

Taking PowerPoint to Video and Publishing it to DVD

by Betsy Weber, January 2nd 2005



About Betsy Weber

Betsy Weber (pictured to the left) is Chief Evangelist at Okemos-based TechSmith Corporation. With nearly a decade of experience in corporate training and product management, she has worked on both the development and customer service side of delivering business applications.

In her current role, Betsy heads up the company's highly acclaimed evangelism program where she collaborates with customers, industry experts, and technologists all over the world. Betsy and her husband reside in Lansing, Michigan along with their faithful Old English Sheepdog, Mutton Chop.

To follow this tutorial, you might want to [download a 30 day trial version of Camtasia \(www.camtasia.com\)](http://www.camtasia.com)

Introduction

Much to the chagrin of tortured colleagues everywhere, novice PowerPoint users often find it difficult to make entertaining and compelling presentations. Eventually, most people figure out how and when to add graphics, transitions and timings – and when not to. In many cases, it comes down to trial and error. In others cases, a user may have a really good teacher who can explain the ins and outs of presentation making.

PowerPoint has become the common language of the business world, and its use has spilled over into homes, schools, and even places of worship. It's estimated that over 30 million PowerPoint presentations are created daily. Over the past few years, as broadband adoption and computer processing power have increased, more users have begun turning their static slideshows into rich video presentations that they can share with colleagues and friends online or via CDs and DVDs.

Why Take PowerPoint to Video?

It's safe to say there are hundreds of millions of PowerPoint presentations around the world that are sitting idle – a library of knowledge that was used once and will probably never be tapped again.

In speaking with users from *Fortune* 500 companies, schools and government agencies, they all expressed a desire to have their presentations live on beyond their original use at a meeting or conference. These users point out that for every person who attends a live presentation, countless others could benefit by viewing a presentation later. The problem, as we have all experienced, is that while others can view a static PowerPoint slide deck, only those who attended the original presentation receive the full benefit. People who view it later will not hear the presenter's voice, or understand what points were emphasized, or hear questions and answers that were discussed.

There is a need for an easy way to capture the full benefit of a PowerPoint presentation; a method that does not require extensive training or expensive equipment.

Now it's Easy

For years, users have been using Camtasia Studio to record presentations, but the process wasn't very intuitive. With the release of [Camtasia Studio 2.1](#) in late 2004, TechSmith began providing a PowerPoint add-in to record, convert, and deliver PowerPoint in multiple video formats including Flash, Windows Media, Real Media, QuickTime, and a Pack-n-Show executable.

Users can also take advantage of Camtasia Studio's MenuMaker for creating an auto-run CD-ROM. Camtasia Studio is also the only tool available to turn a PowerPoint file into a DVD-ready AVI file that delivers superior quality during playback on either a television or computer. This is because Camtasia Studio uses a unique TSCC lossless codec to create a crystal-clear AVI source file. Other tools use only a single dead-end delivery format. Camtasia Studio's AVI file can then easily be imported into any of the popular DVD-burning software packages.

Here are a few instances when converting a PowerPoint file to video would be beneficial:

- To give your corporate audience or sales prospects a take-home video of your narrated presentation on CD-ROM or DVD.
- To record and post your presentation online so that students and parents can review assignments at their convenience.
- To create PowerPoint-based how-to videos for colleagues and customers who are learning to use new software.
- To create a presentation for grandma of her grandchildren and deliver it on DVD in the new DVD player that you bought her for the holidays.

Slide Show vs. Video

It's important to remember that PowerPoint was not created with video in mind, which is why users create slides and not video frames. Slides, unlike frames, are static and therefore have a smaller file size. Video, which are frames in motion, result in larger file sizes. However, watching a full-motion video of PowerPoint presentation, like watching a movie, is very engaging and memorable.

There are also many recording benefits that are only associated with video, such native real-time and full-motion options. The most popular way for individuals to deliver a rich video presentation is to burn it to CD-ROM or DVD. In a corporate setting employees can save videos to a network drive and a company's systems administrator can make videos accessible to employees, customers, and partners to view on-demand (regardless of location) by uploading the files to an external server. In some cases, you can even email them to colleagues, friends and family, depending on the file size.

