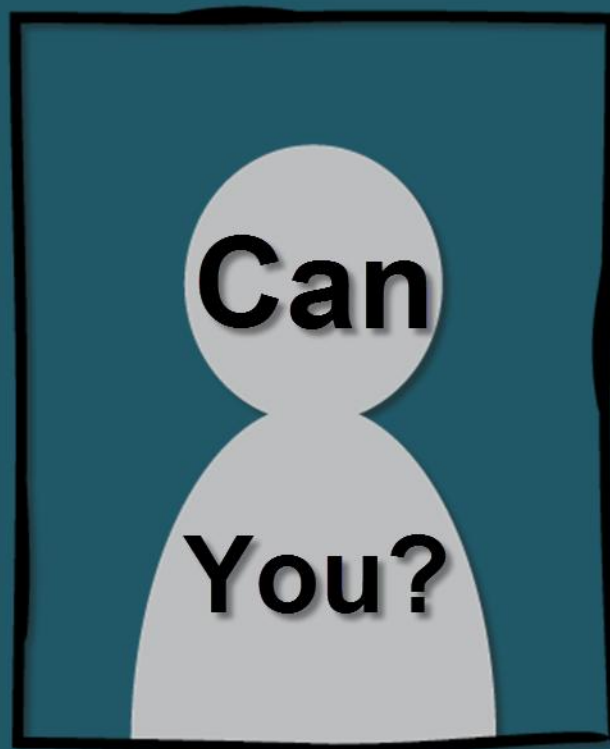


**Camtasia Captures  
Captions.**



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# Introduction

Did you know that your audience will be more engaged if they can use more than one of their senses? Wouldn't it be great if your audience could remember who you are, what you presented, and your call to action? Considering a video already is a high converting media, imagine the impact your presentation would have if your audience could follow along with what they are hearing by reading. Your listeners would hear, see and interact with the information presented, which would allow both auditory and visual learners to engage. Eyes plus ears equal total engagement. Both Camtasia and YouTube have tools in place to add captions to your videos. In this report, I will briefly discuss the importance and the process to add captions to your videos using Camtasia.

## Close Captions

Close captions or CC for short started getting popular around the time American for Disabilities Act (ADA) came into the picture. ADA's mission is to empower Americans with disabilities to be able to function in the world today with the same advantages as their non-disadvantage citizens. Closed Captioning is just one way out of many that takes advantage of using technology to improve functionality. According to Techsmith, the makers of Camtasia, they suggest the following tips to keep your video ADA compliant.

- ❖ 1 - 3 lines of text appears at once for 3-7 seconds.
- ❖ No more than 32 characters/line.
- ❖ All captions are synchronized with the audio.
- ❖ No breaks between captions.
- ❖ No visuals are covered by captions.
- ❖ Capitalize what needs to be.
- ❖ Helvetica medium font or similar.
- ❖ Font easy to read. Not blurry.

For further information regarding how to write an effective caption, read this [article](#).

Camtasia has these "rules" already built in and will let you know when these qualities are not being met

The ADA box will go from being active ADA compliant to noncompliant, which is grayed out.

