



Pedagogical Assessment of: Camtasia

Website: www.camtasia.com

Usage

Camtasia is a software used for creating video tutorials and presentations either via screencast or via a direct recording of a Microsoft PowerPoint presentation. It consists of two components. With the Camtasia Recorder component, the screen area can be chosen freely and then recorded. Audio or other multimedia recordings may be recorded at the same time or added separately from any other source and integrated in the Camtasia Studio editor component.





Ease of Access

In its Windows and Mac versions Camtasia is a powerful, multi-featured downloadable software with which you can capture, edit and publish video and audio of anything you can display on your computer screen.

Pedagogical Assessment

In comparison with Powerpoint, Camtasia enables the user to differentiate presentations; giving them a more professional and creative finish. For instance, if you want to overlay a music track, a video clip, and/or a video interview that supports the main presentation – explaining a concept or idea. From an educational perspective, this is more interactive as a learning tool than powerpoint.

Reviews

The multi-track capability of Camtasia gives you the ability to layer video objects, images and audio clips over your main presentation, enabling presentations to become more engaging and interactive. From an educational perspective, this helps to appeal to different learners and also helps to reinforce learning (as the educator can use audio explanation and relevant material which can be viewed by the learner at any time). Learners can also benefit from using Camtasia which includes a wide range of tools which provide a more professional presentation of information which can be shared with other learners.

Advantages

- Allows many layers to be added on top of one another
- The learning curve is not steeper than that of other tools.
- It has more editing tools than any other similar software
- There are excellent online tutorials

Disadvantages

- Too expensive if you prefer using basic features.

Conclusion

Camtasia is the tool of choice for both educators and professionals, providing many features. However, as it is expensive, it would be worthwhile to discuss with other department members/ professionals and to keep the learning style of students, the aims of the course (content) and what is the most effective form of delivery before purchasing.

