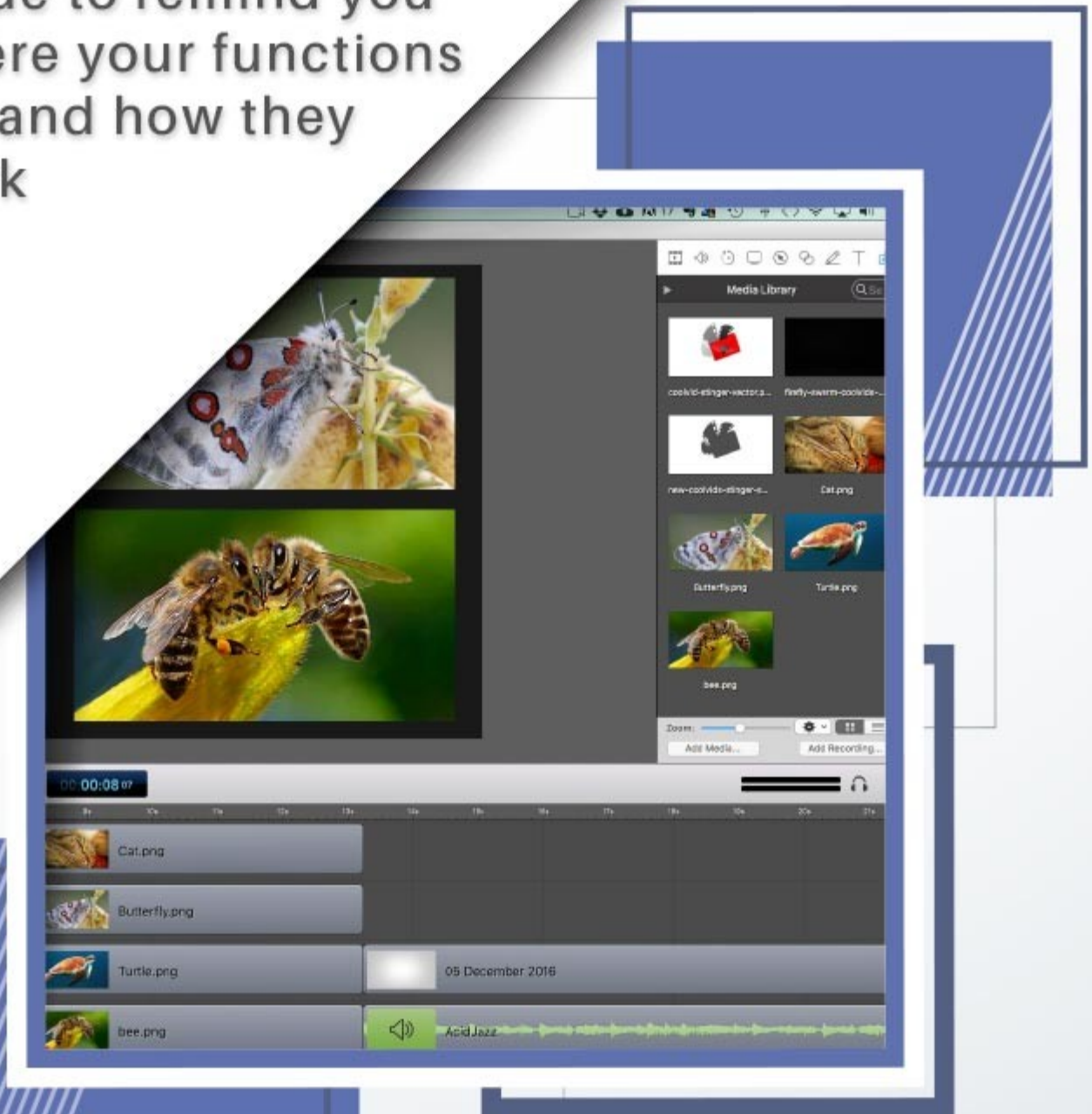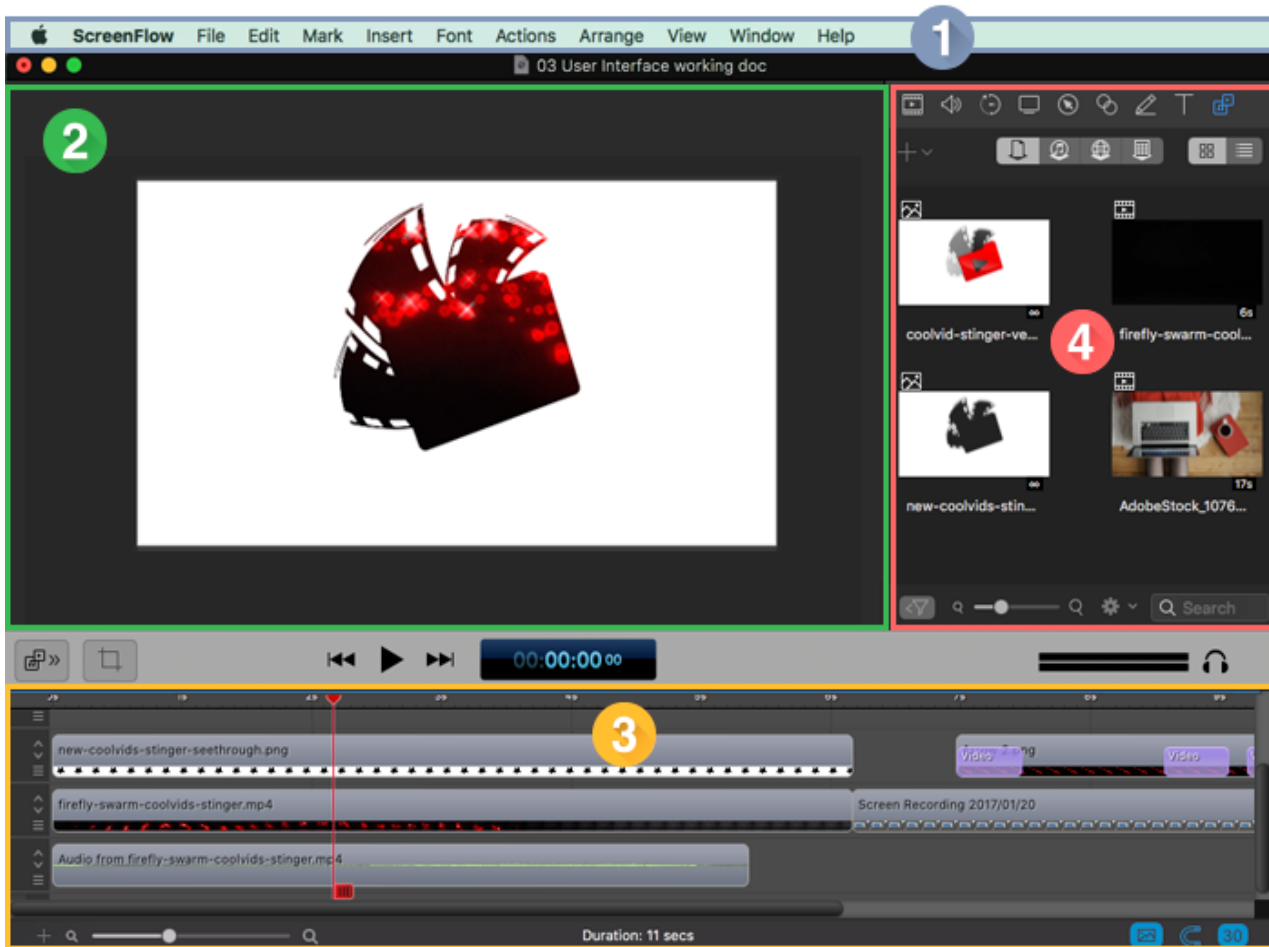Yes! You can do it.

