SHOULD I CREATE A SCREENCAST?

- **IS THE CONTENT YOU WANT TO SHOW PRIMARILY SCREEN BASED?**
FOR INSTANCE, ARE YOU SHOWING A SOFTWARE/WEB APPLICATION? RECORDING A POWERPOINT OR KEYNOTE PRESENTATION?
  - IF YOU'RE PRIMARILY SHOWING SOMETHING THAT IS ON YOUR SCREEN, A SCREENCAST IS PERFECT.
  - EVEN IF YOU'RE MAKING A MORE TRADITIONAL VIDEO, IF YOU HAVE ELEMENTS FROM YOUR SCREEN THAT YOU WANT TO SHOW, YOU CAN INTERJECT A SCREENCAST INTO THAT VIDEO AS WELL.

- **DO YOU WANT TO CONVEY AN IDEA QUICKLY WITHOUT HAVING TO SET UP A CAMERA?**
  - SCREENCASTS CAN BE USED EFFECTIVELY FOR QUICK SHARE OUTS AND ANSWERING QUESTIONS. YOU WILL HAVE TO DECIDE WHAT WILL BE SHOWN, BUT THIS CAN BE AN EFFECTIVE WAY TO COMMUNICATE INFORMATION.

- **DO YOU WANT TO PRIMARILY SHOW THE NARRATOR OR SPEAKER?**
  - A SCREENCAST CAN INCLUDE CAMERA VIDEO, BUT IF YOUR PRIMARY GOAL IS TO SHOW THE SPEAK, YOU MAY WANT TO CONSIDER CREATING A MORE TRADITIONAL VIDEO. MANY SCREENCASTING TOOLS, LIKE CAMTASIA, CAN HELP YOU RECORD YOUR WEB CAMERA AND EDIT YOUR VIDEO, EVEN FILES SHOT WITH YOUR PHONE OR ANOTHER CAMERA. HOWEVER, THIS WOULD NOT BE CONSIDERED A SCREENCAST, ALTHOUGH YOU MAY INCLUDE SO SCREEN ELEMENTS?

- **DO YOU WANT TO RECORD A POWERPOINT?**

- **DO YOU WANT TO BE ABLE TO HIGHLIGHT AND SHOW PARTS OF AN APPLICATION?**

IF YES, CONSIDER USING A SCREENCAST.