# Process to Implementation

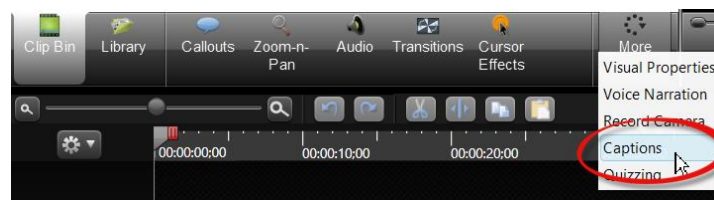


## STEP 1: Plan

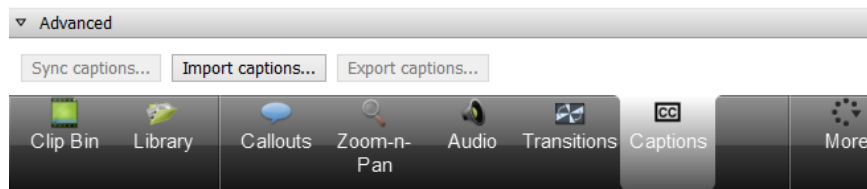
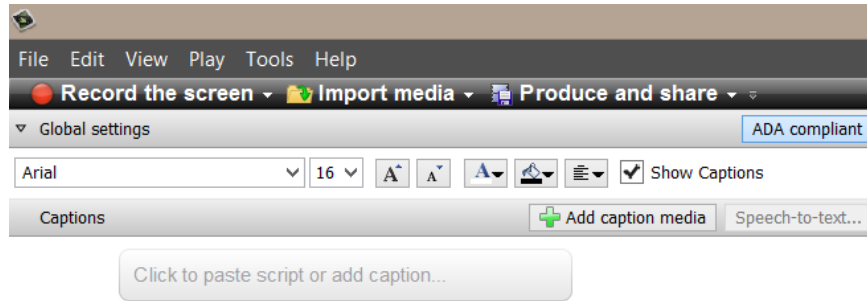
Before importing captions, it is important to plan ahead. You will need to decide if you will caption the entire video or only a small portion. Will this video serve a broader audience if you include captions for the entire video or will focusing on a key component be a better idea? Camtasia gives you the option of where to place your captions—they can be at the top of the video, towards the bottom, or hidden until needed (closed captioned). All options are valid, just keep in mind the location of the captions might cover up important visuals in the video. The last thing to keep in mind is the location the video will be hosted. Captions are a function of the video player itself. If you host your videos on Amazon S3, your own website, or someplace else where you can place Camtasia's video player, captions will work without additional effort. However, if you choose to host your videos on YouTube or other third party hosting sites that have their own player, you will have to take an additional step to make sure that your captions will show up. Captions can be a very powerful tool if used correctly. A little bit of planning up front makes all the difference.

## STEP 2: Process

Here we get to the actual nuts and bolts of adding captions to your videos. Let's assume that you are ready to begin the editing process in Camtasia. Your video is ready to become a world class production, but you want to add captions. So how do you start? Start by finding the task tab, which is underneath the clip bin. Click more, then find captions. The caption tab will now be located on the task tab bar.



Click captions. This will then bring up the caption editor. Here is where we will get to work. There are three main ways to add captions to Camtasia. For visual reference, here is what the Camtasia caption editor looks like.

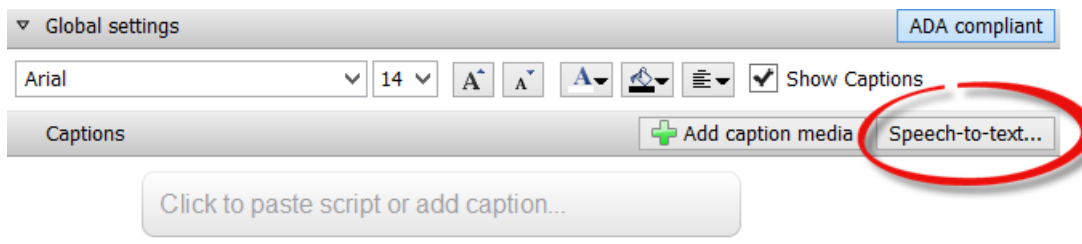


Camtasia gives you three main ways to add your captions. Two of which are semi-automated and the third is done manually.

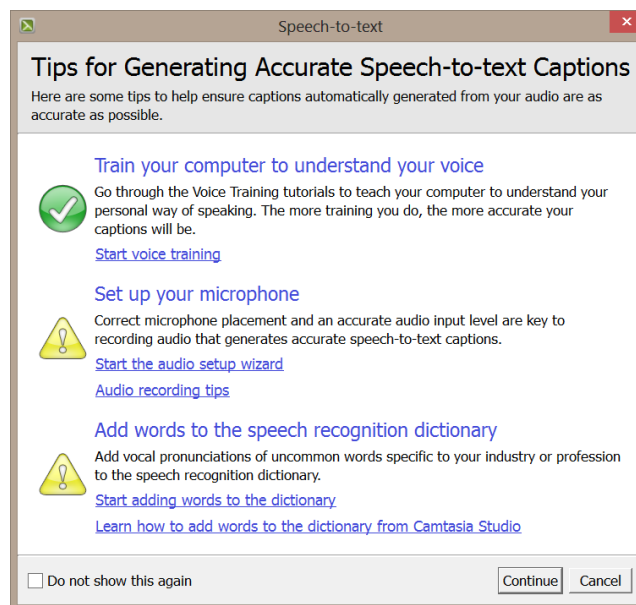
- 1) Take your Script and paste it in
- 2) Train it to your voice (speech-to-text)
- 3) Transcribe as you listen

