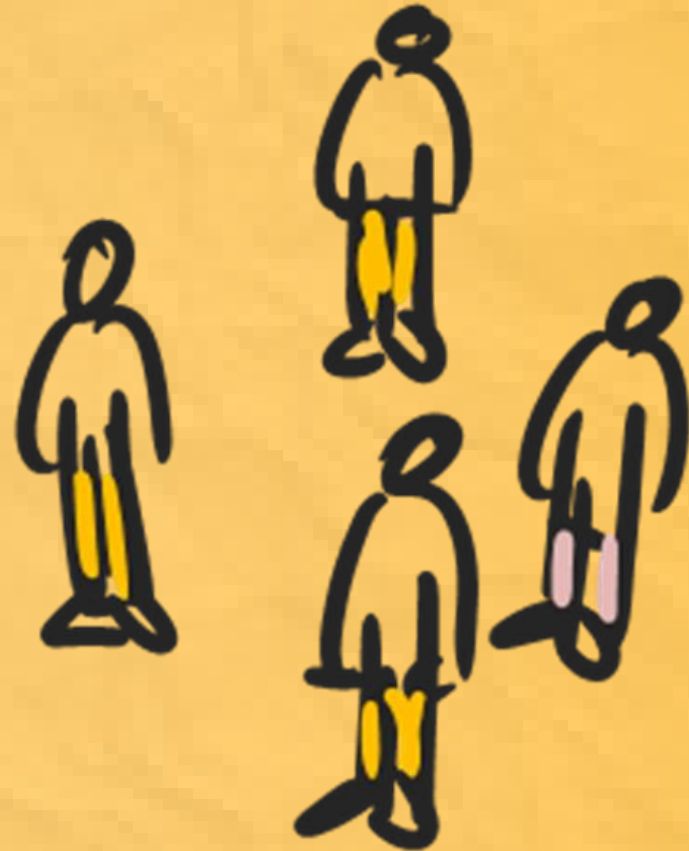


A Career in Screencasting

**Working with Clients:
Don't make these 8 mistakes**

Lesson #1

**Do they
understand
the purpose
of their video?**



Lesson #2

You must create a storyboard or script and they take a long time!

2	Video clip or images of student and faculty – scenario	Video clip of: SCENARIO Jeff (student) meeting with his Advisor, Dr. During their meeting, Dr. Patrickson pulls out transcript. He tells him he spoke with his Pr that he barely passed biochemistry because exam and his grade for the exam was reduced (Freeze Frame)
3	"Should Jeff Dominic complain to the Dean about his Advisor Dr	(Freeze Frame) Text on screen to match narration: "Should Dominic complain to the Dean about sneaking with his Professor regarding his ar

Lesson #3

	Bronze Tier	Silver Tier	Gold Tier
Graphic content	Static title screens, exclusively screencast content.	Animated title / call to action screens. Can integrate animated slideshow content.	Unlimited graphic content. Includes expert assistance.
Narration Script	Provided by client.	Provided by dappertext. For marketing video, dappertext will create a script for your product's unique selling proposition, a persuasive, benefit-driven narrative. For educational video, dappertext will provide a script for an expert (a graduate-level professional) to create a multimedia tutorial based on the content.	Provided by dappertext. For marketing video, dappertext will create a script for your product's unique selling proposition, a persuasive, benefit-driven narrative. For educational video, dappertext will provide a script for an expert (a graduate-level professional) to create a multimedia tutorial based on the content.
Background Music	Provided by client.	Provided by dappertext. Includes \$200 flat fee for music and buy-out.	Included.
Project Oversight	Handled by dappertext associate.	Handled by dappertext principal Daniel Park.	Project oversight by dappertext principal.
Feedback loops on video draft.	One.	Two.	Unlimited.
Narration	Narrated by dappertext.	Narrated by dappertext.	Client's own.

Revisions?

Lesson #4

**They should
approve the
narration prior
to syncing it up.**



Lesson #6

Ask for input on the callouts.



Lesson #5



Create a stylesheet in PPT

Lesson #7

Think through the features that you suggest and whether or not they need the Camtasia Player to work.

HD MP4 only (up to 1080p)

Dimensions: 1024 x 768 (Editing Dimensions)

Format: MP4 video

Description: Produce a single MP4 video without a player.

- If Editing Dimensions are larger than 1080p, the video is automatically scaled down during production.
- If Editing Dimensions are smaller than 1080p, the video produces at Editing Dimensions.
- Video plays on most desktop browsers and many newer mobile devices.
- Interactive features such as TOC, closed captions, quizzes, and hotspots are not included in the video.
- With this preset, the video or audio quality options cannot be modified. To modify the video or audio settings, choose instead the Custom production settings option.

Lesson #8



Ask for referrals from everyone.

Q & A