Recording the PowerPoint Presentation

The recording process is very straightforward. After installing Camtasia Studio 2.1 and opening PowerPoint, the add-in automatically appears in the toolbar:



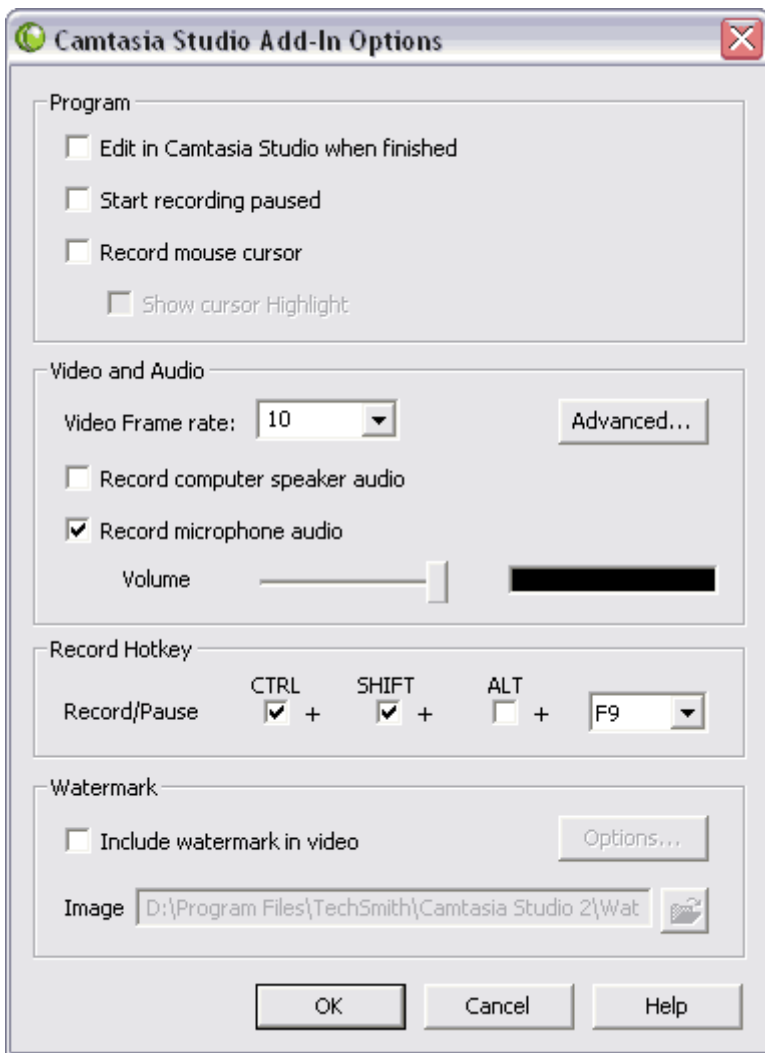
If users already have a saved presentation they only need to open the presentation and click the **Record** button. Camtasia Studio will begin recording everything – all the transitions, timings, animation, and anything else the user has in the original presentation. This saves valuable time and frustration on the user's part by not having to remove motion elements that typical conversion software can't convert. Users can also customize the PowerPoint add-in by clicking on the blue microphone so their narration will be recorded and synchronized with each slide. If audio is already part of the presentation the user can configure the add-in so that too is recorded.

By selecting the **Camtasia Studio Recording Options** button users can setup in advance what they want to record and when they want to record it.



For users like professional presenters, university professors and corporate personnel that want to record their live presentation, they can start the recording paused. This allows the user to display the first slide such as a corporate logo while employees, students, or audience takes their seat.

Another intuitive feature users will notice is the ability to record the mouse cursor, which is critical for creating application training. By selecting the Alt+Tab keys in the middle of a presentation the user will automatically be taken to the application they want to train users on. By clicking Alt+Tab again, the user will be taken back to the same slide where they left off and the application being demonstrated will be synchronized with that slide. Users can even record a specific watermark to personalize their presentation and choose hotkeys to start, stop, and pause the recording during the presentation.



Here's a quick tip. For best results, play the presentation once in slideshow mode before using the PowerPoint add-in. This allows the computer to cache the presentation in its memory. Regardless of the computer's processing power, the recorded presentation will benefit.

