**Digital Media Creation Tools**

Digital media can add a great deal of interest and information to your courses whether you teach online or on campus. Creating digital media can be quick and easy using the many apps and online tools available these days. We will consider three free, easy tools:

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|  | **Screencast-O-Matic** | **Adobe Voice** | **Easel.ly** |
| Description | Screencast‐O‐Matic is used to  capture onscreen action or video  from your webcam, as well as  audio from your microphone.  Screencast‐O‐Matic allows quick  recording through either an online or downloadable version. Unlike  most free screen capture programs, SOM allows recording up to 15 minutes per video. | Adobe Voice allows you to create a video file containing your voice and visual elements from images in your own collection or from a collection of Adobe icons. It is a great tool for telling a story or explaining a concept. The app is a free download from the App store. | Easelly is a quick and easy tool for producing infographics. You have the option of using a template or creating your own infographic from a blank screen. Easelly has a great collection of themes, objects, shapes and charts you can include. You can include your own images and download the infographic when you’re done. |
| Pros | * Free and currently no need to create an account. * Very easy to use. * Record videos up to 15 minutes. * Videos use .mp4, .avi, or .flv * formats. * Can record from a webcam. * Online version works on Mac or PC. * Easy to add captioning. * No need to provide an email address or login to the site. * Online and downloadable versions of the software. * Pro version is only $15/year. | * Free and easy to use. * Over 25,000 images available or you can use your own. * Background music is provided. * Link can be shared easily anywhere you can post a link. * Option to share videos privately or make them publicly available. * Videos can be embedded in your Moodle course. | * Free and currently, no need to create an account. * Easy-to-use templates * Download as jpg or pdf. * Good collection of backgrounds, themes, and images * Fully online, no need to download software. |
| Cons | * Downloadable version works on   PC only. | * Create on IPad only. * Cannot import your own background music. * Must download software | * Without registering, you will need to complete the infographic in one session |
| Website | <http://www.screencast-o-matic.com/> | <http://getvoice.adobe.com/> | <http://www.easel.ly/> |
| Notes |  |  |  |

**Bonus:**

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|  | **PowToon** |
| Description | PowToon allows you to create animated videos containing your voice along with visuals and animations. PowToon has a collection of characters and visual elements you can use, or you can bring in your own images. |
| Pros | * Free and easy to use. * Includes tutorials to show you how to use PowToon. * Video can be exported to YouTube. * Great for making a quick, attention-grabbing video clip. * Free version includes 11 different styles and 10 different background tunes. |
| Cons | * Requires you to sign up for an account. * Free account does not include video file download. * Free version adds PowToon logo to the video. |
| Website | <http://www.powtoon.com/> |
| Notes |  |