SCREENFLOW FOR MAC

A quick start visual guide to remind you where your functions are and how they work

1) The Main Menu: contains commands for working with Screenflow including how you view your user interface. In the File dropdown menu you can publish your project straight to various platforms or export it in a format ready for sharing. (Screenflow converts your project to be viewed outside of the Screenflow format.)

2) The Canvas: Previews whatever media falls directly beneath the scrubber in the timeline below. (That's the red vertical line with a handle.)

3) The Timeline: Shows whatever media you have placed inside your project from your Media library. It is divided into stacked tracks which play simultaneously as the scrubber passes over them, read from top to bottom. In the image above there is a white cut-out on top but you can see the red animation through the cut-out section and the audio track on the bottom will play no matter what you have above it.

4) The Properties Window: Each of the icons at the top of the window opens a new tab containing editing options from which you can add text or add actions that transition your selected clip from one state to another. There is also a tab containing your Media Library where you store imported media in its original state and drag copies of it into the timeline as you need them. Editing a version of the media in the timeline does not affect the original item in the library.

The **Canvas** Area

1. Whatever media is beneath your scrubber in the timeline will display in the canvas area. Select a clip in the timeline to edit it on the canvas.
2. Use the center handle to rotate your media.
3. Grab any resize handles and move them inwards or outwards to adjust the size of your media.
4. Press and hold the Control key on your keyboard until you see square resize handles instead of round ones and drag any resize handle inward to **crop your media.**
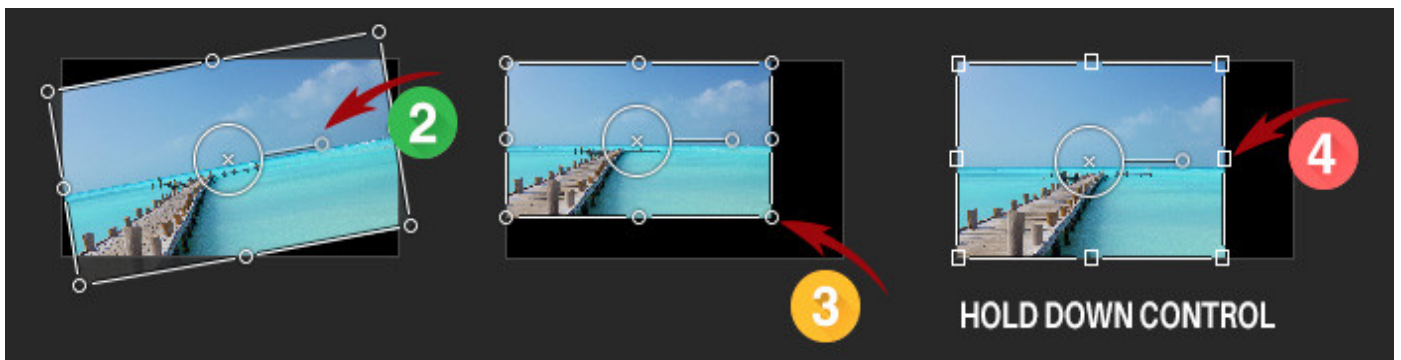
- Directly below the Canvas you can click on the **canvas control icon** to bring up the canvas properties where you can adjust your canvas size and background color.
- Using the **playback controls** you can play, jump to the beginning and jump to the end of your project.
- There is a **time code display** showing the location of the scrubber in the timeline.