After clicking **OK**, the user's PowerPoint presentation will start in slideshow mode and Camtasia Studio will begin recording everything. If it's a live presentation and a question is asked, the presenter can pause the recording while giving an answer or record the question and the answer, a practice that's very popular among educators.

From Recording to Publishing to DVD

Aside from being very popular, the most common reasons that users want to burn videos to DVD are usability, portability, and storage. Since DVD is fast becoming the preferred video format for all kinds of consumer applications, as well as computer peripherals, saving videos to DVD makes good sense for storing and sharing them with others. PC-created DVDs can be shown on other PCs that support DVD or on consumer DVD players. Here are the requirements for saving videos to DVD:

- In order to burn DVDs on a PC, users must have a DVD-RW drive installed on their computer.
- In order to play DVDs on a PC, users must have a DVD drive installed on their computer.
- In order to play DVDs on a TV, users must have a DVD player hooked up to their television.

Examples of some DVD authoring and burning software include Ulead DVD Movie Factory 3, Sonic MyDVD Studio 6, Roxio Easy Media Creator 7, and Nero 6.

Once the user is finished recording they will be prompted to save any inking and highlighting and then save their presentation. For people who use Tablet PCs, being able to record inking in real-time is essential. It's also a great way to take notes in a meeting and record Q&A sessions.

If the **Edit in Camtasia Studio** when finished option was selected, users will automatically be taken to the Camtasia Studio for PowerPoint publishing wizard.



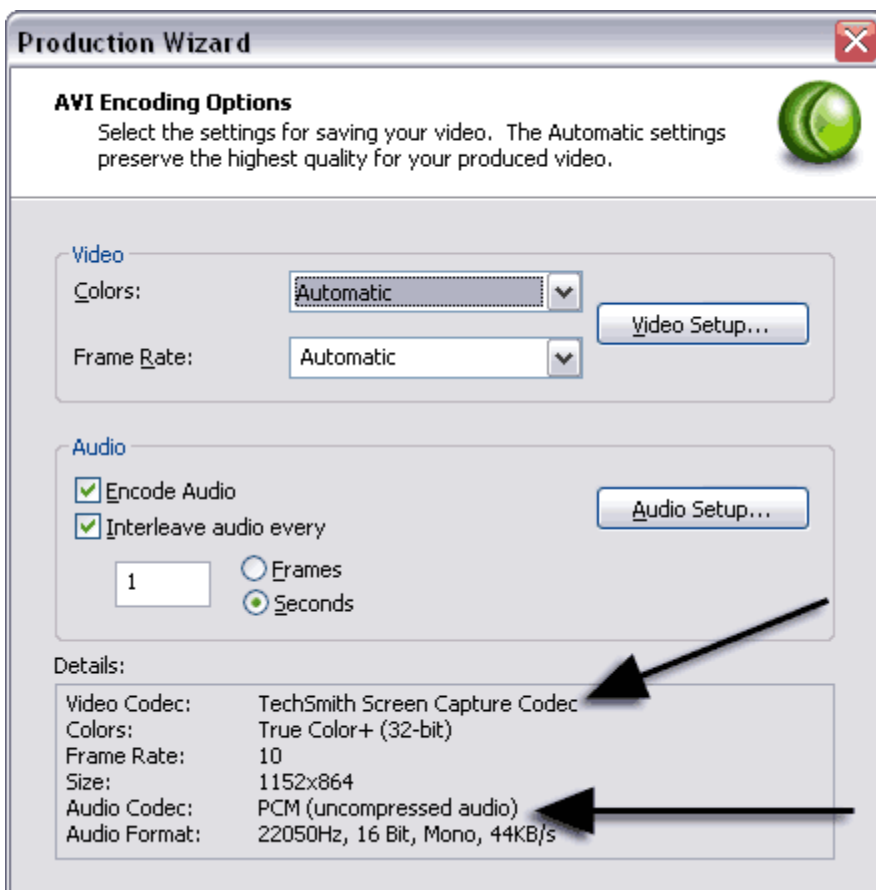
From the publishing wizard, users have various options. For this purpose we're going to select **Produce your recording**. Users can also choose to edit their presentations further, add more narration, additional transition, callouts, or even some background music. They can also watch the presentation in Camtasia Player to get a preview or click on the video tutorials link to watch and listen to a narrated presentation on how to produce and edit their presentation.