If during the planning stages you wrote a script, you can cut and paste your existing script into the caption editor. If you wrote out your script in Word, just take the spoken portion and place that into Notepad on a PC or Text Edit on a Mac. Import that txt file into Camtasia where it says “Click to paste script or add caption”. After completing that step, you still need to make sure the audio and visuals match up. Nothing says unprofessional more than bad synchronization. I will discuss how to do that after I finish summarizing the other two ways to add captions.

The second way to add captions is to train Camtasia to your voice. This option will not work with someone else’s voice, so if you are doing this as a service for a client you will need to choose one of the other methods for adding captions. You can train Camtasia to pick up on your dictation practices, creating text to speech captions for your videos. To begin the training process, find the button labeled speech to text which is located in the caption editor window and click it. Here’s the visual:



If you haven't trained your computer to your voice yet, clicking on the speech-to-text box will bring up the following dialog box.

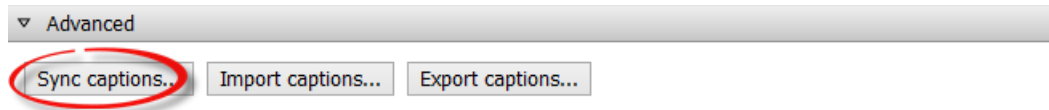


Follow each of the steps outlined in this dialog box to give you a running start on creating captions for your video. As with anything, practice makes perfect. The results I got from just following the first step were hilarious to say the least. The next time you hit speech-to-text your captions will be filled out. As with the first method, you will still need to edit and match up audio/video.

Transcription is the last way to add captions to Camtasia. There are two ways to manually add captions using the transcription method. You can send the audio portion of your video to a transcriptionist who will produce your transcription, then cut and paste the script into Camtasia. The cost varies depending on the number of words and length of your video. If you go with this option, just make sure to add a little extra time to account for having to send the script out to a contractor. The second option is to listen to the script, type as you listen, and become friends with the spacebar (pause hotkey). Obviously, this method is the most time consuming and is not as automated as the previous two options.

So you have the captions added to Camtasia. Remember when I stated earlier that I was going to tell you how to sync the audio and video. Tis the time. Assuming your transcription is correct, this step is one of the easiest to accomplish. What you are basically doing is listening to the audio while reading the captions. When you hear the speaker say a certain word, you click that word which lets Camtasia know that it needs to create a new caption at that point.

So to begin, click on the sync captions button shown below. It is located in the advanced section of the caption editor, which is right below the captions.



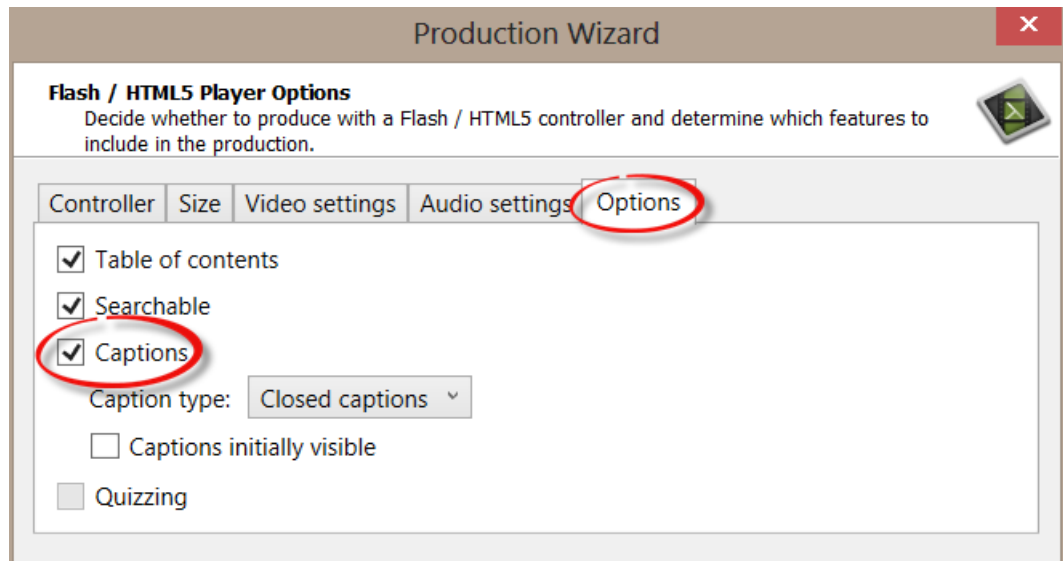
The first time you click on sync captions it will bring up the following dialog box:



