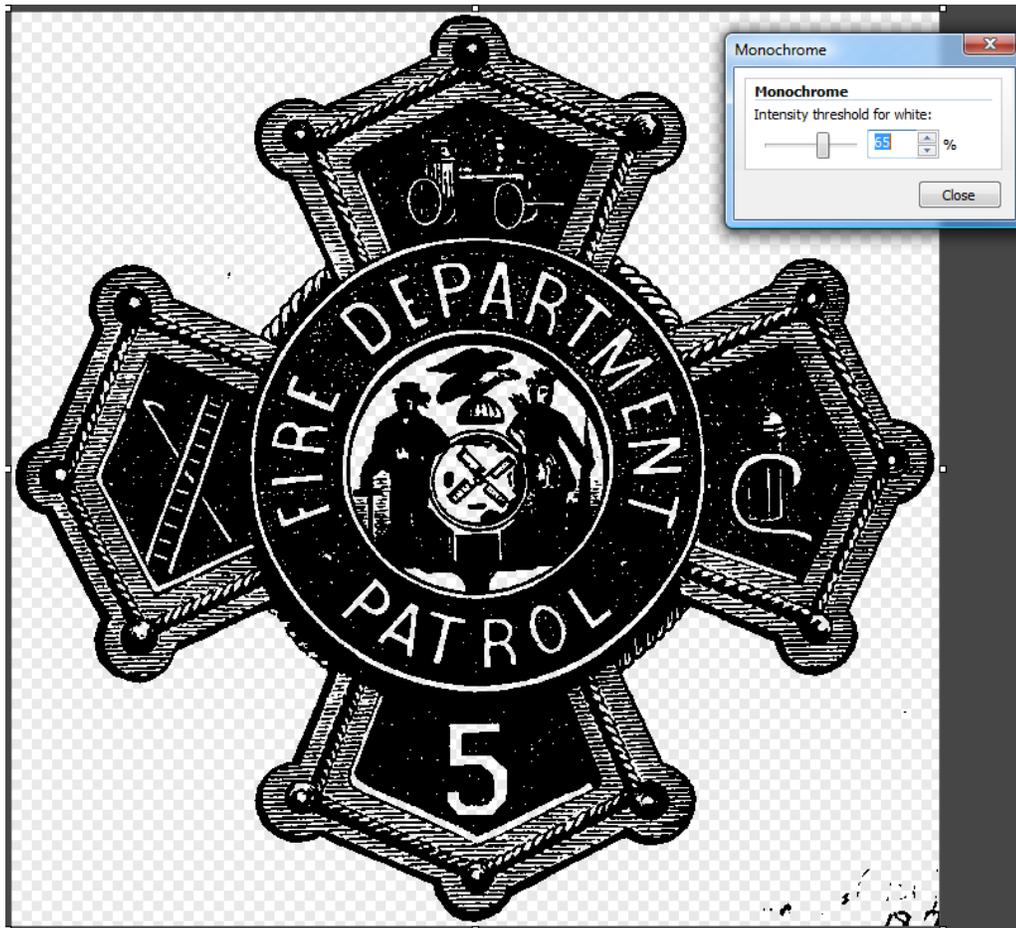
You may have an image that you want to use as a logo in your video. This tutorial teaches you how to turn a color image into a black and white transparent logo.

1. Open the image in Snagit Editor.
2. Drag the canvas handles to trim the image.



3. Make sure the background is set to **Transparent**. Choose **Image** tab > **Canvas** group > **Canvas Color** down arrow > **Transparent**.
4. Choose **Image** tab > **Modify** group > **Color Effects** > **Monochrome**.

In the *Monochrome* dialog box, play with the slider to create an image that has high definition in the areas you want to keep and mostly erases the areas you don't want to keep. When done, click the **Close** button.



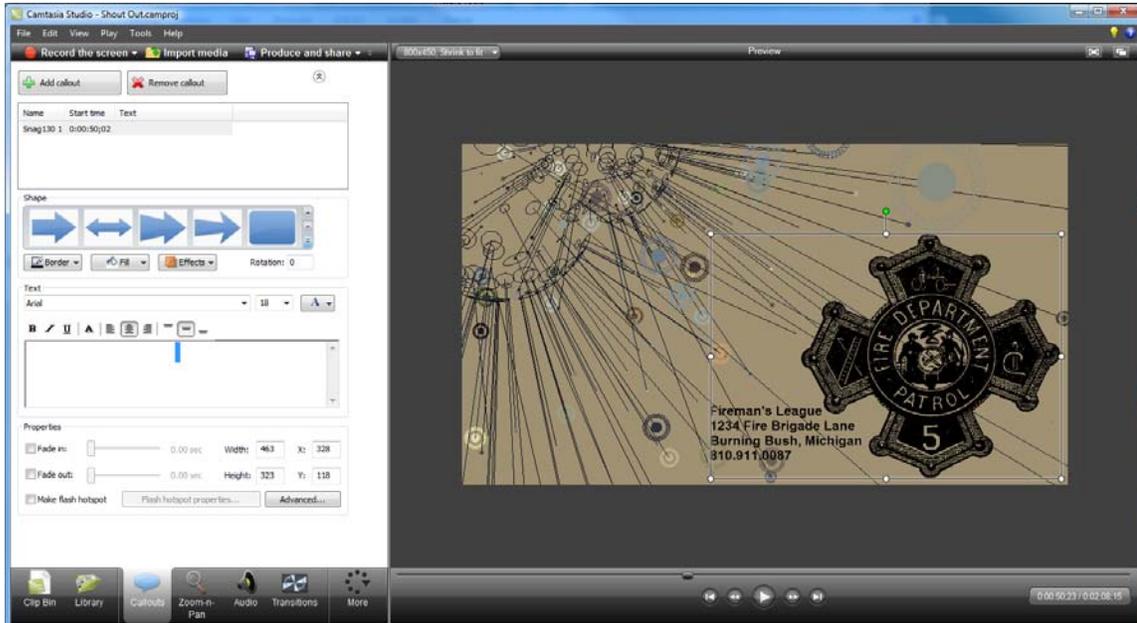
5. Use the **Eraser** tool on the *Draw* tab to clean up the edges and any miscellaneous spots on the canvas.
6. Add other elements to the logo such as text, shapes, etc. If necessary, drag the canvas handles to make the canvas larger.
 - When adding text, turn off the **Antialias** effect.
Choose **Draw** tab > **Styles** group > **Effects** down arrow > **Antialias**
 - For other elements, turn off the **Shadow** effect.
Choose **Draw** tab > **Styles** group > **Effects** down arrow > **Shadow** > **No Shadow**.
7. Choose **Send** tab > click the **Camtasia Studio** icon.