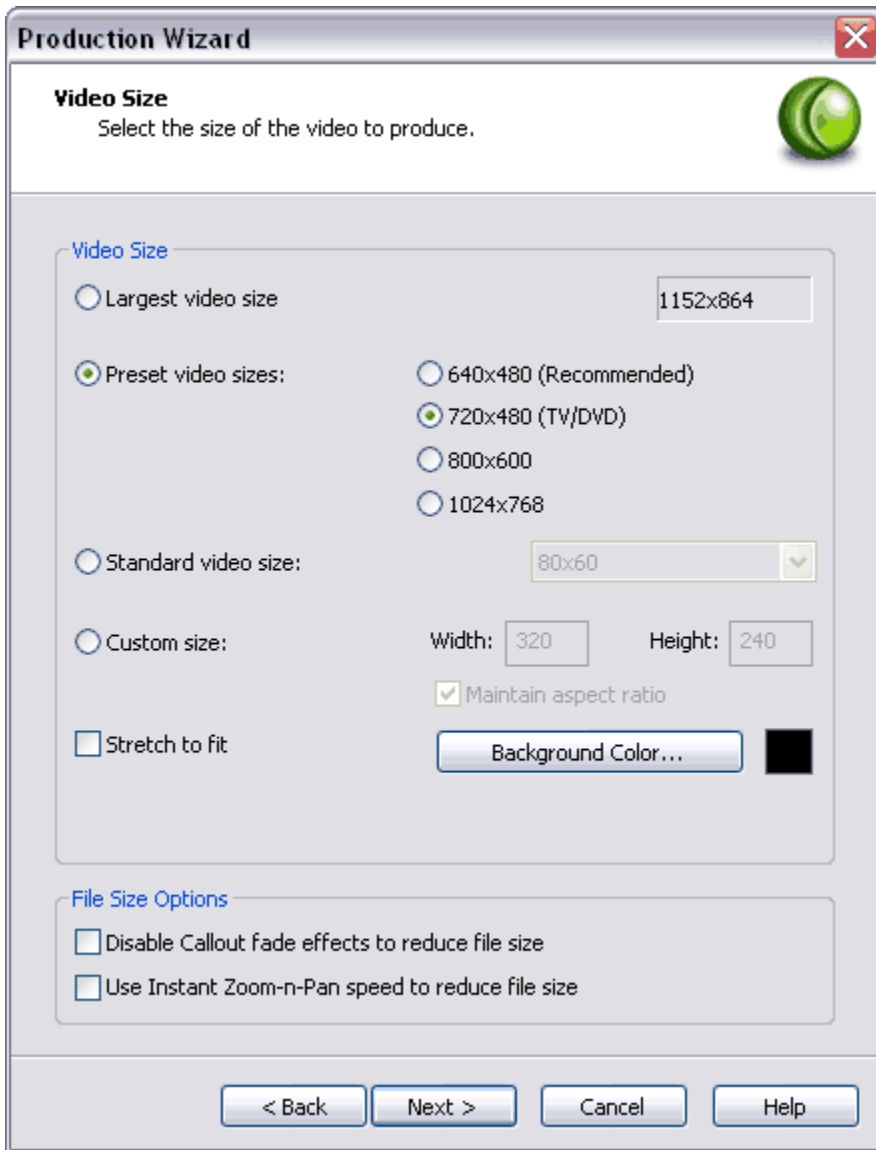
Once **Produce your recording** is selected and the **OK** button is clicked users will then be prompted to select from various video formats. After clicking selecting **AVI video file**, select **Next** and users will be presented with the **AVI Encoding Options**.



For best results for DVD-saved videos, produce your video as an AVI file using the TSCC video codec and uncompressed PCM audio. Note: These are the default settings so users don't need to make any adjustments. Click **Next**.

