

Hello Learning Lounge Readers,

In this edition of the Learning Lounge, we have more inspiring educators using technology in exciting ways. We hope you'll be able to use some of their ideas as you kick off a great new year of learning. In addition, TechSmith has some events and offerings coming up that we'd love to tell you about.

- If you're just getting started with video, check out Jason Valade's new podcast [Introduction to Screencasting](#). You'll learn how educators use videos for flipping and more, plus get the basics on using Camtasia.
- TechSmith now offers paid online and on-site training services to help you succeed. You can learn more about our training packages and upcoming live training events [here](#).
- [EDUCAUSE 2015](#) is right around the corner (Oct. 27-30, Indianapolis), and we have some amazing educators lined up for our in-booth presentations. They'll be covering topics like how to create videos for flipped learning, online and distance learning, and professional development.
- Don't miss TechSmith's Ryan Eash at [STEMtech](#) (Nov. 1-4, Phoenix). He'll be leading a hands-on session on Sunday, November 1 from 11:00 AM - 3:15 PM on how to use TechSmith's Snagit and Camtasia to create instructional videos for your classroom.

Happy reading, and we're wishing you the best school year yet!

The TechSmith Education Team

education@techsmith.com | [TechSmith Education](#) | [@TechSmithEDU](#)



Building Online Instructor Presence with Camtasia

College students live in a text-heavy world: they read textbooks, annotate articles, and write papers throughout the semester. For online students, even discussions are in text, as are most communications with the instructor.

Imagine, then, how it feels to enter an online course and find a video of a moving, talking, smiling human being welcoming students to the class. I have found using Camtasia to be a truly transformative experience—for me and for my students.

[Read the full story](#) ▶



Helping Students Find Identity Through Student Created Video

Identity is an issue that children wrestle with throughout their entire academic lives. They're grasping at finding what kind of person they are, what values are important to them and who they want to become.

For many kids, whether they realize it or not, they start recording their identities as



Transform your PowerPoint into a PowerCast using Camtasia

Driven by significant advances in digital technologies, today videos are much easier to access - whether it be by the Web or mobile devices. Because video is so ubiquitous, it is an invaluable educational tool.

Video is revolutionizing the way we teach and learn and is a powerful medium used

soon as they get a smartphone, tablet, or other mobile device.

[Read the blog post](#)

extensively today in both eLearning and mLearning.

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TechSmith Corporation
2405 Woodlake Drive
Okemos, MI 48864-5910 USA

+1.517.381.2300

www.techsmith.com

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