SNAGIT 9 WHAT'S NEW VIDEO

BACKGROUND

Video length: 3:00–3:30

Goal: Introduce existing users to SnagIt 9 and give them a reason to upgrade.

Audience: Existing users

Themes: SnagIt's new workflow complements your busy, demanding "workstyle."

Title: *"SnagIt 9 saved my sanity." (A day in the life of a typical SnagIt user.)*

Production notes:

- Action takes place on Sally's desktop, with her icons, wallpaper, and perhaps even some clutter.
- The story is told retrospectively, from her point of view and in her voice.
- Video should feel like it was recorded live, in one take.
- The video should communicate the stressful nature of the day, and how SnagIt helped Sally cope.

SCRIPT - [rough screen recording test]

Visuals	Narration
[visuals: photos from around her "hectic office" with quick cuts between]	How do I use all the new features in SnagIt 9? Instead of just answering that, I'm going to show you how SnagIt 9 saved my sanity on a very hectic day at my marketing firm [publishing company?]. You know what it's like, trying to tie up all the loose ends the day before leaving for vacation? Well, it was one of those days…
Fade through black **9:02 a.m.** [white title on black background] Fade through black	[begin narration during second half of transition] Right away that morning, I realized there was no way I'd be able to finish booking the flight for my upcoming business trip.
Windows desktop (show Sally's icons and wallpaper) Maximize browser from taskbar. Has three tabs open: Alitalia.com, airfrance.com, Lufthansa.com. Flight	Our kind-hearted assistant, Julie, offered to finish the arrangements. I'd already run a bunch of searches and narrowed down the list of flights on these browser tabs.

details: Chicago to Florence, 11 July to 18 July.	
Launch SnagIt (set to region), click big, red button. For second and third captures, use Print Screen key; hide Editor between captures. Lufthansa capture should show departure and return selected on different rows.	SnagIt made it easy to just capture (2 second pause), capture (2 second pause), capture (2 second pause)—one after the other.
Show Editor with captures in tray. (Seed the tray with a few "earlier" captures of anything.)	…all the screenshots showed up right in the new capture tray…
Draw arrows pointing to the selected flights on Lufthansa capture.	I added a couple of arrows to show my preferred flights (you know, these new menus were a bit of an adjustment, quite honestly…but I love how my most-used tools bubble to the top)
Shift-click to select the three captures in the tray. Click E-Mail button. Type address "Julie@anbrenic.com", subject "Flight arrangements"	…anyway, then I sent off all the captures in an email. Thanks for bailing me out, Julie! Working with multiple captures like this would have been a real bummer with the old SnagIt…but version 9 makes it painless.
Fade through black **10:33 a.m.** Fade through black	[begin narration during second half of transition] Did I mention that my vacation was mountain biking in Sedona, Arizona, with a friend?
Open SnagIt Editor, open search pane	Well, later that morning I grabbed a few moments between meetings to print up a map of the trails we'd be riding. (hey, don't tell my boss.)
Type *sedona* in the search box. Library shows 4 or 5 related captures: maps, trail descriptions, etc. Links: Map		Using SnagIt's new visual search pane, I type *sedona* and up comes all the stuff I captured when I started planning the trip

[Description](#)	a month ago!
CTRL-click to select trail map and description. Right-click, choose Open. Trail map is open on canvas; both are now open in tray. [Note: to do this you need to have previously closed these captures from the tray]	It took me all of, oh, like, 60 seconds to find and open these captures…
Click Draw tab > Stamp icon > red circle stamp. Apply to Girdner trail. [alternatively, have a nice, fat red pencil pre-selected on the Draw tab and use it to draw a freehand circle]	…circle the trail
Open a pre-made blank image with the needed dimensions. Drag trail map and description onto it.	…and combine map and description so I could print it out for the trip. (So I guess I'm safe with the boss, after all.)
Fade through black **2:30 p.m.** Fade through black	[begin narration during second half of transition] Another thing I **had** to get done before heading out of the office…
Maximize browser, open to Notescraps.com.	…was give Sean some feedback on a webpage he was designing.
Scroll down, scroll back up.	A pretty long webpage. I took one look at it and knew: "I don't have time to write all my comments out in an email."
Select scrolling capture from OneClick window. Capture the content.	So I grabbed the page with SnagIt's scrolling window capture… [2-second pause]
Apply arrow callout with text: "add bullets"	Now I could just point to the things I wanted changed and explain right there in the margin.
Return to webpage; region capture the logo (PrtScrn key?)	At this point, I realized: the logo still needed some work. But considering how my day was going, it would have to wait. No

	time for rabbit trails.
Click Follow Up flag.	So I set the "Follow Up" flag to remind me to come back to it later.
[AIM chat pops up] "hey sally- i know you're trying to get outta here…"	And of course…another interruption…how typical!
[Boss on AIM] "but can you fix that graphic for my presentation in 10 minutes?"	
[Sally on AIM] "sure"	(to self) Heh…sure boss…no problem!
[Boss on AIM] "just change to 'context matters'"	
In visual search pane, click Last Week.	At this point I'm thinking, "Let's see…I worked on that graphic sometime last week."
Captures appear…among them the PPT slide graphic. {mockup}	Yep, there it is.
Edit the text caption from "context is key" to "context matters."	I made the change…
Stay on the Draw tab; click down arrow to show all the outputs; choose AIM.	and off it went.
Using open captures tray, re-open the Notescraps page. Scroll down and start adding number stamps to the download buttons as screen fades to black.	Ok, now back to work on this thing for Sean. Boy, it just never slows down…
Fade through black **Weeks later…** Fade through black	[begin narration during second half of transition] Fortunately, not every day is that chaotic.

Montage of "postcards" from Sedona and Italy. Animated somehow. Final postcard is call to action with "Upgrade Now." Entire last frame of video is clickable and takes the viewer to the Upgrade Center.]	I did eventually get out of the office, had a great time biking in Sedona...**and** my flight to Italy was all set up when I got back.
	Funny thing: I just got an email from my boss, who has an old version of SnagIt. He asked me about "that new screen capture program" I'm using.
	I think he's gonna love the new SnagIt!

Final frame mock-up showing text and link placement only...this does not reflect design: