



8-14-2009

# Development of an Online Tutorial Using Camtasia Studio

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## Recommended Citation

Neal, S., J. Rogers, and K. J. Stanton. 2009. Development of an online tutorial using Camtasia Studio. *Presentation at the 6th Annual Independent Colleges of Indiana Instructional Technology Summit*, August 14, in Upland, Indiana.

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# *Development of an Online Tutorial Using Camtasia Studio*

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## *The Context... The Landscape*

### ➤ **Set of Tutorials**

- Web pages with an assessment
  - Library Basics, Music Major's Guide, Plagiarism
- Built in the early 2000's, flat web pages but with excellent critical thinking plagiarism examples
- Assessment component was disconnected to the tutorial
  - Good for statistics; bad for instructors



## *The Context... The Landscape*

### ➤ **Primary audience:**

- First Year Seminar classes
- MG 101 Freshman Business Experience

### ➤ **Statistics**

- Use of tutorial
  - Academic Year 2007-2008: 339 students
  - Academic Year 2008-2009: 356 students
- Reported Academic Dishonesty cases
  - Academic Year 2007-2008: 21
  - Academic Year 2008-2009: 30



## *Goals & Objectives for the Tutorial*

- Increase student engagement
  - Audio/video
  - “Slicker” look and feel
  
- Integration into Blackboard to increase ease of use
  - Tutorial and assessment located in Blackboard
  - Automatic insertion into FYS courses



## *Goals & Objectives for the Tutorial*

- Enhance content, but keep to 7-10 minutes
  - More explanation of paraphrasing; when to, how to
  - Student Responsibilities component
  - Where to seek help
  
- Ease of future of updates
- Add Butler University branding
- Hope to increase presence in FYS
- Wanted to play with others – collaborate!



## *I want to play with others!*

With the idea of wedging our way into the FYS curriculum more... the project commenced!

### **Players:**

- Instructional Technology
- Librarians
- Faculty
- Student Services (Student Policy)
- SLIS student intern (became the project manager)



## *Project Manager*

- Project manager guided tutorial project to keep the work on track
- Coordinated efforts between the Library and Instructional Technology
- Worked with Sally to develop tutorial content
- Worked with Instructional Technology to determine best technology platform to meet goals





## *Project Manager*

- Created draft tutorial in PowerPoint
- Developed scripts, where needed, for audio and video components
- Obtained assessment data for current tutorial quiz in Blackboard to inform our revision
- Organized focus group



## *Tutorial Content*

- Started with content from current tutorial
- Entered all current content into PowerPoint
- Added content selected from presentation on plagiarism for faculty from Sally
- Merge required a smoothing of styles and format
- Retained all examples without change
- Planned for video clips and narration at appropriate places throughout
- Added a storyline for humor and interest



## *Add Storyline*

- Blue II, a bulldog, is the Butler mascot
- Blue needs to write a paper on mascots for the University President
- A student helps Blue learn about plagiarism to prepare for writing the paper



<http://go.butler.edu/lifeatbutler/?pg=4732>



## *Focus Group Demo*

- We created a prototype with limited audio/video content as an indication of our plans
- Distributed the full PowerPoint presentation for evaluation of content
- Focus group included:
  - Writing Across the Curriculum Director
  - Director of the Writer's Studio
  - Education Faculty Member
  - Dean of Student Services



# *Focus Group Outcomes*

*Development of an Online  
Tutorial Using Camtasia Studio*

- Focus group feedback helped refine and finalize our content
- Changes were incorporated into our PowerPoint and script
- Began the preparation of the final tutorial



## *Design Requirements*

- Discover Learning Goals and Objectives
  - What is plagiarism
  - When do I need to cite my work
  - When can I paraphrase
- Product easy to maintain by non-technical staff
  - Why PowerPoint
- Embedded into Blackboard
  - Distribution and grading



## *Development Process*

- Evaluated technology solutions
  - Blackboard
  - PowerPoint
  - Camtasia
- Get content and develop script
- Shoot audio/video and edit
  - Edited audio and video using Final Cut Pro
- Incorporate video clips into PowerPoint
- Capture using Camtasia and integrate Q & A



## *Assessment*

- Updating assessment to agree with new content
- Used response data to determine which questions to keep
- Added additional questions that addressed new content of the tutorial
- Used a Blackboard assessment tool to create the test (Respondus).





# *Marketing*

- First Year Seminar – automatically embedding
- MG 101 – considering automatically embedding
- New faculty Orientation, Faculty Development day, Global & Historical studies, librarian liaisons, Student Services



## *Conclusions*

- Start small
- Tangible product made it easy to work with faculty
- Working with Project Manager
- Multiple voices



## *Conclusions*

- Complicated project
  - EVERYONE involved
  - Software
- Time for testing
  - Never enough
- Pilot program



# Questions?

New tutorial will be available at

<http://www.butler.edu/library/tutorials/understanding-plagiarism>

by August 26, 2009

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