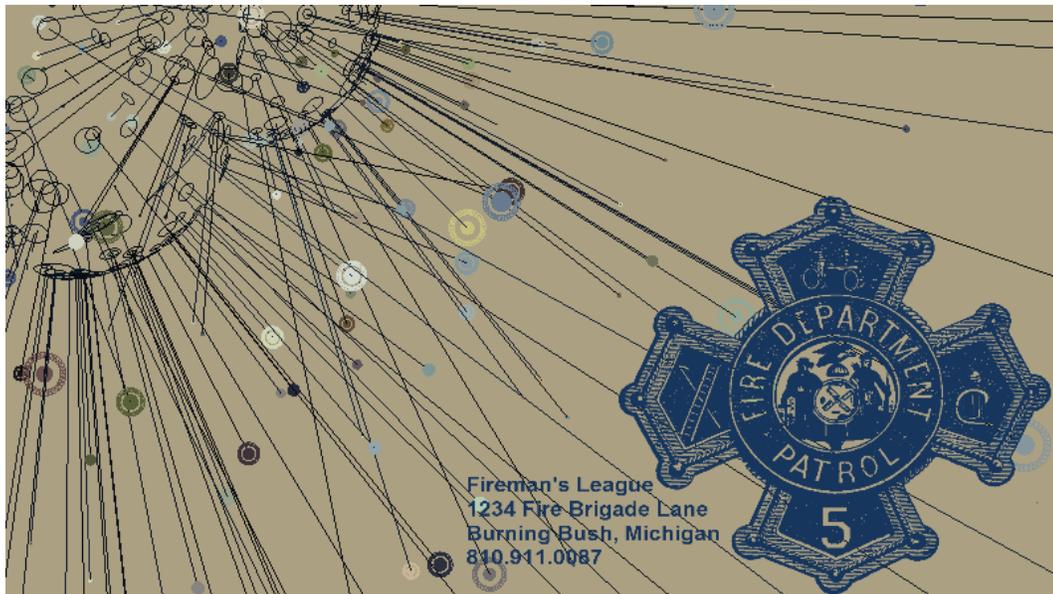
Return to Camtasia Studio. The image is in the Camtasia Studio Clip Bin.

8. Position the playhead on the timeline. Right-click the shape image in the Clip Bin. From the menu, choose **Add as callout**. The image is added as a callout on the timeline at the position of the playhead.

Here is how the sample logo looks with the Callout's **Shadow** option turned off.



Here is the same logo that has been changed using the Callout's **Border** color.



9. When done with customizations, right-click the logo callout on the timeline and choose **Add to Library**. Give this logo a name. Drag to the media folder.

