Camtasia and Snagit

The best screen capture and video tools for education and instruction

Camtasia

Create video lessons for quality online courses

Keep a human element in flipped and blended learning. Include interactive quiz questions - true/false, multiple choice, or open-ended - to measure student comprehension

- Easily record your screen and leverage templates to quickly create engaging videos

- Include webcam, animation, music, hotspots, and green screen

- Bring in educational content from YouTube, camera, or smartphone

- Add captions for ADA accessibility

Snagit

Capture your screen, create images, and more

Create dynamic visuals for instruction or give personalized feedback on assignments. Explain complex concepts with crystal-clear images, templates, and recorded video lessons with webcam.

- Grab screenshots and combine them into templates or animated GIFs for easy instructions

- Enhance with words, arrows, blur, shapes, and highlight

- Record your screen, including webcam, and share with students

- Grab and replace text with OCR (Optical Character Recognition)

Top reasons educators use TechSmith:

Online, blended or flipped learning

Professional Development Library

On-demand, personalized instruction

Camtasia and Snagit are great for creating videos and images for:

- Reaching students for mobile learning

- Crucial study and review material

- Introducing class technology, systems, or routines

TechSmith works with teachers, principals, IT coordinators, superintendents and parents to keep up with what's happening in the world of education and technology. Learn about the trends that are redefining education and how TechSmith products can make you and your students more successful.

How Camtasia Helps Educators
Create engaging educational videos

With Camtasia it's easy for teachers, students, and administrators to create engaging videos that instruct and explain.

Educators use Camtasia to...

- Create easy to consume video lessons
- Introduce new, complex concepts
- Provide easy to reference materials
- Give students a new medium to work with on assignments
- Create school- and district-wide announcements

How Snagit Helps Educators
Create class resources, handouts, and guides

Snagit makes sharing information, explaining processes, and communicating ideas or concepts clear, easy, and fast.

Educators use Snagit to...

- Create handouts, guides and how-tos
- Turn screenshots and images into presentations and videos
- Explain complex concepts
- Give detailed feedback
- Clear and efficient communication with colleagues, parents, and students

	Camtasia Course Design	Snagit Course Enhancement
Record videos	●	●
Webcam	●	●
Personalized feedback	●	●
Video syllabus	●	●
Ad-hoc capture		●
Project-based capture	●	
Screenshots		●
Flipped learning	●	
OCR/Grab Text		●
Online orientation	●	
Automated workflow		●
Captions/Accessibility	●	
Image capture/Editing		●
In-video Quizzing	●	

TechSmith offers aggressive Education Pricing levels for computer labs, faculty, and students.

Snagit/Camtasia Bundle

Volume Discounts

Site licenses

"Before, I was forcing all my students to learn the same way I learned (lecture - homework - test - repeat). It worked for me when I was in high school and college but it doesn't work for many of my students."
- Dan Spence , Jackson County ISD