CHANGE BACKGROUND COLOR

Canvas: 1280 x 720   Preset: 1280 x 720

00:00:14 09

CANVAS CONTROL ICON   PLAYBACK CONTROLS   TIME CODE DISPLAY

The **Timeline** Displays

- In the timeline area you will find a **time scale** at the top measured in seconds.
- You can click on the up/down arrows inside the **track controllers** on the left to adjust the depth of each track and click and hold on the position icon to drag a track up or down in the timeline hirarchy.
- Use the **timeline magnification slider** at the bottom left to zoom in and out on the timeline.
- Open the **thumbnail display control** to choose how your thumbnails are displayed within your media clips and whether you want to see the wave form for an audio track.
- **Snapping on** sets your media to snap to guides or other media on your canvas and your clips to snap to each other in your timeline. Most of the time this is convenient for accuracy but for those times when it gets in the way, use the **snapping toggle** to toggle it off and on again.
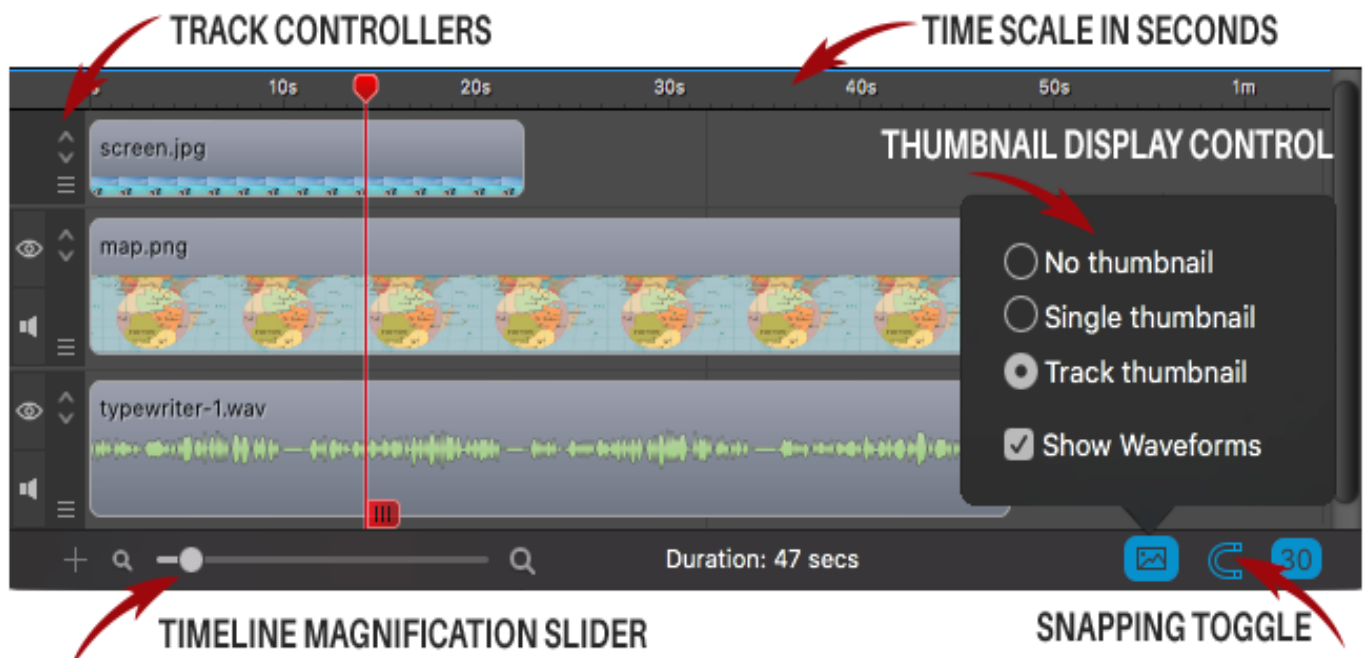

Working with Clips

- Click and drag a clip to move it anywhere you want on the timeline.
- Grab either end of a clip and drag it inward to trim it.
- On a previously-trimmed clip, you can pull either edge out from the clip to restore trimmed media.
- Right click and choose **Add Freeze Frame** to extend it.
- To close the gap between two clips click on the space between them to bring up the blue highlight and hit Delete.

To close a gap between multiple stacked clips
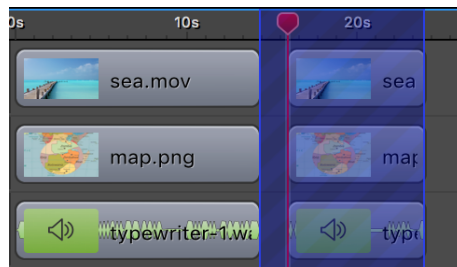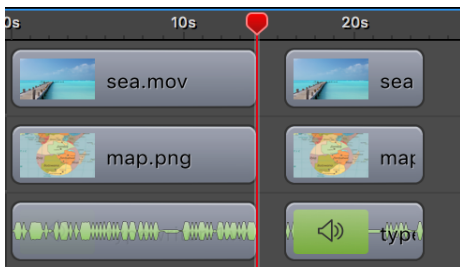
Place your scrubber at the beginning of the gap you want to close and hit the **I key** to mark an **in** point.
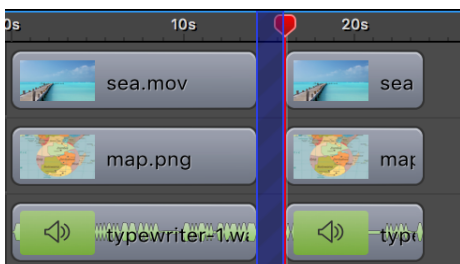

Place your scrubber at the end of the gap you want to close and hit the **O key** to mark an **out** point. (If either of your points overlap media it will be trimmed) Hit **Command + Backspace** to close the gap.

If you have marked **in** and **out** points and you change your mind hit **Option + Z** to remove the blue highlight.

If you only want to export a section of your project, you can also mark **in** and **out** points and go to the Main menu and select **File > Export Selected Range.**

Other **Scrubber** Operations
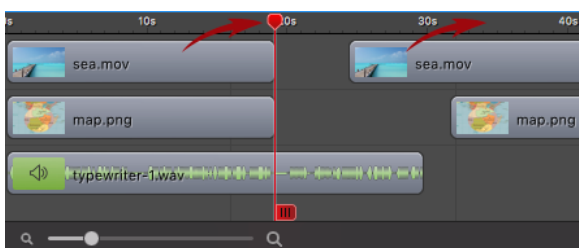
- Grab the **top** of the scrubber to move it along the timeline. It will preview your media in the canvas as you move it. Hit the arrow back and arrow forwards keys to move in small increments.
- Click on a point inside the time scale to skip the scrubber directly to that point.
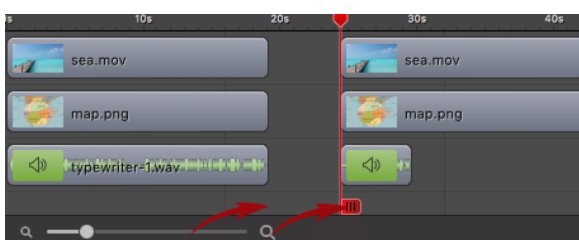
- To split a stack of clips simultaneously place the scrubber where you want the split to occur, grab it by **the handle at the bottom** and move it to the right.
- To close a gap without disturbing the positions of clips on the right, place your scrubber directly before them, grab its handle and pull all media to the left.

To add **Transitions** to the beginning, the end or between clips.

1. Right click on the clip and choose between **Starting Transition, Ending Transition or Starting and Ending Transition** from the dropdown menu. Transition boxes will automatically be added.

2. To add a transition between clips, hold down on one clip and push it into another to create a transition box.

3. **Expand or contract the duration of a transition** by moving the thin vertical line separating the transition from the main part of the clip.