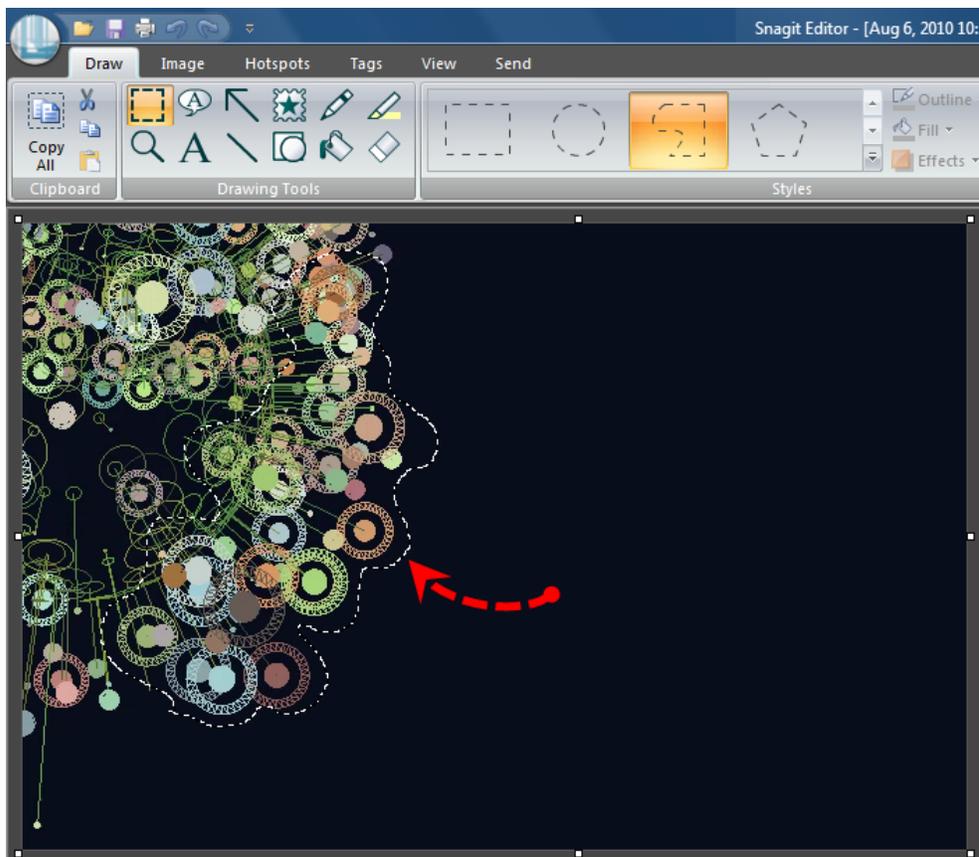
Video Masking

Video masking allows you to take a still image from your video and create a frame or mask around the video. The mask has areas of transparency so portions of the video show through the mask. Use color and transparency options in Camtasia Studio to further customize the look.



1. Create an **image from a frame** in your *Source Clip*. The frame should have an interesting portion of activity in it to create the mask's pattern.

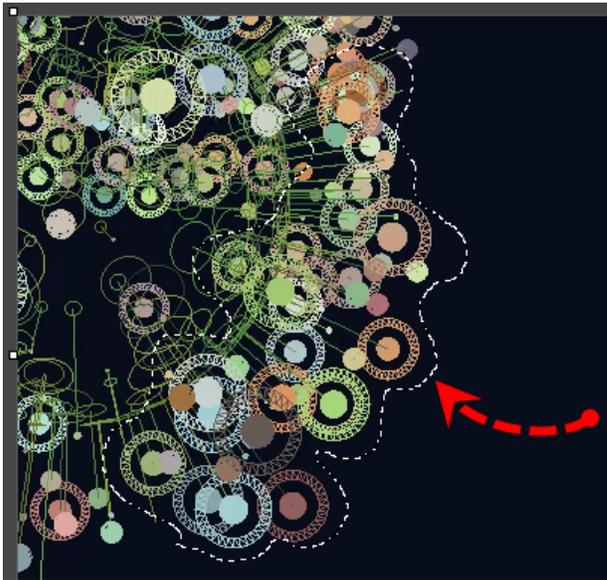
In this still frame image, the selected area becomes the pattern for the mask.



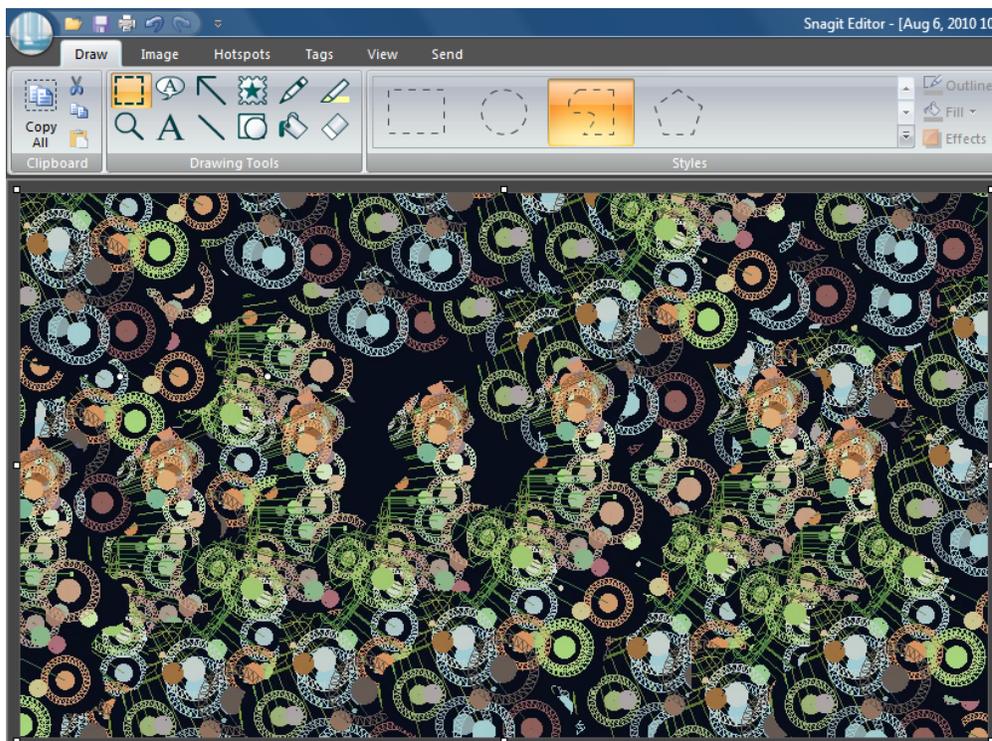
2. Open the image in Snagit Editor.

Make sure the background is set to **Transparent**. Choose **Image** tab > **Canvas** group > **Canvas Color** down arrow > **Transparent**.

3. Choose **Draw** tab > **Drawing Tools** group > **Selection** tool > **Freehand Selection**.
4. Draw a close selection around the area to be used for the pattern. The interesting area created by some of the round circles is selected.



