



# Movie Making with Camtasia and Filmora

## Plan/Paradigm

We will look at two video editing software programs and how the basic movie making process works.

You can view an example of a video made using Camtasia by clicking the play button to the right.

***Nota bene: Your first video will be your worst and take the longest. Don't be discouraged.***



## Purposes

By the end of the workshop, you will know how to:

1. collect film footage
2. upload media into Camtasia and Filmora
3. perform several basic editing moves
4. convert video to an mp4 format
5. get clearance from Marketing and Communications

## Pedagogics

There will be a couple of terms that I'm going to be throwing out along the way that I will make sure to define for you.

**Collecting film footage.** This part takes the most time, but it will also save you a lot of time if you can collect the material carefully.

1. A-roll footage. In the above video, the interview is the A-footage and carries the narrative. Therefore, it must be the highest quality recording. I would advise you conduct the interview in a studio. The LIVE Studio and the Green Room are available for faculty and staff to use. They can film here and transfer the A-roll footage electronically using Secure Share.
2. B-roll footage. In the above video, the still photographs and muted video footage are B-roll footage. If we had PowerPoint slides, those also would be B-roll footage. You can collect this material with a digital camera or even your phone if your phone's camera is good enough. My phone's camera was not good enough, but the video was good enough to use. There is also CofC's [Marketing and Communication's Toolkit](#), where you can

<b>Pride Points</b> figures and rankings telling the unique College of Charleston story	<b>Brand Messaging</b> Consistently communicating the character of the College	<b>Messaging Proof Points</b> Thematic facts, statistics, anecdotes, examples and quotes
<a href="#">VIEW PRIDE POINTS</a>	<a href="#">VIEW BRAND MESSAGING</a>	<a href="#">VIEW PROOF POINTS</a>
<b>One-page Overviews</b> and figures for College of Charleston schools	<b>Stock Photography</b> Find just the right photo to complement your message	<b>Stationery and PowerPoint Templates</b> Easy-to-use branded templates
<a href="#">VIEW OVERVIEWS</a>	<a href="#">VIEW PHOTOS</a>	<a href="#">VIEW TEMPLATES</a>

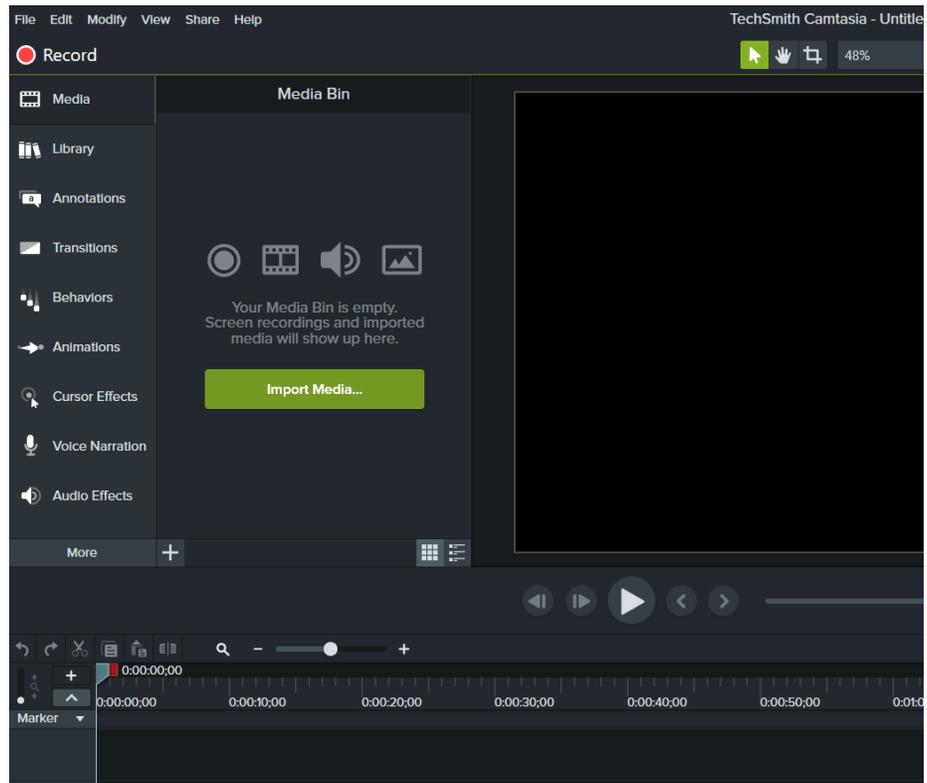
find stock photography, stationary and PowerPoint templates, etc.