1. Hover your cursor over the transition box till you see a gear icon. Open it to reveal options to **Open Transition Inspector**, **Remove Transition** or **Choose a Different Transition** from the list.

2. Or double click inside the transition box to bring up the **Transition Inspector** where you can choose a different transition. Some transitions include editable properties on the right.
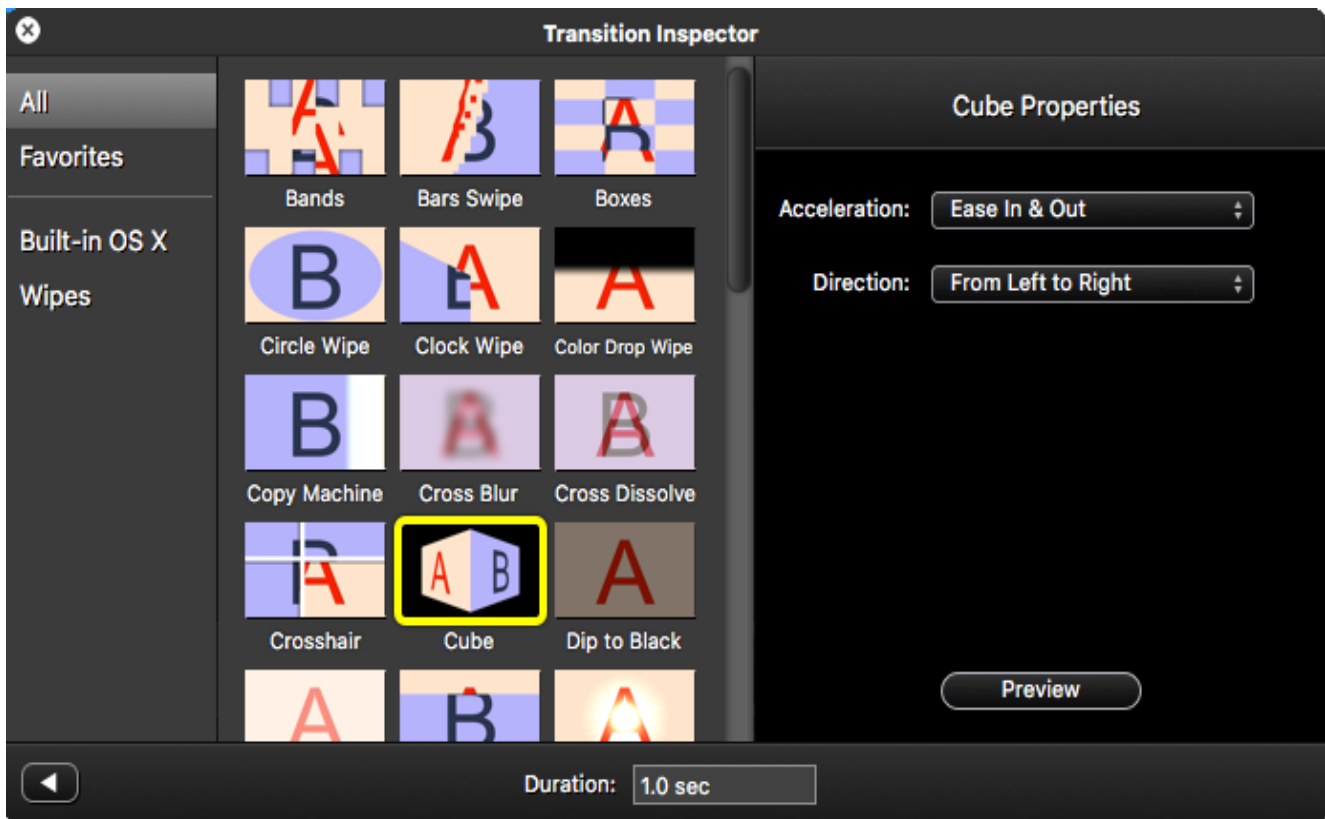
To adjust the speed of a clip or play it in reverse
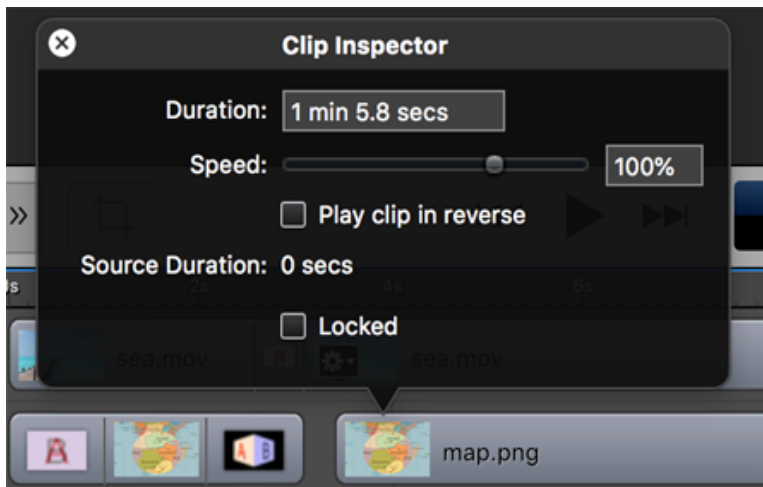
Double click inside the clip or right click on a clip and choose **Show Clip Inspector** from the dropdown menu.

Adding **Actions** right inside your media to make it transition from one state to another


1. Place your scrubber where you want the action to begin
2. In the **Properties Window**, select the tab containing the properties you wish to transition. (In this example, the Audio tab.)
3. Hit the **+ Action** button which places an action box inside your clip. (In this example, the green **Audio** box)
4. Adjust the settings below the + Action button to reflect the state you want to start with. (In this example I want the volume to start at 48%)
5. Move your scrubber to the end of the action box.

6. Adjust the settings below the + Action button to reflect what you want to happen once the action has played. (In this example I want the music to fade out so I would set it to 0%. As the scrubber moves from the beginning of the action to the end it will fade from 48% to 0% volume.)

You can drag the end of the action box to increase or decrease the duration of the transition.