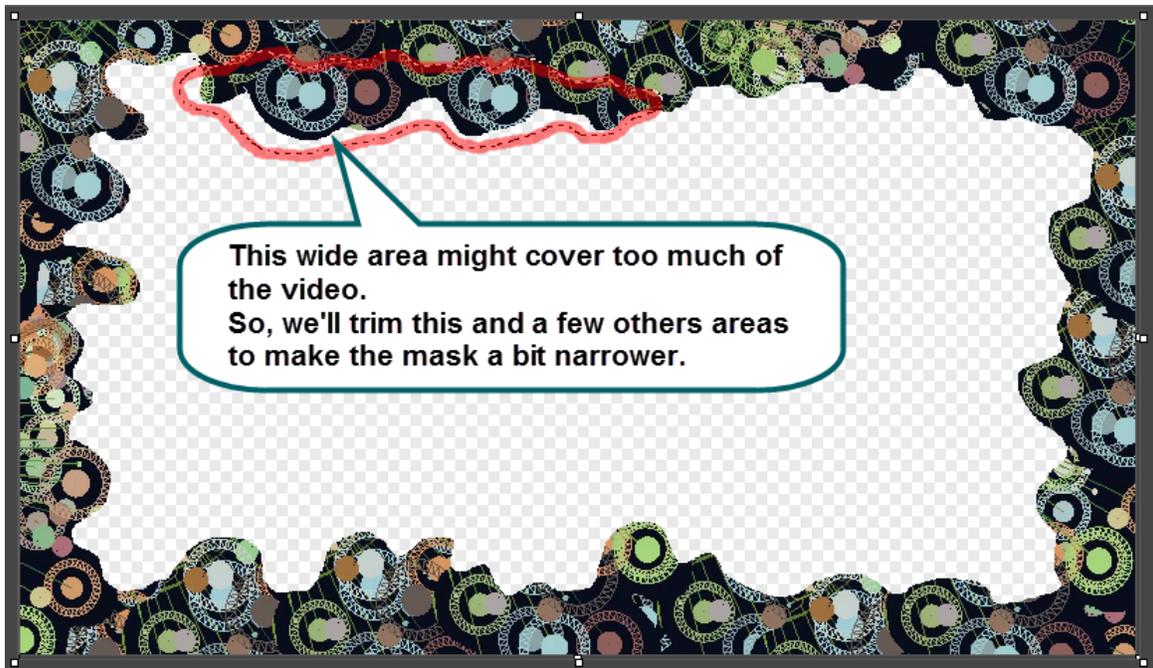
5. When the selection is made, press <CTRL + C> on the keyboard to copy the selection to the clipboard.
6. Press <CTRL + P> on the keyboard to paste the selection on the canvas.
7. Grab and drag the pasted image to a location on edge of the canvas. Repeat until a border is created around the edges of the canvas. Don't worry about the center of the canvas since it will be cut out. Here is how the image looks after the selection is pasted enough times to create a border.



8. When done with the pattern, right-click the canvas and choose **Flatten All** from the menu.
9. Choose **Draw** tab > **Drawing Tools** group > **Selection** tool > **Freehand Selection**. Draw a selection around the edge of the canvas to outline the part that becomes the mask.
Here is what our selection looks like. Make sure you leave enough room in the middle for the video to be seen.

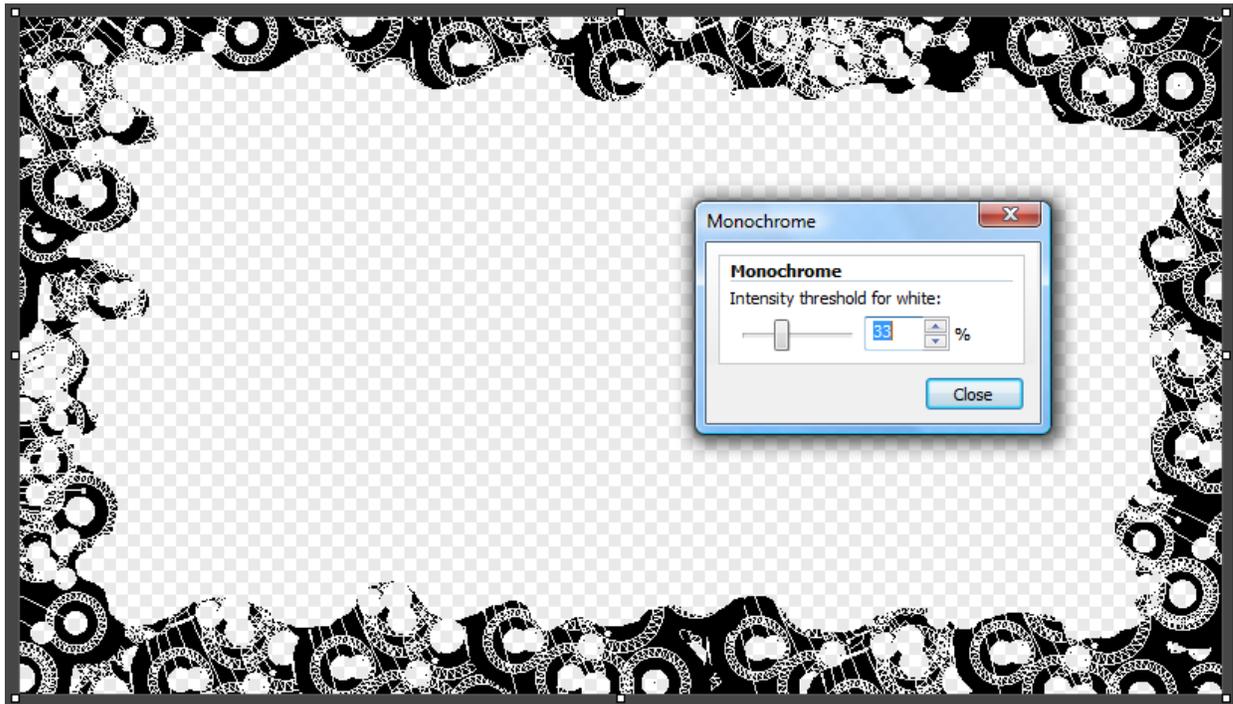


10. Press <Delete> on the keyboard. The middle section is removed. If you need to trim the border, repeat step 9 until you get the desired look.

