

EDUCATIONAL TECHNOLOGY AND ICT

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Week-12

Lecture-58

Module-58: Digital Content Creation Tools: Video and Animation

Hello dear learners, welcome to the SWAYAM-NPTEL course on Educational Technology and ICT. I am your course coordinator, Dr. Sarita Anand, from the Department of Education, Vinaya Bhavana, Visva-Bharati, Santiniketan, West Bengal, India. Today, we will talk about Module 58 on Digital Content Creation Tools, Video, and Animation. This is Lecture 58. Before going into the lecture, we will review the concepts covered.

Earlier, we discussed digital content creation tools, especially audio. We explored key features, different content creation tools, and their advantages and challenges. Not only that, we also practiced audio content creation, such as voice recording using a smartphone, Podbean, and Spotify, and experienced the features of NotebookLM for audio content creation.

Now, we will discuss digital content creation tools for video. We know that in the teaching-learning process, technology is advancing, and there is a growing need for video content, widely used in education, marketing, entertainment, and social media. This highlights the necessity of digital content creation technology. In the form of videos, it enhances the teaching-learning process. Not only that, various software applications and AI-powered tools have been developed. These make it easier for professionals and beginners to produce high-quality video content.

There are different types of video content creation tools, such as simple video tools and AI-powered tools or the automatic video content creation tools. Like I mentioned here, different types of video content creation tools, especially AI-powered tools like Synthesia, Runway ML, and Pictory and what are the features of these tools? You have to go through them. You have to search and explore them.

Anytime you want to learn something new, try to follow the path of exploration. Any tool you get the name of, just go and try to figure out how it works, and definitely you will learn. There are some video editing tools I have mentioned, Like Adobe Premiere Pro, Final Cut Pro, and DaVinci Resolve. These are very good AI-powered tools for visual effects, audio and video content editing, and you can utilize them for your video content creation. There are many animation and motion graphics tools also, like Vyond, Toonly, and Blender. These create animated videos. Pre-designed characters are there. Different templates are there. You just have to go, drag and drop, and you can prepare everything. These days, these kinds of apps are part of computer classes for small children who are going to school. So, we as teachers, should definitely try to learn this.

Many times, this blender type of platform are providing open-source 3D animation and video content creation tools. The next one is screen recording and live streaming tools. There are lots of apps are available, especially the Camtasia. Camtasia is very famous between the teachers. It is providing the screen recording, video editing two in one tool.

The task you can do here nowadays all kind of video recording or screen recording tools are providing the editing option the OBS studio this is the heavier open source software that's why I have kept it on the second because many people are not able to use it some kind of technical Training is required for using the OBS studio but definitely if you want to use for your YouTube live or Facebook live with the PPT utilization definitely you need this kind of software like OBS studio.

Then the Loom, Loom is also very famous for the quick screen recording and camera overlay for the educational purposes. What are the advantages? and before going to advantages, I forgot to mention the mobile phone video recording tools like there is Ice cream app. There is AZ, which you can download on your mobile and you can go for the live streaming with the AZ. The AZ, we call it A to Z. These days we are having the much smarter phone which are having the screen recording facilities. You should check your mobile phone. Maybe you are having that screen recording facility and there will be one director's view. That director's view is providing the facility to utilize the screen as well as your picture also.

So, you can use your mobile phone for this kind of screen recording and live streaming also. then comes the advantages definitely video content creation tools are having their advantages enhance the engagement of the students when our students are watching their teachers video they are feeling happy and they are for the small classes video content are

very much interactive ease of learning and also there is the reason behind that marketing and branding and promotions also. If I am telling you about my example, many times for many things to show that is not about the branding, but that is for the example. And the remote collaboration like the Loom and Zoom allow you for the seamless communication and presentation. If there are advantages, there are challenges also.

We know this kind of technical challenges that high resource is demanded. Like if you are using the old model of Zoom, laptop which is not having at least 64 flash card, then 64 bit then your OBS studio will not work, so there is resources required, then technical training is also required like Adobe Premiere or Premiere Pro or DaVinci if you are trying to use it even OBS studio you need training then cost of subscription many times these are not free. Like if I will mention the ScreenPal or any other platform like Screencastify, only Screencastify is giving 5 minutes. And screenpal is given free timing 15 minutes for video recording and after that you have to purchase and they are costing money.

Once I had tried to purchase the screenpal but failed because there was the problem between the international transaction. So, these are the limitations. The copyright issue, unauthorized use of copyrighted clips or the music may lead to the complication or legal consequences. Now I have prepared these video recording tools for the user purpose. I have highlighted two tools screen pal and the screencastify. All the names are there which I have already used. This is suggestive. Given the link for your use purpose, you just click on it and try to use it. Which one you find it suitable, you can use it. Okay.