## Adding **Annotations** or **Text** to your project
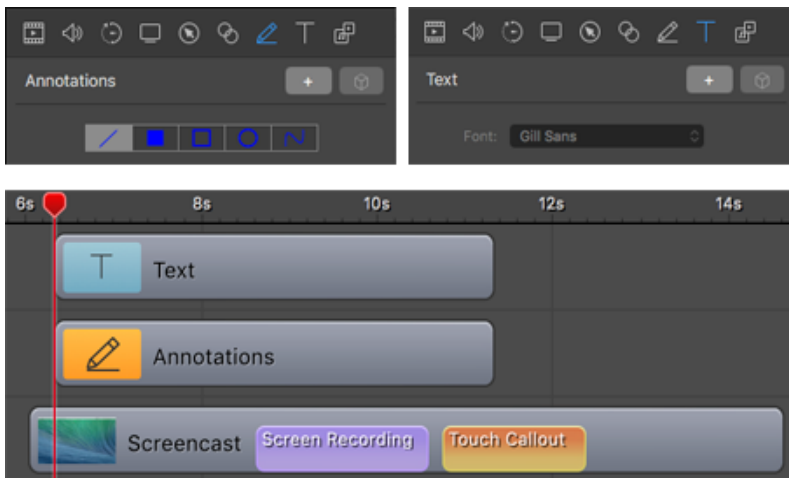
The Annotations and Text tabs are slightly different from the Action tabs. Here you click on the + button which places an annotation clip or text clip in your timeline independently of your existing clips.

Once you have a text or annotation clip in your timeline you can select it and add actions to it in the same way you add actions to your other media like images or video clips.

Adding **Video Actions** to your clips.

To make an item transition from invisible to full size on the screen

1. Place media on your canvas where you want it to appear.
2. Select it in the timeline.
3. Open the **Video** tab. Set the scale to 0% and then click on the **+ Action** Button.
4. Your media will no longer show on the canvas.
5. Move your scrubber to the end of the action.
6. In the **Video** tab, set the scale to 100% (or a different value as needed)
7. Your media will now appear on the canvas at the scale you chose.
8. Drag your video action box in or out to adjust the length of time you want your transaction to take.
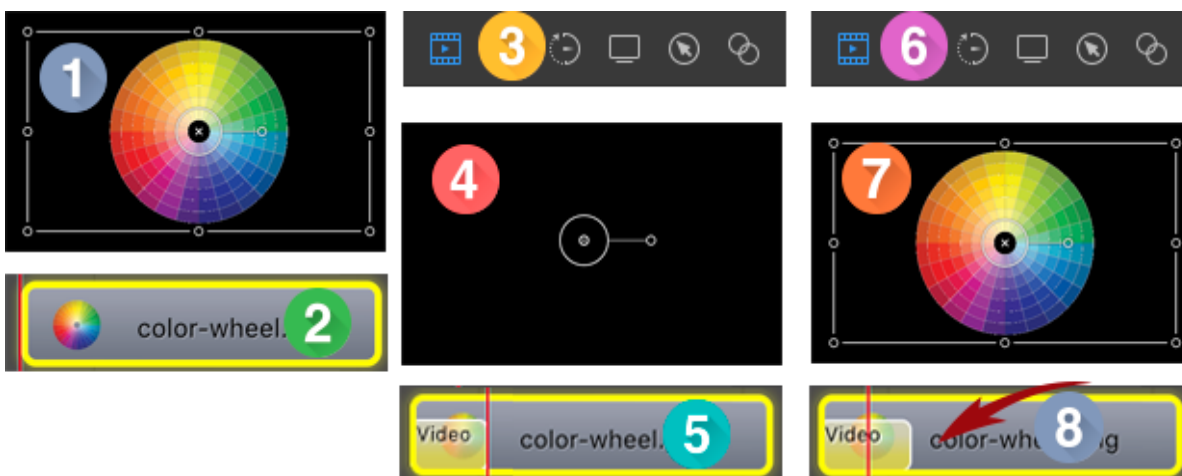
To make media rotate on the screen.

1. Select the media in your timeline. In this case I want the mask to rotate revealing different colors from the color wheel below it.
2. Place your media exactly as you want it in the starting position.
3. In the Video Actions tab hit the **+ Action** button.
4. Your scrubber will automatically jump to the end of the transition box in the timeline.
5. You could pull the black dot around in the rotation button. If you want to rotate to an exact point or in a particular direction, place a value in the Z Rotation box. A positive value will rotate you media anticlockwise and if you place a - symbol before your value your media will rotate clockwise.
6. You can also set your rotation manually by moving the handle around on your canvas.
7. Lastly adjust the action box to set the duration of your rotation.

You can also tilt your media one way or another by entering your values in the X and Y value boxes or moving the black dot around in the X and Y rotation buttons.
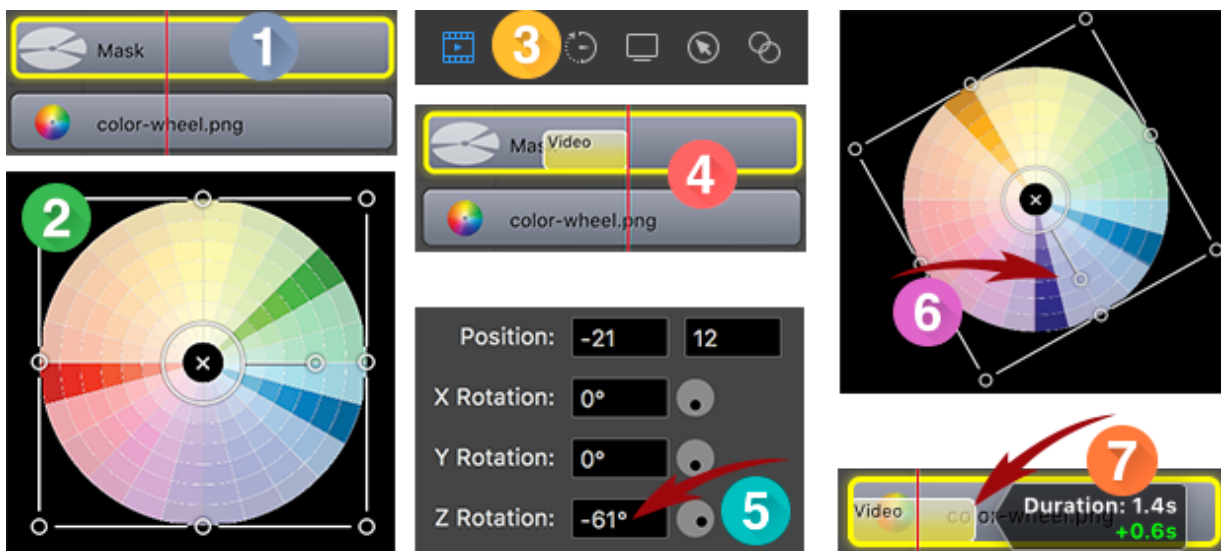
To move media, text or annotations around on your screen or fade them in and out.
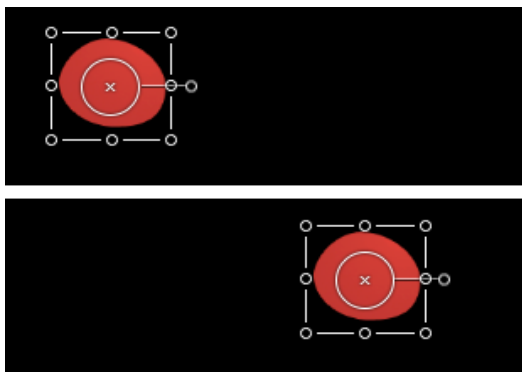
All video actions work by starting with your media in the position you want it, on or off the screen. Then adding a video action and moving your media to a new position on or off the screen. Then you adjust the length of the video action in your timeline.