3. Audio track (i.e., background music). If the video is externally-facing, you will need to use royalty-free music. One option is [Incompetech Music](#).
4. CofC graphics. These include the Intro and Outro motion graphics as well as the Classics wordmark. Marketing and Communications will provide these for you. Just email Meredith English Perrone (englishm@cofc.edu)

**Uploading media into Camtasia and Filmora.** To upload media, you must have the media stored locally on your computer or in a Google Drive.

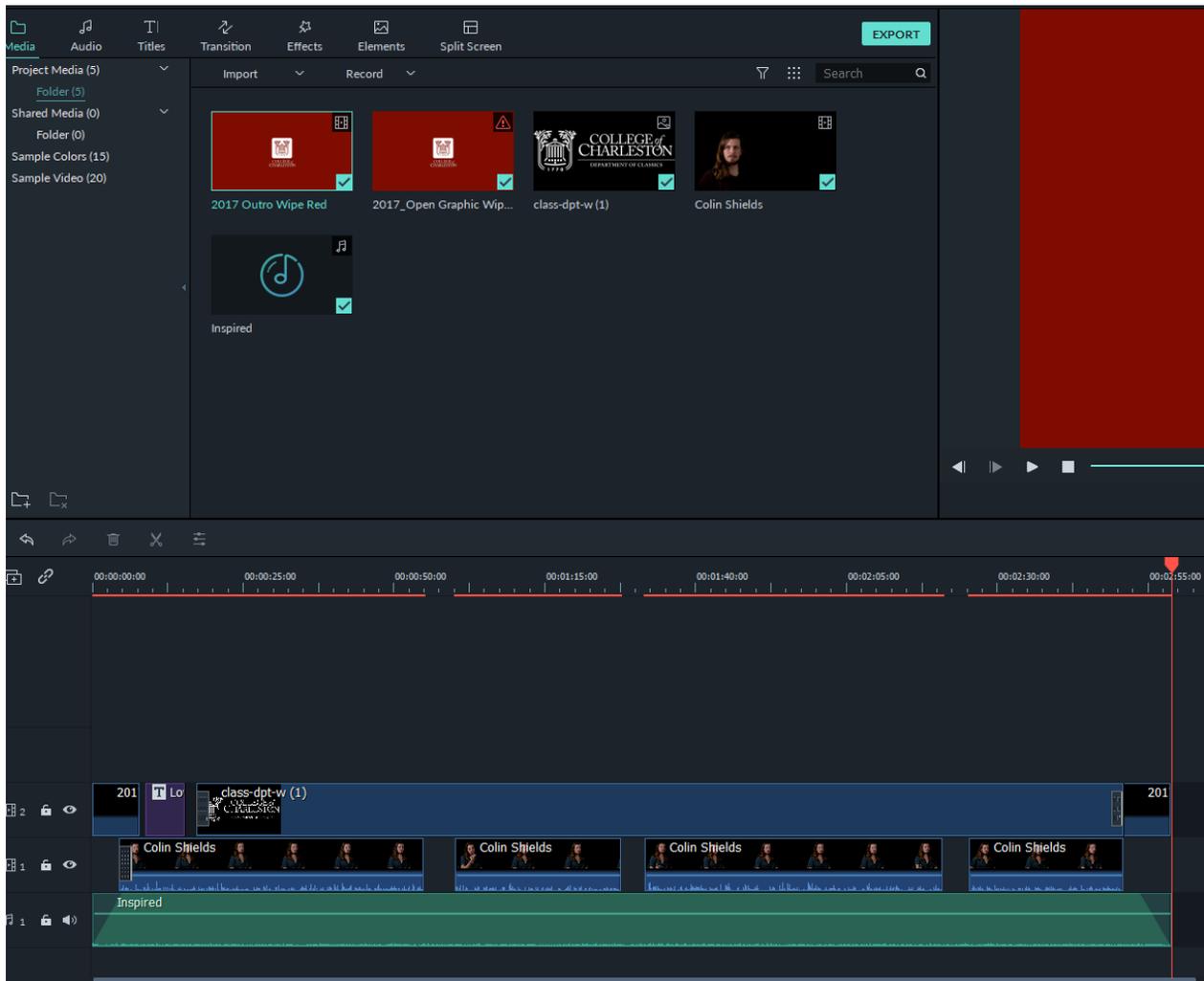
*Camtasia.* Use the following steps:

1. Make sure the **Media Bin** is selected
2. Use either the **Drag and Drop** option or select **Import** to add files to the Media Bin
  - To **Drag and Drop**, open the file location and drag the file into the Media Bin
  - To **Import**, select the + on the lower-left corner of the Media Bin and follow the steps for selecting your intended video, picture, or audio file
3. Drag and Drop **the uploaded file** in the media bin to the desired track in the lower half of the Camtasia screen



Filmora. Use the following steps:

1. Make sure the **Media** tab is selected
2. Use either the **Drag and Drop** option or select **Import** to add files to the Media folder
  - To **Drag and Drop**, open the file location and drag the file into the Media folder
  - To **Import**, follow the steps for selecting your intended video, picture, or audio file
3. Drag and Drop **the uploaded file** in the media bin to the desired track in the lower half of the Filmora screen



**Performing several basic editing moves.** The following moves are basics. You will find yourself picking up speed pretty quickly and learning new moves along the way.