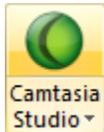


11. When done with trimming, Select **Image** tab > **Modify** group > **Color Effects** button > **Monochrome**. The *Monochrome* dialog box appears.

- Experiment with the slider to find the setting that gives you the best results. The image should have some solid lines and white space for the image to show through when it is applied. When done, click **Close**. Here is how our image looks.



- Choose **Send** tab > click the **Camtasia Studio** icon.



Return to Camtasia Studio. The image is in the Camtasia Studio Clip Bin.

- Position the playhead on the timeline. Right-click the shape image in the Clip Bin. From the menu, choose **Add as callout**. The image is added as a callout on the timeline at the position of the playhead.

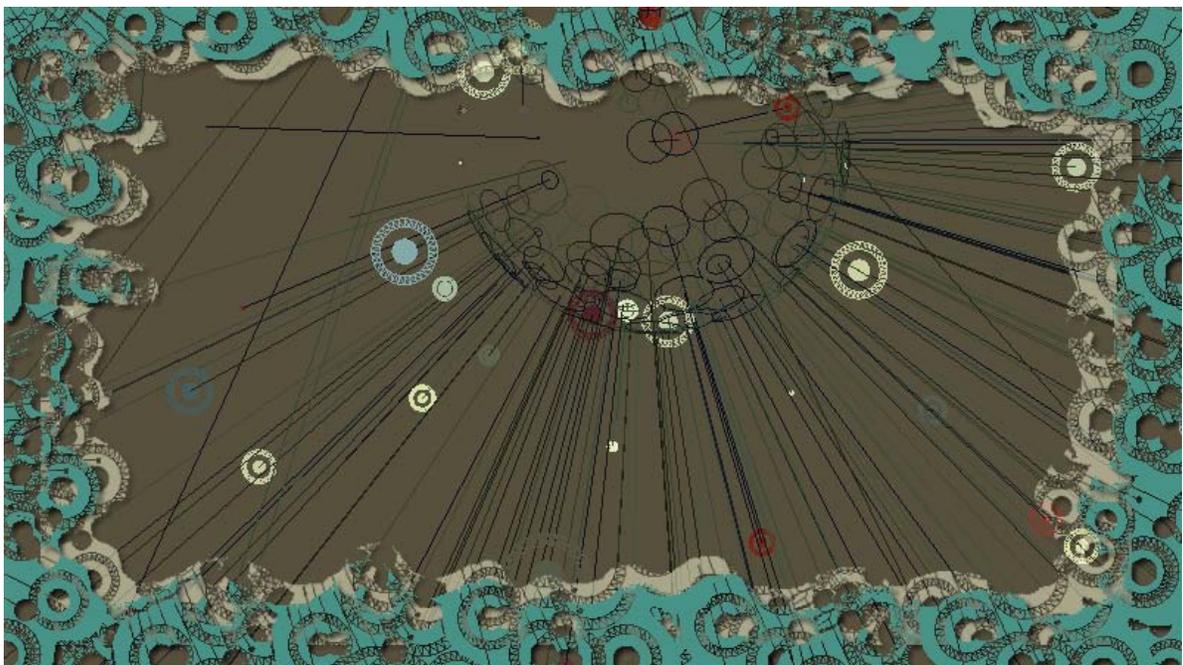
15. If desired, use the **Border** color and **Effects > Transparency** option to change the look of the mask (which is now a callout on the timeline.) Here's how our mask looks with a color applied to it and the video seen behind.



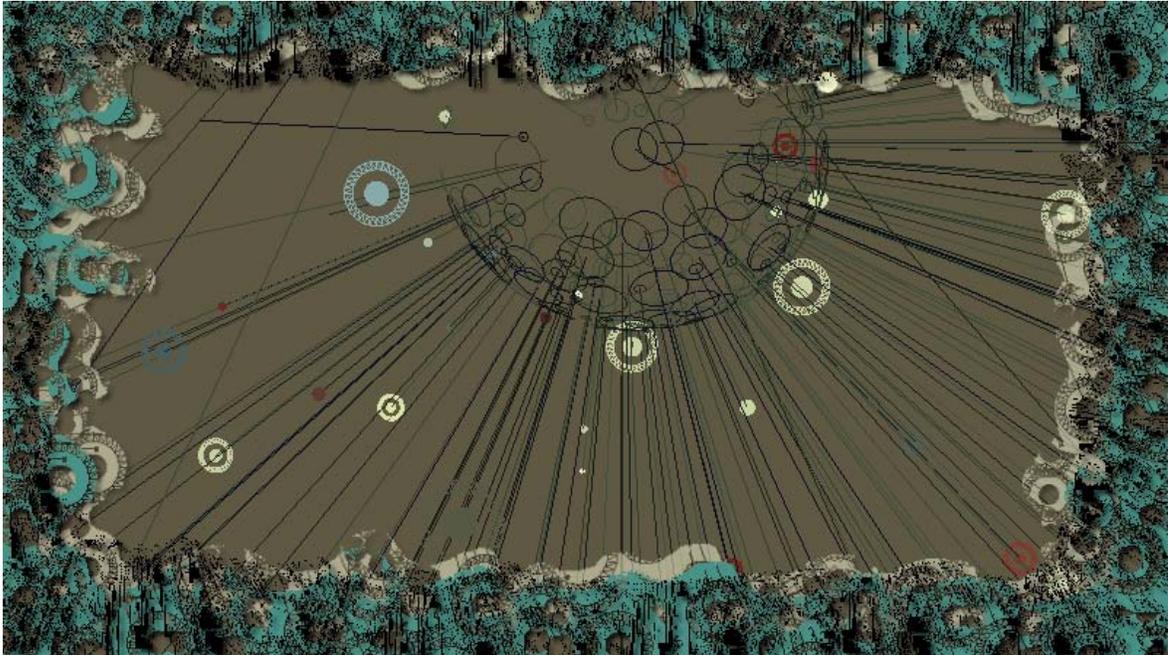
16. When done customizing the mask, right-click the callout on the timeline and choose **Add to Library**.
17. Give this callout a name. Drag to the media folder.