To fade media, text or an annotation in, select it in the timeline, set the opacity to 0, add a Video Action, set the opacity to 100%. Adjust the length of the action in your timeline.

The **Chromakey** filter is also part of the **Video** tab.

1. If you want to have a different background showing behind your media,
2. film your talking heads video in front of a green screen.
3. In your timeline, place the recorded video above a video or an image you want to see behind it in the background. Select the recorded video
4. Open the **Video** tab.
5. Scroll down to **Video Filters.**
6. Hit the **+ button** and choose **Chromakey** from the filter menu. You will still have to set the color in the chromakey settings to green to make the green transparent.

Use filters to create backgrounds that blend in with your existing color choices.
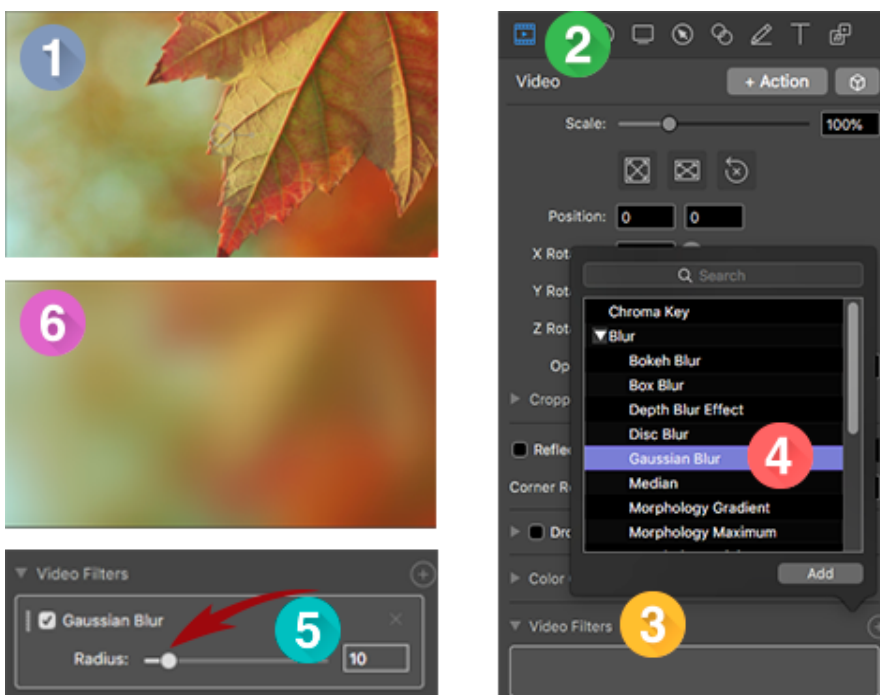
1. Find a free image online that roughly matches your color scheme. (Pixabay.com)
2. Open the **Video** tab.
3. Scroll down to **Video Filters.**
4. Click on the **+ button** and choose **Blur > Gaussian Blur**. Then click on **Add.**
5. Adjust the **Radius slider** until your image is completely blurred.
6. You may have to enlarge the image beyond the parameter of the canvas as the edges will be semi transparent.

The **Audio** tab
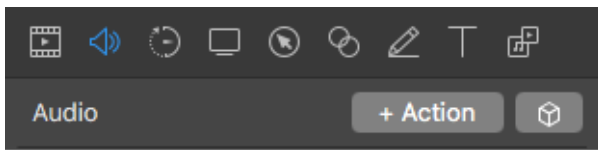
There is only one tab where you can edit audio properties so it is easy to find. Don't forget that you can add actions to your audio to fade in and out.

The **Video Motion Effects** tab

Apply motion animated effects to your clips. You have three effects to choose from; **Spring, Gravity** and **Pulse**. Each has a variety of settings to choose from to create professional looking animations.