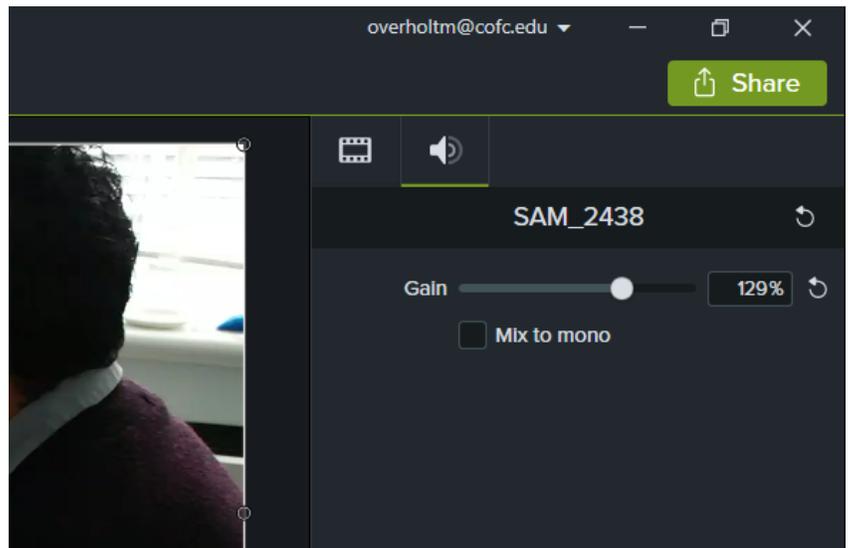
Camtasia

1. Using **Shortcut Keys** in Filmora as in Microsoft Word:
  - a. Copy: double-click on a medium inside any of the media tracks and then press Ctrl + C
  - b. Cut: double-click on a medium inside any of the media tracks and then press Ctrl + X
  - c. Paste: double-click on a medium inside any of the media tracks and then press Ctrl + V
  - d. Undo: Ctrl + Z
  - e. Redo: Ctrl + Y
  - f. Delete: Del
  - g. Select all: Ctrl + A
2. Sliding a medium forward or backward in the timeline:
  - a. Click and hold a medium
  - b. Slide the medium to the desired place
3. Splitting a track
  - a. Click the medium to split
  - b. Place the play head at the exact place where you want to split
  - c. Press **S**

4. Adjusting the audio on a video or audio track
  - a. Double-click the desired medium
  - b. Select the

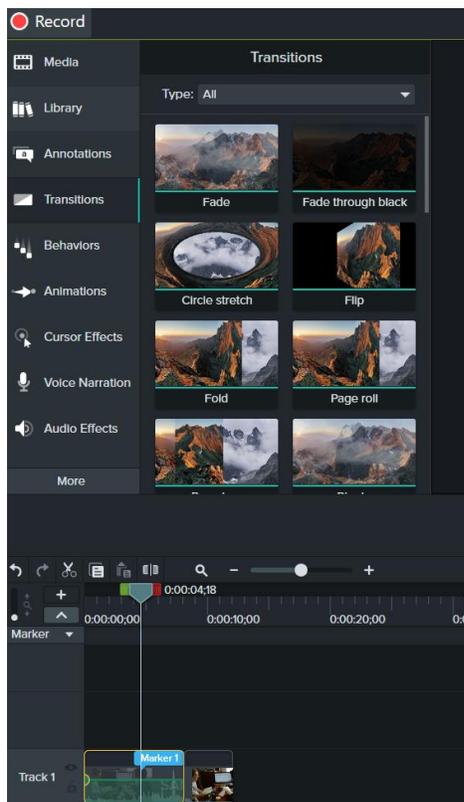
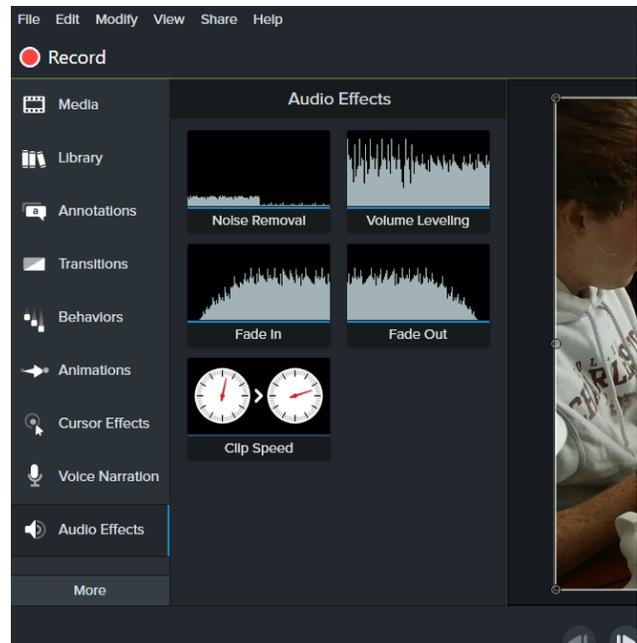
**Audio** tab in the top right corner of the Filmora screen