Variations

Apply more than one mask with different colors and varying transparency to create a 3-D effect.



Create several different masks and layer them on the video.

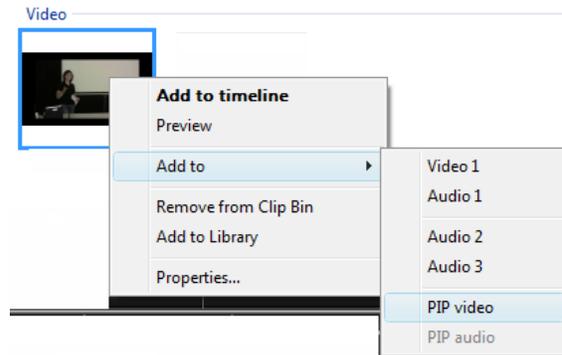


Professional Newscast Appearance

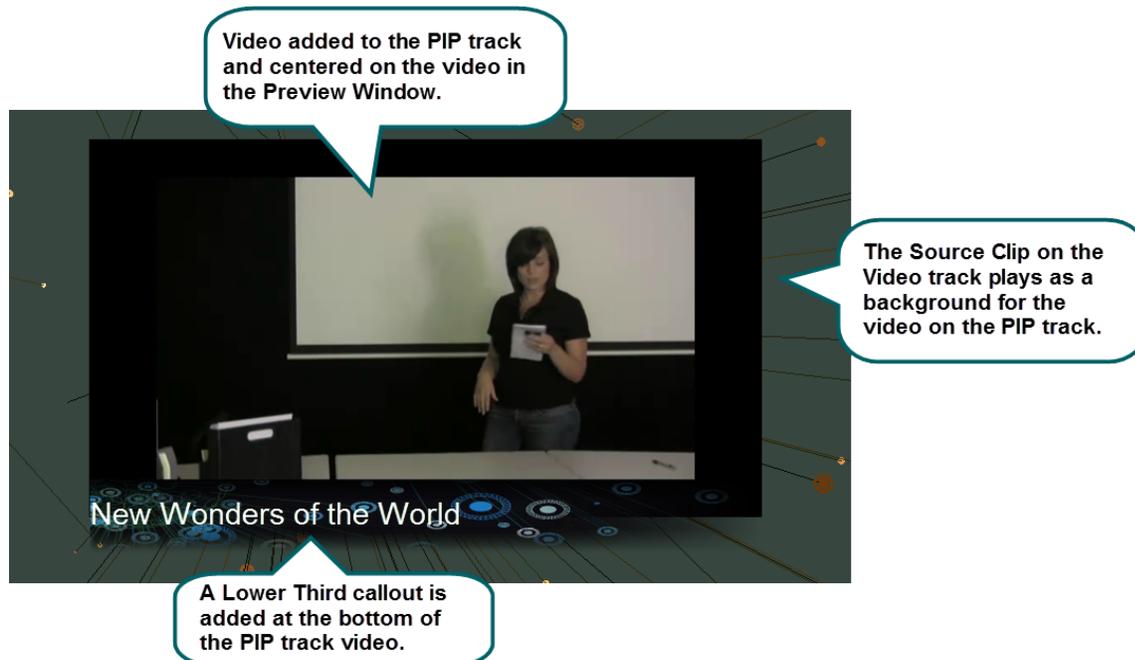
Online and television newscasts often show an intro-style video playing in the background while the main video plays on top of it. [See our example.](#)

To replicate this look:

1. In Camtasia Studio, right-click the main video in the Clip Bin and choose **Add to > Pip video**.



2. Drag the **Source Clip** to the Video 1 track.
3. Add a Lower Third callout to the timeline.
4. Double-click the callout on the timeline to edit it. Use the Preview Window to resize and position the callout on the Pip Video.



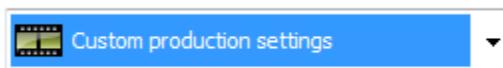
Add QuickTime Movie Enhancements

The Production Wizard's built-in QuickTime Movie enhancements and effects can instantly turn your video into a sepia or black and white film with scratches and dust. You can lighten, darken, and change the color of the video, add a posterize effect, sharpen or blur, apply a lens flare, and more.

[Click to see these some of these effects in action.](#)

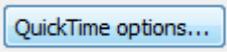
Keep in mind when it comes to special effects like these, a little goes a long way. A numerical countdown intro with a black and white filter and some scratches and dust can give your video an interesting, retro feel. However, it might be distracting to the viewer if this effect were applied to the entire video.