I can't do the animations justice here with an image but you can get your elements to move in to different positions, bounce around the screen, drop at different speeds or pulse in and out.
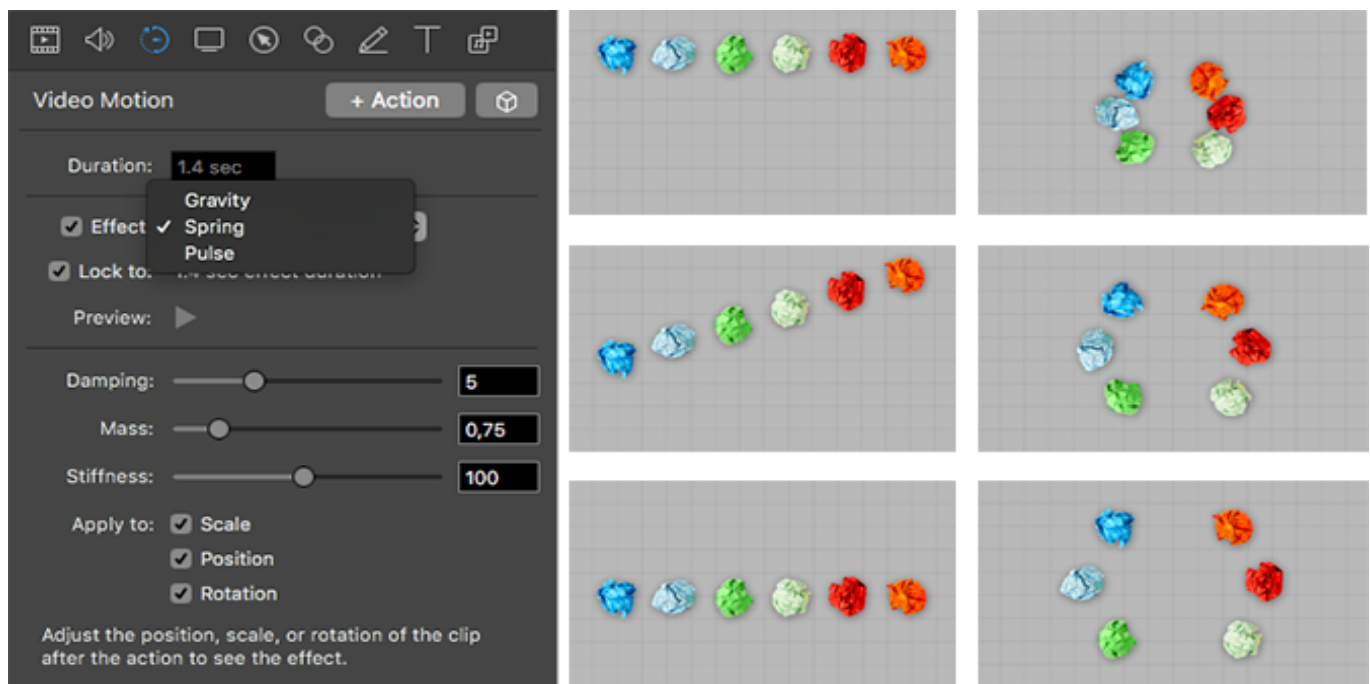
Add effects to the mouse or keyboard shortcut gestures you made whilst screencasting in the **Screen Recording** tab.

This will not work on images or imported video clips because there will be no gestures to follow so the options will be greyed out if you try.
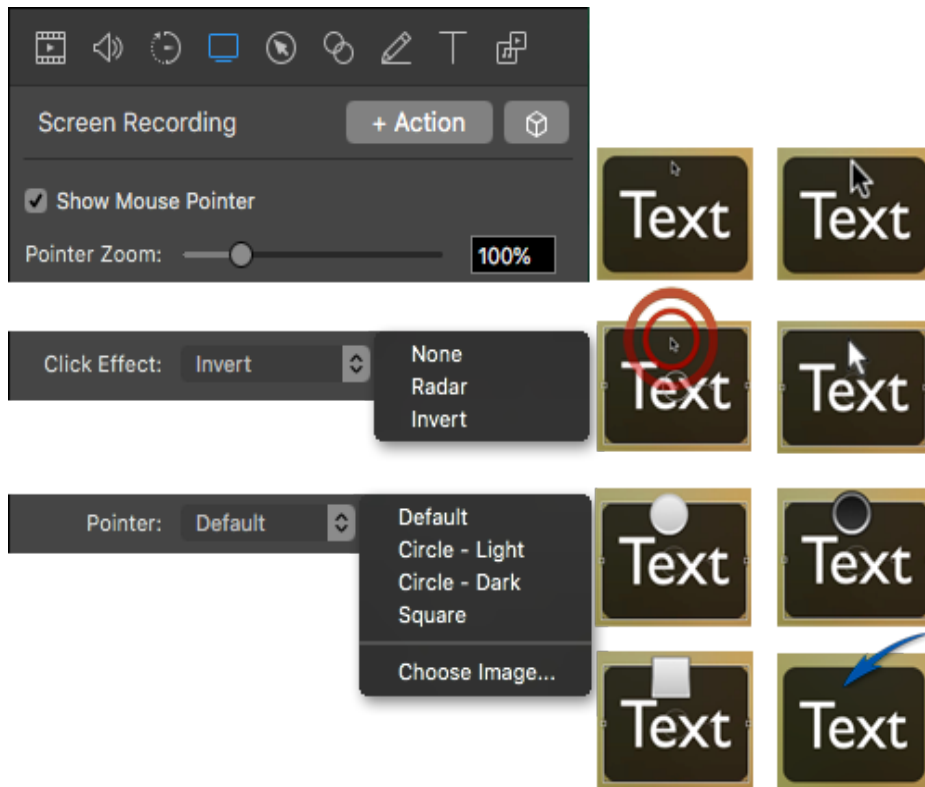
Decide whether you want to show or hide your mouse pointer.

Leave your pointer at the default size or zoom in to make it more noticeable.

Choose a Radar click effect or Invert the colors of your pointer every time you click.

You can select a different shape for your pointer or you can choose an image. In this case I have used a blue arrow. While selecting an image in your finder window, open the options button and set your cursor hotspot position.

You can add sound to your clicks.
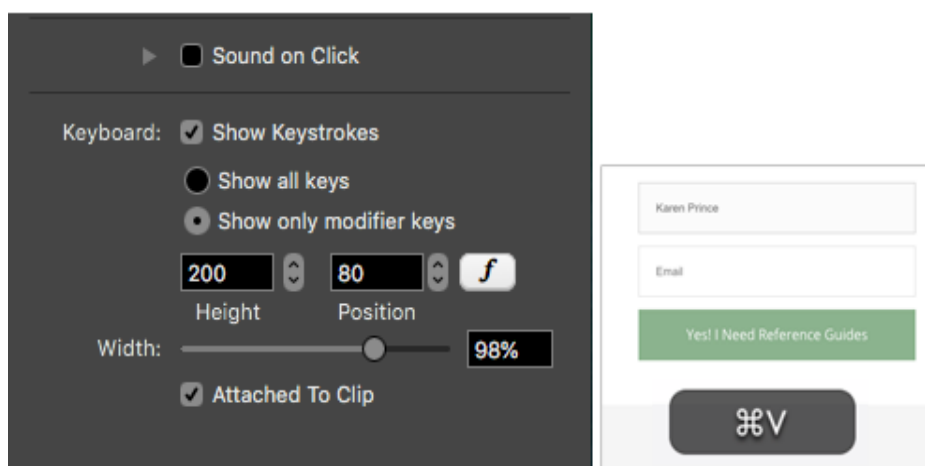
You can show all keystrokes or select only the modifier keys used. In this example I have used Command + V to past a name into the Name field of this signup form. Set your size preferences and hit the (F) symbol to bring up a font selection menu.