Feel free to read it for a refresher, then click continue. Basically, you are listening for the next word to come up, clicking on the word, then repeating the process until you reach the end of the video.

### STEP 3: Production

Congratulations, you have now completed your captions. Time to share your creation with the world. Click produce and share. When the production wizard comes up make sure you click on custom settings. This option is the only one listed that will add the captions into your final product. Click continue until you reach this screen:



Make sure you click the captions box and if you want captions to be initially visible click that box as well. Having captions initially visible allows your viewers to know that captions are available and that they have the option to turn them off if they so desire. Make sure you choose which type of captions you would like your final video to contain. Choose from the following three options:

### Closed Captions



These can be removed or put back in, by clicking on the CC down on the bottom of the video player.



## Burned In Captions



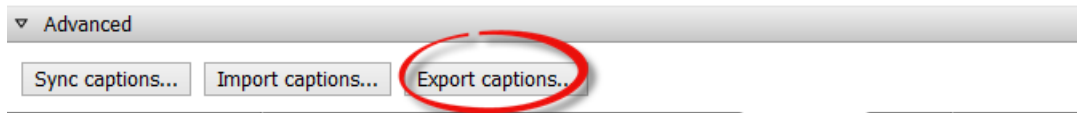
These are visible the entire time and can't be turned off. Not really a good idea because it might cover important visuals.

## Under Video Captions

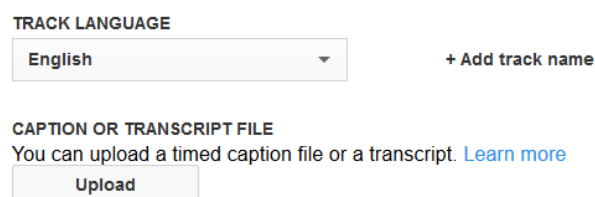


If you host your video someplace where you can use Camtasia's video player, your contents will be searchable while in the video itself. Click the table of contents button, which looks like a little bulleted list and search for a keyword. If that keyword is mentioned in the captions, you can jump right to that topic. Know what topic you are looking for but are not seeing it in the table of contents, try searching the captions. You might be surprised at what you find.

As mentioned before, if your video hosting service has its own player, the captions you added using Camtasia will not be visible. However, you can export your captions file into other video hosting sites. Let's go back to the Camtasia caption editor screen.



Under the advanced section you will find the export caption button, clicking on that will enable you to save your captions as either a .SRT or .smi file. At the time of this writing, YouTube supports both file types. Export the captions to a place that you can retrieve later. Open up your browser and go to YouTube. Upload your video, click the video manager button to be presented with the option to upload captions. Your video will be on the right side and this screen will be on the left.



Click on the upload button under the caption or transcript file header. YouTube allows both .srt and .smi's. This will copy over both the text and time stamps from the captions generated with Camtasia. To reiterate, YouTube will take these files and use it to generate closed captioning for your videos. You will not be able to use the burn in option or the under video caption options that Camtasia allows with its player. By the way, YouTube has a neat transcription ability with your videos that will pause the video when you start typing and restart when you start typing again. Useful tip for those prerendered videos you made earlier. To access that you go into your video manager, select the video you want to edit, select captions, add captions, then transcript and sync. Just a few more ways captions can be added to pre-existing videos.

## Conclusion

So now you have the knowledge to add captions to your videos. Go take action and let your videos speak for your business. Was the information in this report helpful? Great! Did it peak your interest in learning more about Camtasia and how it can make your life easier? Cut your learning curve in half by checking out this [link](#) or watching [this](#) YouTube channel. We offer both the training to get you up to speed and a weekly coaching option to get YOUR questions answered.