If you are interested for the animation videos, then definitely we are creating normal videos like right now I am recording and also you can go for the very interactive animation videos also. For the increasing demand of animated content, various tools, softwares have been developed for simplifying the animation process. These days we do not require animation. Any kind of software engineering or something for developing this kind of animation videos just we have to go for these tools range from the beginner friendly platforms to the professional grade softwares allowing user to create 2D, 3D animations and many other graphic organizers are also there. Now the types of animation tool I have given some examples like there are 2D animation tools like Adobe Animate, Toon Boom Harmony, Vyond and Synfig Studio is also providing the 2D animation platform where you can create the vector-based animation and explain your content to the learners.

Then comes the 3D animation tool. You can utilize the different platforms for the 3D animated realistic and detailed animated characters and objects and environment like you

can use the Blender, Autodesk Maya, Cinema 4D and these are the just example, the name are only for the example there are enormous list which we cannot go for that only for example I have given and you can explore by your own also and This is just suggestive and the whiteboard animation are also there. I will show you one of my whiteboard animation videos.

There are the tools like Doodly, VideoScribe, Animaker, motion graphics are also. If you are interested for this whiteboard animation, you can use this platform, also the Renderforest is providing this whiteboard. Because I will discuss the Renderforest separately that's why I have not kept its name here and because the Renderforest is all-rounder type of platform. The motion graphics tools like Adobe After Effects, Moho for the Anim Studio and the Pencil 2D, these are the platforms.

Now the AI powered animation tools. If you are interested for the AI powered animation tools then go for these platforms like Deep Motion, Runway ML and Relusion Cartoon Animator. These are providing the machine learning automated animation or motion tracking and it does not require any expensive hardware and you can just download or go to the website and try to use this kind of AI powered animation tools and render forest is also giving this AI advantages.

Now we will talk about the advantages of animation tools and we know the advantages that it will enhance the engagement, versatility will be there in the class with the help of gaming or entertainment, automation is there with the help of AI and it is cost effective also because we are not going to purchase those animated videos but we are preparing by our own.

There are challenges or limitations are there that high learning curve is required it means professional software like Maya or Blender requires extensive learning or training for use that platform or software source a intensive 3d animation tools demand high-end hardware for the rendering because like when we write there is some process here when we prepare the animation then it called render that needs some high-end hardware and every system will not run or render that animated video then the time-consuming definitely, it takes time a hard work for the high quality animation video creation and expensive licenses are there.

Free version is okay but if you are going to purchase any like Adobe After Effect or any other software then definitely it is having its cost. Then I will just talk about one platform that is Renderforest because all in one animation and video creation tool is Renderforest because it is the cloud based platform that provides the tool for creating animation, explainer videos, logo animation, promotional videos and more whatever you want to do

you can explore that it is providing educational content, entertainment, marketing, social media videos and so many other facilities are available only on one platform.

So, what are the features like it is providing the template-based animation you can choose the images the template activities and according to your story your need you can adjust and create your animation. then comes the drag and drop you need to not any technical skill required just only you have to create your animation with the help of your story, if you have written otherwise you ask the AI it will generate we call it AI power generated template or the animation workflow then cloud storage and collaboration whatever you are doing editing your projects online without needing any powerful hardware, so everything is being saved on the cloud storage; so no need of heavy hardware and the multi purpose uses you can use for your business.

If you are a business person and educational presentation and the personal projects also. So, I definitely will suggest you all to use this platform the white Renderforest. This Renderforest is for beginner friendly. If you have not used you can use by today time saving affordable in pricing and web based actually. So no need not to install any heavy software and you can easily use it with your device. So first I will show you that with the help of Renderforest I had prepared one YouTube video. So, it means that Renderforest is providing the opportunity for the YouTube videos, video content. So, I will show you first that sample, then we will go for the creation. This is the old video which is placed on my YouTube channel.

So you can see that Renderforest has created this beautiful video, but I had to select the pictures and create the content, what is my story? I told my story with the help of this whiteboard animation video. Then, for your lecture today, I have created another video for you. I think this is a 40-second video. Just this morning, I prepared to show you what kind of 3D videos can be generated with the help of Renderforest. So, this is the video.

