

## TechMatters: Getting ‘Jing’-y Wit It

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For librarians interested in developing instructional videos and tutorials, a wide variety of fairly sophisticated video capture and editing tools are available to help with this task. Examples of such software packages include Adobe’s Captivate and Techsmith’s Camtasia Studio. Using these tools, librarians can record, edit, and publish videos in file formats suitable for viewing off of a storage device (e.g., a CD or flash drive) or on the web. However, there are a few drawbacks to using these products. First, becoming proficient with these tools typically involves a fairly significant time commitment. In addition, they are not free<sup>1</sup> and may, depending on the number of licenses needed, be cost prohibitive for some libraries.

A good alternative for those who want to experiment with video creation, but don’t want to invest a lot of money upfront and/or spend many hours learning a new piece of software, is Jing (<http://www.techsmith.com/jing/>). Jing is a fairly simple screen capture and screencasting program. Like its more sophisticated siblings, SnagIt (for screenshots) and Camtasia (for video), it is a product of TechSmith. This means that if and when you are ready to move on to those more full-featured tools, the files that you create in Jing can be easily output in compatible formats.

### Getting Started with Jing

The basic version of Jing is free and works on either Windows or Mac. Features include screen capture and editing, five minutes of screen recording per video, and a free Screencast.com account with 2GB of storage on Screencast.com for online sharing. One downside to using the free version is that screen captures and videos are branded with the Jing logo and advertisements. However, for only \$14.95/year, you can upgrade to Jing Pro which allows you to produce unbranded videos, as well as upload directly to other video sites (e.g., YouTube or Facebook) without doing any outside video conversion, and record from a web camera (e.g., if you want to include yourself talking as part of a training video).

The free version is available for download from the Jing web site (<http://www.techsmith.com/download/jing/>). Once you download the installation file, open it to launch the setup program and then follow the simple on-screen instructions.

The first time you launch Jing, you’ll have the option of going through a short interactive tutorial that will show you how to get started using the program. I would recommend watching the tutorial, as it will give you all the basics you need to get started capturing, editing, and sharing information from your screen right away.

The next step is to “Sign up” for an account. By setting up your Screencast.com account, you can upload and share screen captures and videos.

### Screenshots with Jing

Once you download the software and setup your account, you should be all set to begin using Jing. At the top center of your screen, you will see a small, yellow half-circle (see left-side of Figure 1). Jing calls this the “sun launcher.” When you hover over the launcher, the Jing “menu” will appear (see right-side of Figure 1). The option that you will use most often is “Capture”.

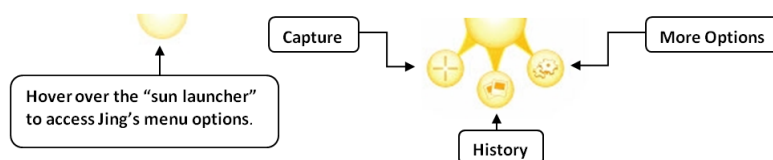


Figure 1: Jing menu launcher in collapsed (left) and expanded (right) form

To make a screenshot, click on the “Capture” option from the launcher menu. Yellow grid lines will appear on your screen. Click down and drag your mouse to move these lines and select the part of the screen you wish to capture (see Figure 2). Let go when the area you want to capture is highlighted.



Figure 2: Use selection grid to choose the portion of your screen to be captured

After you make your selection, the Jing Capture menu will appear beneath your image (see Figure 3). At this point you can choose to capture the image, record a video, redo selection, or cancel. A fifth menu option, record with a web-cam, is only available to users of Jing Pro.

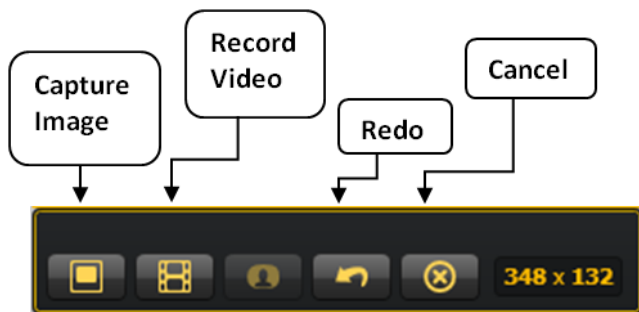


Figure 3: Jing Capture menu

For screenshots, choose the “Capture Image” option. Then, you can use the Jing drawing/editing tools to highlight and annotate sections of your image (see Figure 4). Once you are happy with your image you may save a copy to your computer, copy and paste it into another program (e.g., MS Word, e-mail), or upload it to your Screencast.com account. If you select the latter option, you will get a link that you can easily send to others via instant message or e-mail so that they can view your image online right away.

### Screencasting with Jing

Beyond static images, you may also use Jing to record videos up to five minutes in length. If you have a microphone on your computer, you can record narration for the video as you simultaneously capture the action on your entire desktop, a selected window, or a custom area.

To begin recording, follow the exact same steps as those outlined previously for a screenshot, but after selecting your capture area, select “Record Video” (instead of “Capture Image”). As soon as you do so, a three second countdown will be initiated (see Figure 5) and then the live recording will begin.

