



## Codify Design Studio adopts ScreenFlow to enhance video tutorial viewing experience

ScreenFlow used to produce two published video titles, as DVD publications, for Adobe

Source Code stylesheet.css

```
1 <!DOCTYPE html F
2 <html xmlns="ht
3 <head>
4 <meta http-equiv
5 <title>Untitled
6 <link href="styl
```

Video zoom feature used to draw attention to specific HTML code.

Mouse pointer highlights used to focus on animation techniques.

Dual audio recording allows for capturing audio software.

Fast video capturing provides real-time replication of full-screen video.

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Watch the Introduction

*"ScreenFlow allows us to gain complete control over the videos we create, giving our project greater design continuity. It also allows us to offer video production as a service, increasing the value of our company and our profitability for the project."*

Chris Converse  
Partner, designer, developer  
Codify Design Studio

### Background

[Codify Design Studio](#) is a design and development company that combines graphic design with technologies necessary to achieve communication goals across various forms of media, including print, HTML, CSS, animation, video, packaging, CD Rom, and DVD.

### The Challenge

The company needed to create two DVD video tutorials for Adobe software products. When creating these materials, they wanted to enhance the video by altering and enhancing aspects of the video capture.

### The Solution

Codify Design Studio chose Telestream ScreenFlow screencasting software because it offers extensive post-production capabilities – allowing them to enrich the video experience by highlighting the computer mouse pointer, zooming in on portions of the screen, and activating keystrokes as captions.

## Case Study: Codify Design Studio

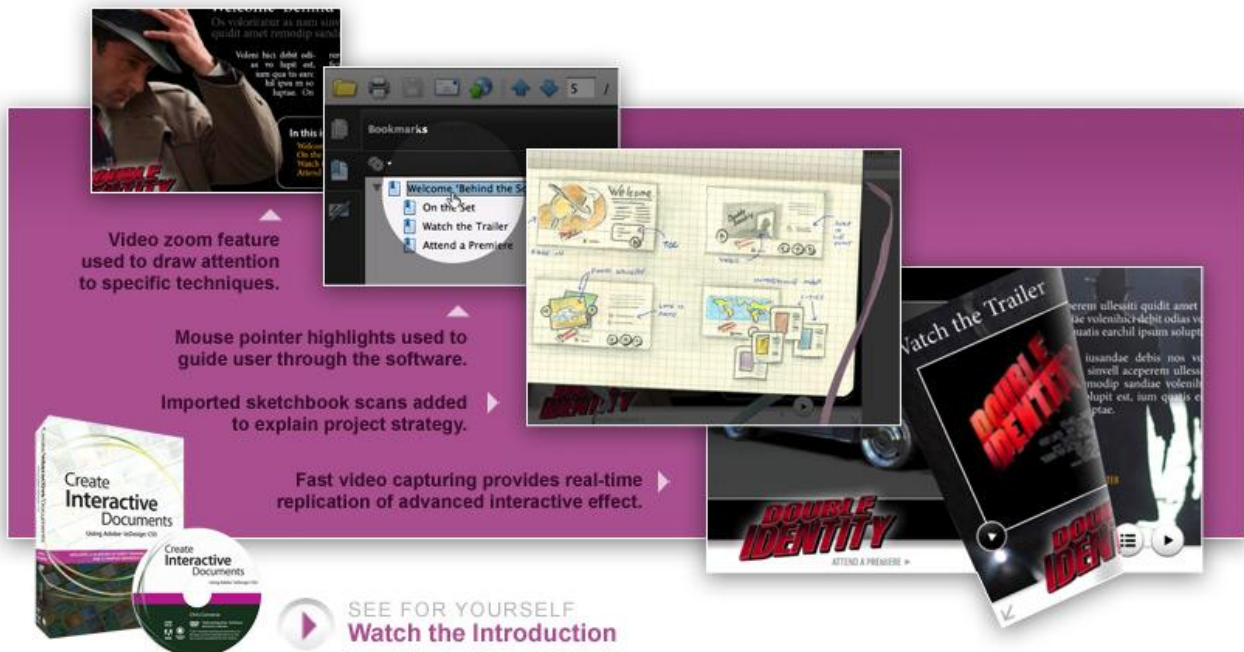
"We captured our video tutorials in one long capture, and then used the post-production tools in ScreenFlow to add in effects to better tell our story," said Chris Converse, partner, designer and developer at Codify Design Studio.

Because ScreenFlow records the events of the computer, it is aware of things like the active window, the mouse pointer, internal and external audio, and even the keys being pressed on the keyboard. ScreenFlow also allows the addition of native Photoshop files in the editing process, which enables video design to match the rest of the project.

According to Converse, the fact that ScreenFlow records the system object and events allowed them to do things that would otherwise be impossible, or extremely time-consuming. One example is increasing the size of the mouse pointer. Many of the videos they create are reduced to smaller sizes for delivery across multiple screens. While they can "zoom" with other software, increasing the size of the mouse pointer with magnification allows them to make the cursor visible on smaller screens. Without ScreenFlow they would have to create every cursor as artwork, and animate them over the video to replicate the same effect.

A second example is auto-captioning for keystrokes. When recording, Converse can simply say the keystroke he's pressing, with the knowledge that he can click a button in post production which automatically displays those keystrokes onscreen as captions.

Additionally, ScreenFlow allows Codify Design to export videos to multiple video formats, including for viewing on an iPad



Video zoom feature used to draw attention to specific techniques.

Mouse pointer highlights used to guide user through the software.

Imported sketchbook scans added to explain project strategy.

Fast video capturing provides real-time replication of advanced interactive effect.

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TELESTREAM

{codify}  
DESIGN STUDIO

## Case Study: Codify Design Studio

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### The Result

Codify Design Studio was able to design, record, and edit the videos, including audio, within its own design studio – eliminating the need for a larger video production company, which is generally needed to complete similar publications.

“ScreenFlow allows us to gain complete control over the videos we create, giving our project greater design continuity. It also allows us to offer video production as a service, increasing the value of our company and our profitability for the project,” adds Converse.

ScreenFlow was used to successfully produce two published video titles, which are now available as DVD publications on all popular online stores such as Amazon, Borders, and Barnes and Noble.

Learn more about these titles from PeachPit Press / Adobe Press:

- [Bring Your Web Design to Life: Creating Rich Media Websites with Adobe Creative Suite](#)
- [Create Interactive Documents using Adobe InDesign CS5](#)

View the free introduction videos recorded and composited with ScreenFlow:

- [http://codifydesign.com/chris/writing/2010/create\\_interactive\\_documents/intro/](http://codifydesign.com/chris/writing/2010/create_interactive_documents/intro/)
- [http://codifydesign.com/chris/writing/2009/bring\\_your\\_web\\_design\\_to\\_life/intro/](http://codifydesign.com/chris/writing/2009/bring_your_web_design_to_life/intro/)

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For more information:

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