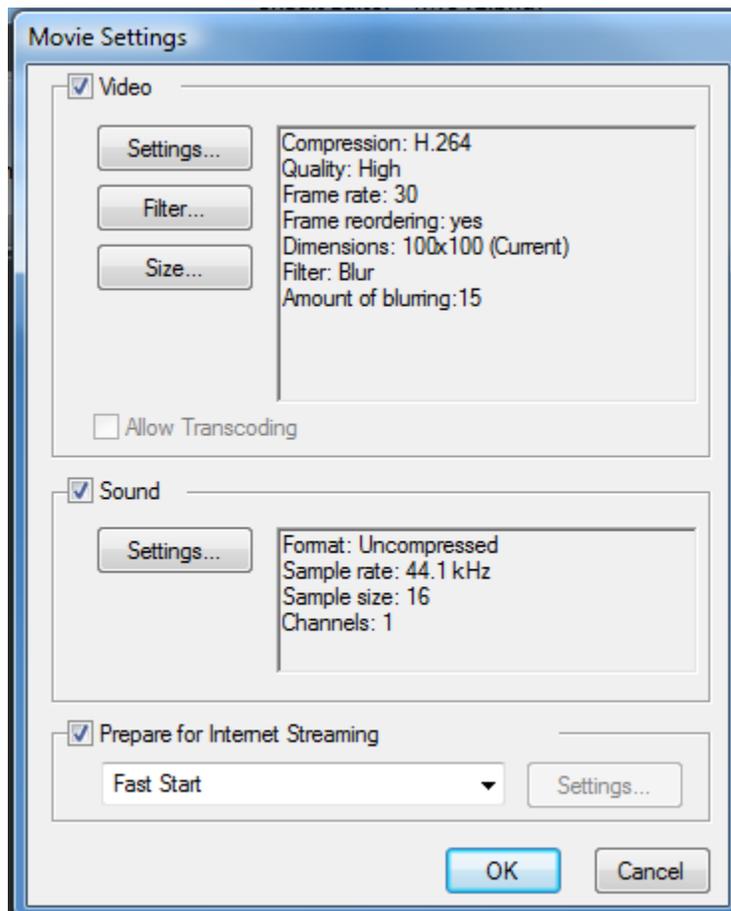
1. In Camtasia Studio, click the **Produce and Share** button. The *Production Wizard* appears.
2. From the dropdown menu, choose **Custom Production Settings**. Click **Next**.



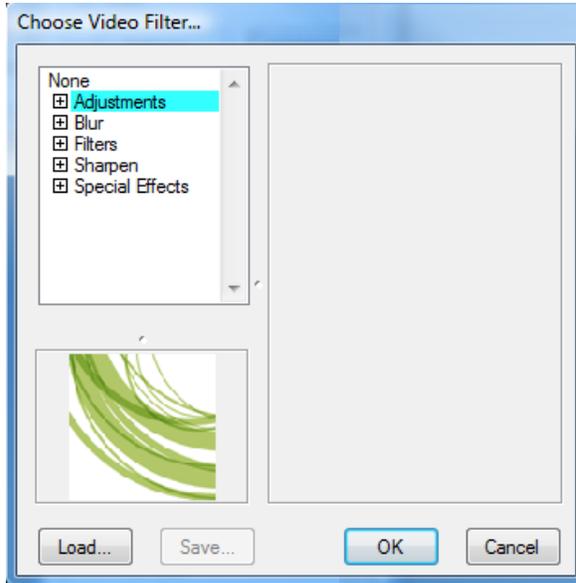
3. Choose the MOV - **QuickTime movie** option. Click **Next**.



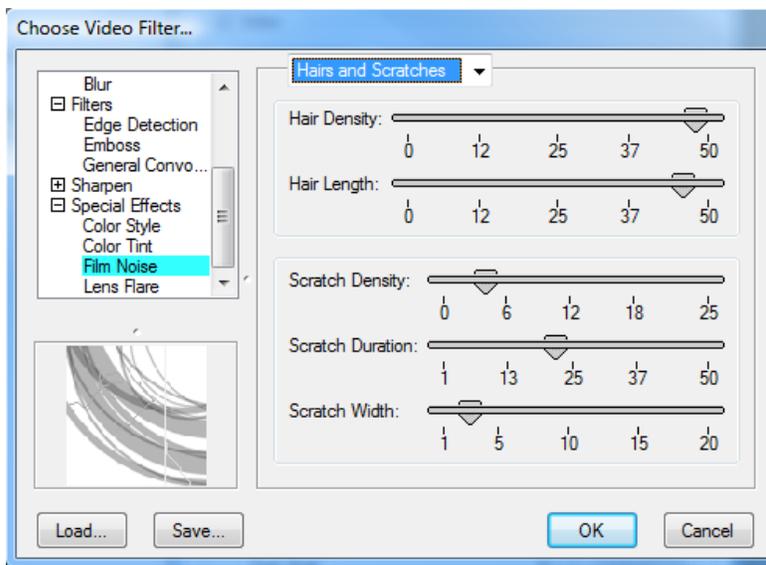
4. Click the **QuickTime Options** button . The *Movie Settings* dialog box appears.



5. Click the **Filters** button. The *Choose Video Filter* dialog box appears.



6. From the list **Filters** and **Special Effects**, choose the desired settings.

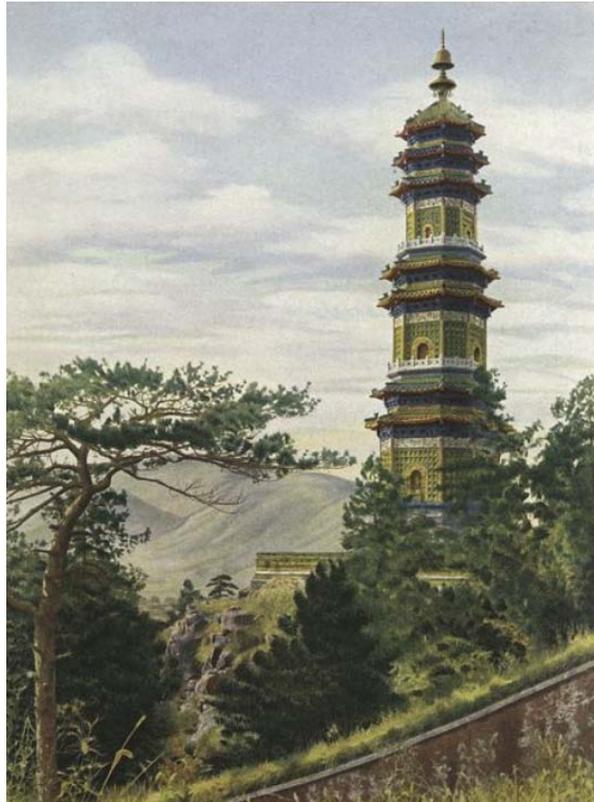


7. When done, click **OK**.
8. In the *Movie Settings* dialog box, click **OK**.
9. Click **Next**. Continue on through the *Production Wizard*.