Jing offers a few very basic recording options (see Figure 5). If you don’t want to include sound in your video, you may “Mute” the microphone. Use the “Pause” button if you want to stop the recording temporarily, perhaps to consult your recording script or open a new window into the recording area. Choose “Reset” if you make a mistake and just want to start over from the beginning. When you are done recording, press the “Stop” button. Only use “Cancel” if you want to stop and permanently discard your recording.



Figure 4: Highlight and annotate images using Jing drawing tools

After you press “Stop”, your video will appear in a preview window where you can review it before you save it to your computer or send it to Screencast.com. Also, you can quickly generate embed code if you want to put the video into an existing web page. Please note that Jing (either in free or Pro version) does not provide any editing or annotating capabilities for videos. However, it does offer the option to export your video file to the full-featured Camtasia video editing and production software. Of course, this option is only helpful if you own Camtasia, otherwise you will need to redo your whole recording within Jing if you aren’t satisfied with the quality.

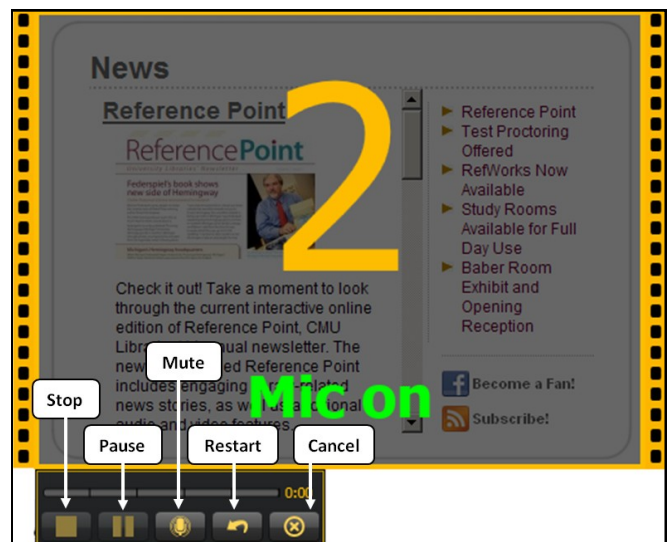


Figure 5: Recording a video in Jing

### Learning More about Jing

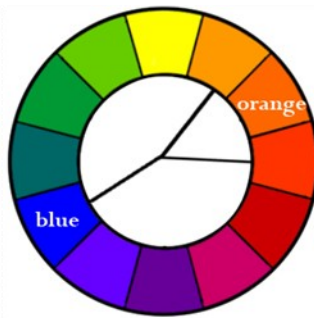
Overall, Jing is a fairly simple tool, and learning to use it is fairly easy. For many, the best way to learn will be to download and play around with the software and

*(Jing...Continued on page 11)*

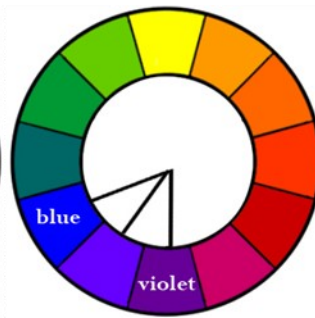
*(Eye for Design.....Continued from page 3)*



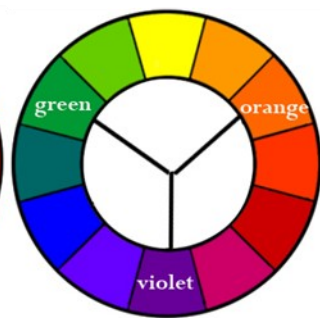
*A complementary color scheme uses colors directly across from each other.*



*A split complementary scheme uses one color and two other colors adjacent to its complement.*



*An analogous scheme uses colors that are next to each other on the color wheel.*



*A triad scheme uses colors that are evenly spaced around the color wheel.*

While there are no set rules about how many colors you can use in a design at once, generally designers employ a three color scheme, consisting of three separate colors used in varying percentages--60, 30, and 10%. The first color or main color, taking up 60% of the space reserved for color, anchors the design and unifies themes. The second color, taking up 30% of the space, provides contrast and keeps the image visually interesting. The third color, taking up 10% of the space, works as an accent color. If any additional colors are needed, they should be shades or tints of those three colors. A little color analysis will provide you with a lot of useful information about using color successfully!

With a clear vision of what you hope to accomplish, a basic understanding of some color theory terms and concepts, and simply being aware of how colors work, you can use color to produce a visually engaging design that effectively communicates your message. Look for Part II of this article, where we will examine the practical application of using color in the print design process.

*(Jing...Continued from page 7)*

you should be ready to go in about a half hour or so. However, for those who prefer demonstrations and/or written instructions, the “Jing Learning Center” (<http://www.techsmith.com/learn/jing/>) should prove helpful.

Although not suitable for large projects that require precise and/or extensive editing, Jing is a great option for librarians who want to get started creating short, simple instructional videos or online guides with annotated screenshots. With a relatively modest investment in terms of time and money, you can use Jing to enhance your online instructional materials with fairly good quality graphics and video content.

1 Adobe Captivate: Single User License - \$799, Education Price - \$299 ; Camtasia Studio: \$299, Education Price - \$179