A new school week begins. Okay, this is the story. Tia woke up early to the soft golden light streaming through her bedroom window. Excitement bubbled inside her as she quickly got ready. Her younger brother, Shubh, was still yawning as he dragged his feet toward the breakfast table. Tia urged him to hurry. Their mother smiled and handed them their lunch boxes, reminding them that learning is important. With their bags slung over their shoulders, Tia and Shubh stepped out, ready for their short walk to school. As they walked, Tia chatted about her excitement for the day's science experiment, while Shubh

mumbled about his wish for more sleep. When they reached their school gates, Tia smiled at Shubh, assuring him the walk wasn't bad.

They waved and hurried to their classes. So, I hope you have enjoyed this video. So, this kind of video can be prepared with the help of Renderforest. Before going to ScreenPal and Screencastify, I will show you how to work with Renderforest. Later, I will go for ScreenPal and Screencastify to show you normal video content creation. So, this is the interface, and I will sign in with Google. I hope I will be able to sign in.

Okay. Now, you can see this is the screen of Renderforest. There are many more options, like when we opened Canva, you saw that there are so many options. Similarly, there are options like I have prepared this story of Tia. So, Tia is the name of my daughter.

So, there is no issue of plagiarism. I had written the story, giving small clips from my life or my son Shubh and Tia. So, whenever you are using this platform, go for your own story or your own content, not for others. So, this is the story of my daughter. Sun and water, so there is no issue of content or copyright material, etc. and Renderforest is giving the watermark there so that is okay and no problem regarding the plagiarism.

Now we will see how to generate. There are so many options like you can create for videos, normal videos, website, logos, mockups, designs and AI tools. And I will suggest you if you are going to prepare you can select what kind of video you want to prepare. I will go with the AI tools so that it will process will be fastened.

So here is the option AI video generator option. text to video AI you just paste your text here and your video will be generated today morning I have generated this text to video AI using this and AI animation generator AI video editor and these are the new things AI cartoon generator the commercial generator and many options are there you have to explore it.

YouTube name generator you it will generate not only the profile picture and all this will generate the logo and the name generator also it will design actually and I will go for takes to video generator So generate video from the text. If you are having any story, you can generate your video.

I had just used the Chat GPT to prompted about my kid's story and it generated a beautiful story within seconds and that I had pasted here for the video creation purpose. So here is the place for the script. So from where we will bring the 2500 is the limit. So, I will generate one story and it will show the demonstration of let's use Gemini because you are very

frequent user of Chat GPT. So, Gemini AI, I will use Okay! For the text creation. Today is the digital content creation day for content creation. So, I will go to write a story about a teacher teaching in a school, playing and singing with her students. This is the prompt, and I hope it will generate a nice story. It will also demonstrate the use of Google Gemini. Oh, it is creating the image. Now, I have to change the prompt. Let it generate. Actually, lastly, I had generated the image. That's why it is working on that.

Okay! Generated with the image. The image is generated. You can see the image is generated, as well as the story. The teacher is playing with her students.

So maybe that image may be copyrighted. No issue. I will take this story for the content. There is option in Gemini actually there is option for copy the text. No problem.

Lastly, we will find. So, I will copy and I will paste it in our video editor. I hope it will not larger size. This is large size. So, I will edit it Okay!

Then we will go just we have to paste the content go for the next and we have to select the option right AI choice is there a type of video, which kind of video you want previous video was like this a 3d animated and earlier i had made this whiteboard animation two type of video you have already seen so we will go for another type maybe So we can leave it for the AI to choose but I will select from here.

So, I am choosing this option and do the magic. Just you have to click do the magic. I will suggest you all that just go and click on the Renderforest try to fetch it out different type of options are there and also utilize the your GPT's wisely so you can see in the heart of the city they prepared the story and it will take time to render it, okay if you do not want to change the story so asking for the choosing the character, texture version, how text will be there, the standard version. So, I will use the standard version and if you want to add the picture and anything else, you can do it.

So, we will see, first we will see the demo. I am clicking on the audio. In the heart of a bustling city, nestled amidst towering buildings, lies a small, unassuming school filled with youthful energy and eager minds. At the helm of this vibrant classroom is Ms. Sunshine, a teacher who transforms the ordinary into the extraordinary with her infectious enthusiasm. One sunny morning, Ms. Sunshine gathers her class for a musical adventure, her excitement palpable as she introduces the world of music. With her guitar in hand, she strums a cheerful tune and the children's Rendering process is going on.

Now free export available. So, I will try to export because to complete the rendering process we have to export it. This is the free version preparing the free version and if you want to HD 1080 then you have to purchase. So, I will suggest go for the free version in starting and then you will be expert of creating this kind of animated videos then you can purchase it. You can see there it is writing that rendering is finished.