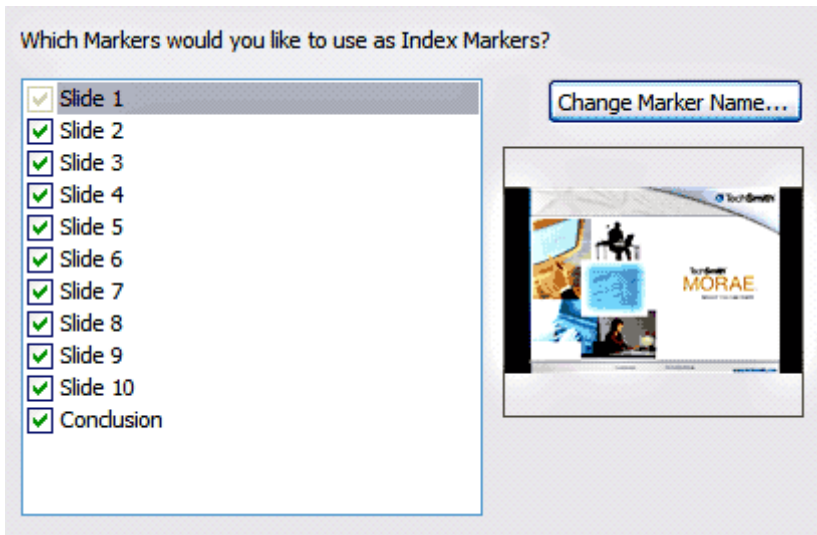


Select the **720X480 (TV/DVD)** video size and **Stretch to Fit** setting. Click **Next**.

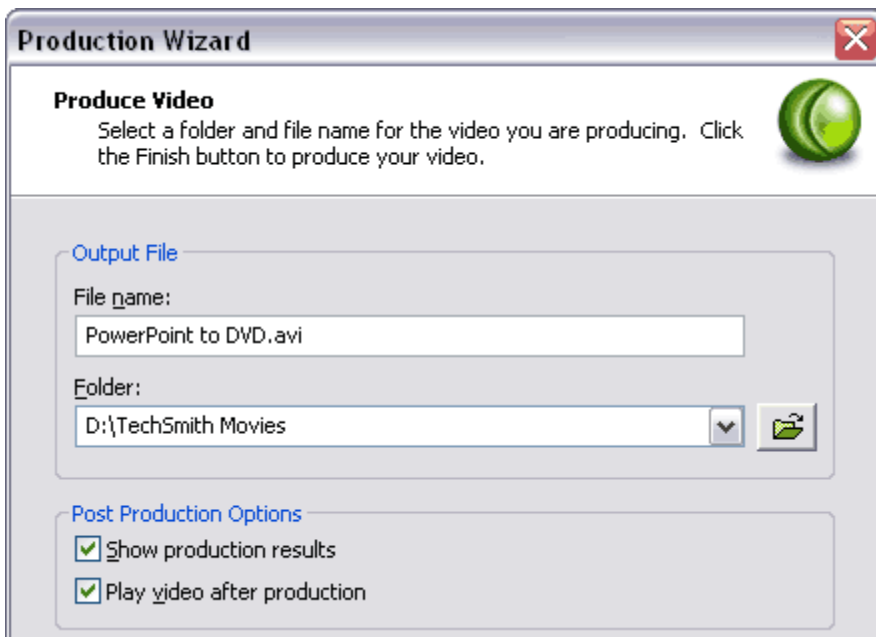


Users will then be presented with the additional wizard steps for customizing their video further, such as adding a watermark, copyrighting the content and adding an author name, creating HTML output, and a SCORM output option for packaging an e-learning lesson. None of this is required for making your AVI file DVD-ready.

After clicking **Next**, the Marker Options appears where users can accept or edit the name of each slide which will appear later as DVD chapters. If the presentation already had a name associated with each slide they are automatically carried over. If not, users can click on the **Change Marker Name...** button and create their own titles. The preview window gives the user a reference for naming the slide.



Name and save your file to its desired location. Click **Finish** and Camtasia Studio will render the file as a lossless AVI source video file.



That's it. In most cases users will only need to select the Camtasia Studio AVI file when adding media using their DVD authoring software. So, depending on which DVD-authoring software you have, the entire process takes only a few minutes. And while Camtasia Studio has many advanced options for technical users, most will find they only need to follow the publishing wizard to achieve great results. Now you can archive your Camtasia Studio rich media PowerPoint videos so your knowledge, your voice, and your hard work can be shared for years to come.