3D Video Montage

If you have a visualizer that can create sky scenes with clouds, add an image as a callout to give your video the illusion of realism. [Watch our video montage](#). You can also use this technique to create many other custom effects and illusions of depth.

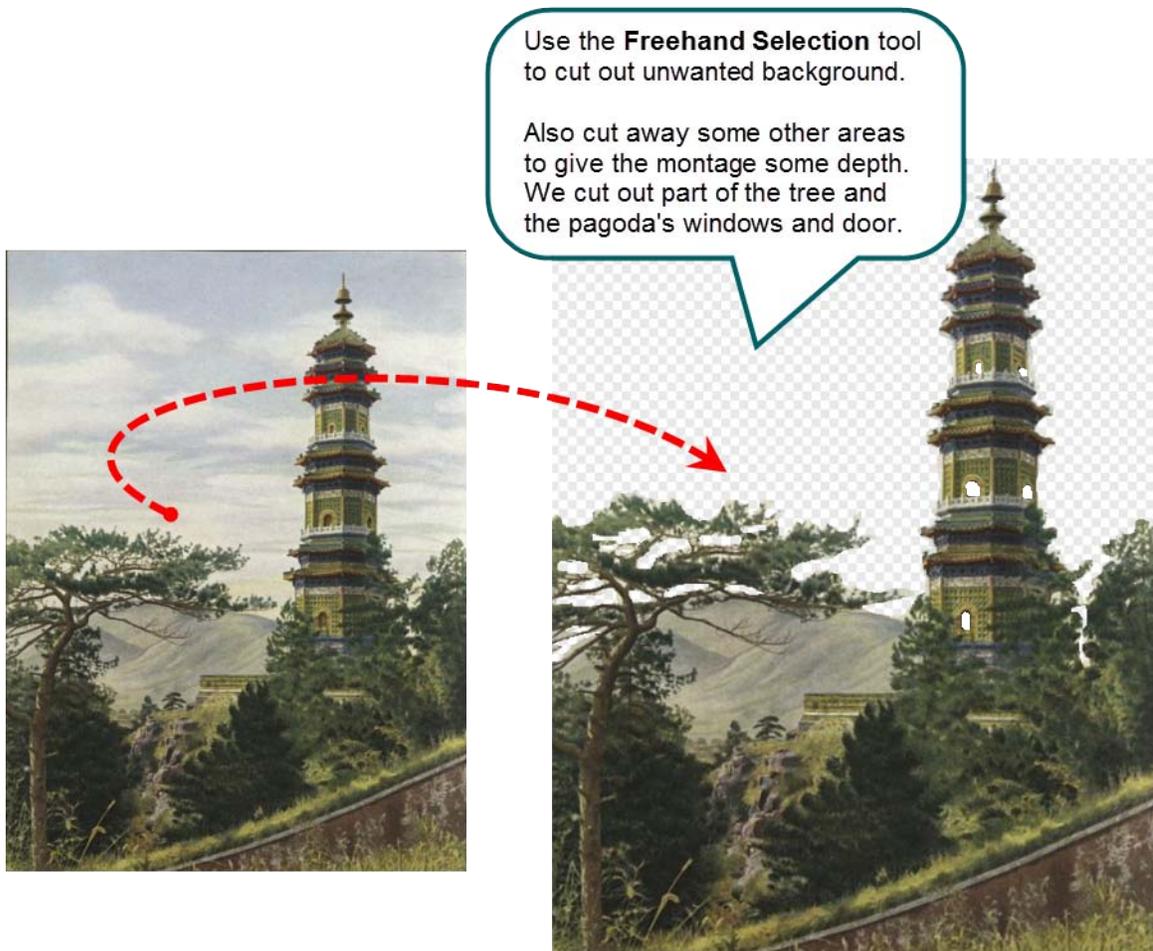
For this example, a capture of an interesting public domain image is used.



1. Have your capture open in Snagit Editor.
2. Drag the canvas handles to trim the image.
3. Make sure the background is set to **Transparent**. Choose **Image** tab > **Canvas** group > **Canvas Color** down arrow > **Transparent**.
4. In Snagit Editor, choose **Draw** tab > **Drawing Tools** group > **Selection** tool > **Freehand Selection**.



5. Draw a selection around the areas you will not keep. Press <Delete> on the keyboard to delete the selections. In this example, the sky around the pagoda was removed. Some transparent areas in the trees are also created so sky will show through.
6. Use the **Eraser** tool on the *Draw* tab to clean up the edges and miscellaneous spots on the canvas. The **Eraser** is used to make transparent areas for the pagoda's windows and door.



7. When done, choose **Send** tab > click the **Camtasia Studio** icon.



Return to Camtasia Studio. The image is in the Camtasia Studio Clip Bin.

8. Position the playhead on the timeline. Right-click the shape image in the Clip Bin. From the menu, choose **Add as callout**. The image is added as a callout on the timeline at the position of the playhead.