- c. You will be able to adjust the **Gain** using the slide or typing in a percentage next to the slide bar



- d. To create a **Fade In, Fade Out**, etc. effect
  - i. Select the **Audio Effects** under Media in the top left corner of your Camtasia screen

- ii. Drag and drop the desired effect to the audio or video clip you wish to effect



- 5. Using the **Transition** effect (Dissolve, Fade, Flash, etc.)
  - a. Select the **Transitions** tab under Media
  - b. Drag and drop the desired transition to the video clip you wish to effect

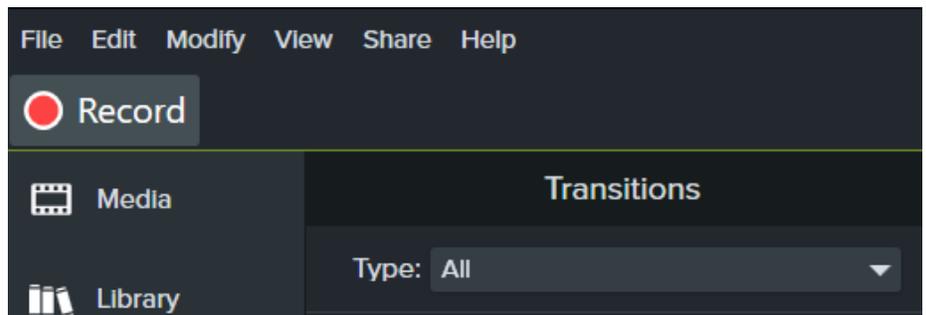
6. Using **Shortcut Keys** in Filmora as in Microsoft Word:
  - a. Copy: double-click on a medium inside any of the media tracks and then press Ctrl + C
  - b. Cut: double-click on a medium inside any of the media tracks and then press Ctrl + X
  - c. Paste: double-click on a medium inside any of the media tracks and then press Ctrl + V
  - d. Undo: Ctrl + Z
  - e. Redo: Ctrl + Y
  - f. Delete: Del
  - g. Select all: Ctrl + A
7. Sliding a medium forward or backward in the timeline:
  - a. Click and hold a medium
  - b. Slide the medium to the desired place
8. Splitting a track
  - a. Click the medium to split
  - b. Place the play head at the exact place where you want to split
  - c. Press Ctrl + B
9. Adjusting the audio on a video or audio track
  - a. Double-click the desired medium
  - b. Select the **Audio** tab in the top left corner of the Filmora screen
  - c. You will be able to create a **Fade in** and **Fade out** effect, adjust the **Pitch**, change the **Equalizer**, and use the **Denoise** options
10. Using the **Transition** effect (Dissolve, Fade, Flash, etc.)
  - a. Click the picture or video to edit
  - b. Select the **Transition** tab
  - c. Drag and drop the desired transition to the beginning or end of the picture or video
  - d. With the effect selected, you can increase or decrease the length of the transition by sliding Left or Right



## Converting video to an mp4 format

### Camtasia

1. Select the **Share** tab in the top left corner of the Camtasia screen
2. Select **Local File** to create a simple mp4 on your computer



3. Follow the steps on the **Camtasia Production Wizard**

### Filmora

1. Select **Export** in the top left corner
2. Select **Create video**, which allows you to create a video file on your computer (You may also upload directly to YouTube or Vimeo if you prefer)
  - i. Select the desired format (**mp4** is standard but there are other options)
  - ii. Edit the **Name**
  - iii. Select the file on your computer where you want to save your video
  - iv. Adjust **Settings** if you're knowledgeable
  - v. Select **Export**

## Getting clearance from Marketing and Communications

Before you upload your video to YouTube, Vimeo, or share on social media, you must receive clearance from the Division of Marketing and Communications at the College of Charleston. Using Secure Share or a SharePoint link, email your video to Meredith Perrone ([englishm@cofc.edu](mailto:englishm@cofc.edu)). MarComm will let you know if your video meets the institution's specifications.