So, rendering is the procedure for preparing the animation, applying the audio selected by the AI. We will agree the cookies and now we can see. I hope you are listening. So, this was the Renderforest video generated and I hope you have learned that how to manage the use the render forest.

Now I will go for the video content creation with the help of ScreenPal. So ScreenPal, I will click on this link and we will go for the ScreenPal video. Learners this is the page of this ScreenPal and you can see that i am visible in the screen as well as my PPT we will go full screen and if you want to put your video here and there where is the suitable space. You can keep we always recommend that we should go for spacing here in this right corner and if you are not liking it, you can go for the other places, wherever you find it fitting well.

So, this is the screen of earlier prepared PPT with the help of slidesgo.com, which I had used in some other lecture of some MMTC program. So, this is AI-generated, and you can see that the screen is being recorded with the help of this app. Earlier, it was known as Screencast-O-Matic, and now we call it ScreenPal. So, this is the PPT, and that is visible on your screen. I am also visible. It means the teacher is also visible, and that is being recorded.

The limitation of this app is that it will provide only 15 minutes of free recording. If you want to go for more time, then you have to purchase this app or take the subscription. And this is the button here on the left side. You can click on the stop button, the same button which we find in our different recording apps. And just click on this, and we will complete our video.

Thank you, dear learners. You have seen how we can record our video. 15 minutes is free with ScreenPal, and if you want to record on a larger scale or a longer video, you can use OBS Studio. If you want to record instantly with your screen and the PPT, then you can go for the director's view with your mobile. Otherwise, there is another app. Which provides you free video recording with the screen attached to your Gmail account. This is Screencastify, and we will see how Screencastify works. You can add it as your extension.

Okay, if you download it, it will be added to your account and attached to your Gmail account. Dear learners, when you click on the Screencastify icon, you will find the screen. It will look like this. This is my screen, and you can see here are the menus that it is showing you: my videos, watch later, premium library, shared with me.

Many things are here. You can explore them and these are the previous videos I have made. I have also deleted many that we are not using. So, here is the option for a new video.

If you want to Record the screen, you can use Screencastify. It provides more options for recording the screen with or without your video for 30 minutes, whereas in ScreenPal you can only record freely for 15 minutes. So, there are two options: you can import it from the drive and edit it, or you can record it here directly. I am clicking on the record button, and there are options like this tab, full screen, and webcam only. I want to show you how we can record it.

That's why I am using this full-screen recording. Okay. You just have to click on the record button, and you can proceed with the recording. Share the screen. You can record it and here is the option that button is clicking. You can hear the sound and it will show you the screen. So, I am just showing you this PPT. This is all. Already repaired PPT, also this was utilized for the lecture and it was generated with the help of AI.

So, you can record, create the content, record the screen with the screencastify and you can share this content with your students. student or the learners who are following your course. So, I always suggest whenever you are using another template prepared by someone else, you always go for attribution. This is the last page of that PPT prepared with the help of slidesgo.com. So, I am just clicking on the stop sharing and when you will click it, then it will stop the recording.

Okay, then I will stop the recording and it will be saved in. It has asked that where you want to save the created content. Then I had selected the Google Drive. Okay! So, whatever we are recording here in Scenecastify, that content will be saved in the Google Drive and you can see this is the recorded version, if we will play it. So, I will show you the recorded version. okay one minute so you can see the video is already being recorded and if you want to play it you can play it and save it and this will ask you that how you want to work like if you want to add the caption, you want to export this video, you can do it.

So, this is the features, facility of Screencastify. I hope you will use it. You can use this link creation facility also and you can share it directly. It can be shared on the Google Classroom also. So, these are the features which you can utilize for your classes.

Okay? Thank you. So dear learners, I hope you have learned about the Screencastify also the ScreenPal and the RenderForest and I hope you will try to create your own content, video content. Now we will conclude we can conclude that the digital video content creation tools have transformed How individuals, businesses and educational areas can create and edit and share the videos.

From simple animation tools to high-end professional editing software, options like OBS Studio are available. These tools are available for every skill level and purpose. Whether you are from the education field, marketing, entertainment, or any other field, these digital tools provide various functionalities to suit different needs. As digital tools and AI continue to evolve, new advancements are definitely emerging.

So, video and animation creation is becoming more efficient, making it accessible to a broader audience. We, the teachers and learners, are benefiting from these advancements. However, ethical and technical challenges remain, requiring users to stay informed and updated with evolving technologies. We must also be ready to face challenges such as complexity, resource demands, and cost, which still need to be addressed by governments or administrators. These are the references for your further reading.

I hope you will go through them. Several links are provided here in the reference section as well. Keep learning. Thank you.