Applying **Callout** Properties

Callout properties highlight specific elements of your screen. **Mouse Cursor Callouts** and **Foreground Window** callouts can only be added to screencasts. **Freehand Callouts** can be applied to images as well. For all callouts you need to select the media in your timeline and hit the **Add** button in the **Callouts** tab. Once you have set your preferences you can stretch the callout in the timeline to match the length of the action you are calling out.
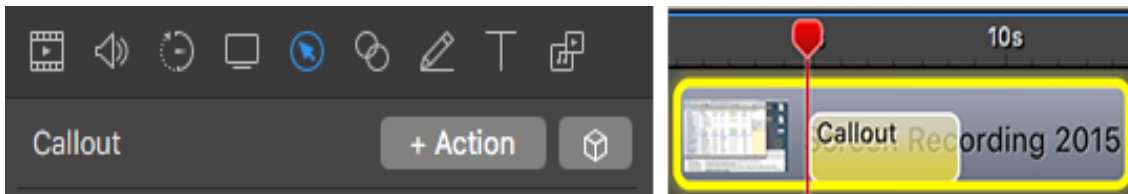
Starting with the Mouse Cursor Callout:

Your mouse will be surrounded by a small circle which will follow it around the screen.

1. By default the background opacity will be set to 70%.
2. Reduce the opacity if you still want to see what's going on on your screen. I have reduced the opacity of image 2 to 40%.
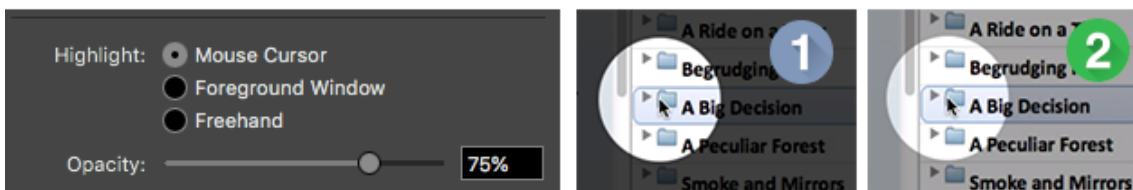

There are two Blur options.

1. The slider will blur whatever is inside your cursor circle.
2. The Blur Background button will blur the background of your whole screen.

1. **Zoom Up** will simply zoom in on your cursor circle as it is.
2. If you want to enlarge the actual cursor circle you have to add a border to it by sliding the Border Slider to the right.
3. You can then go back to **Zoom Up** and zoom in on the enlarged curser circle.
4. **Outline** adds an outline to your cursor circle. You can change it's color by clicking on the color well. (The blue box)
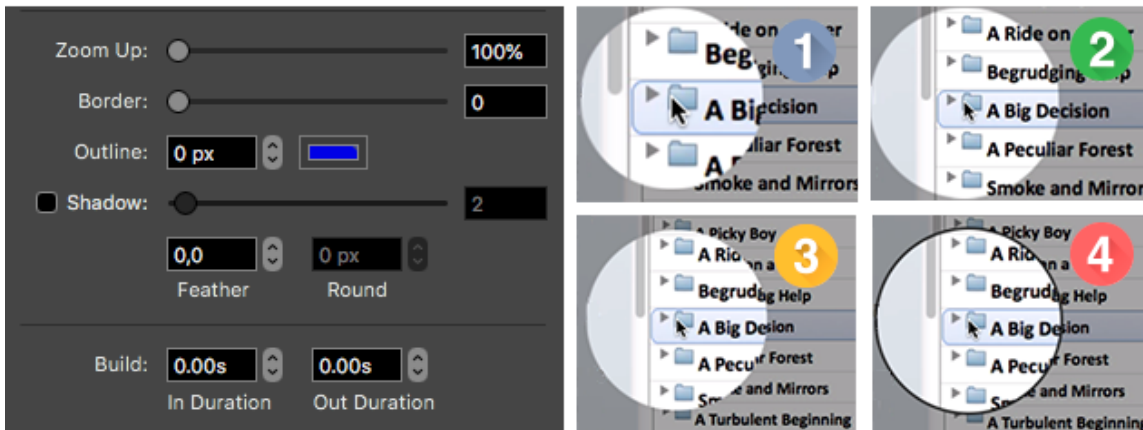

Build the action in and out using the build settings so that it does not jump on and off the screen.
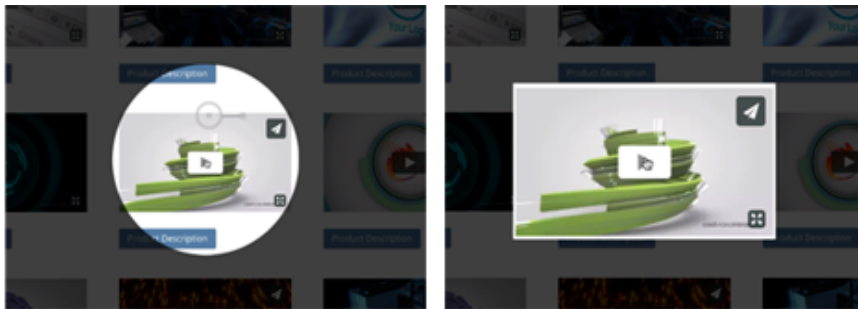
Foreground Window Callout
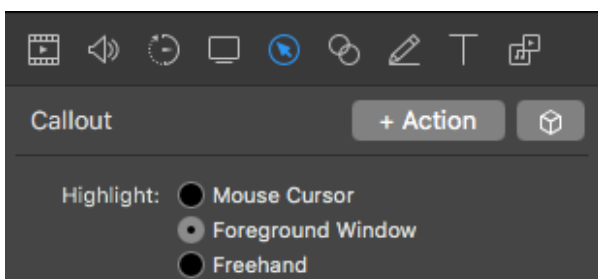
If you want to highlight a foreground window in your screencast, choosing the **Foreground Window** highlight will automatically snap to the parameters of your foreground window. You can then adjust the zoom slider, the background opacity settings etc. as you can with a Mouse Cursor callout.
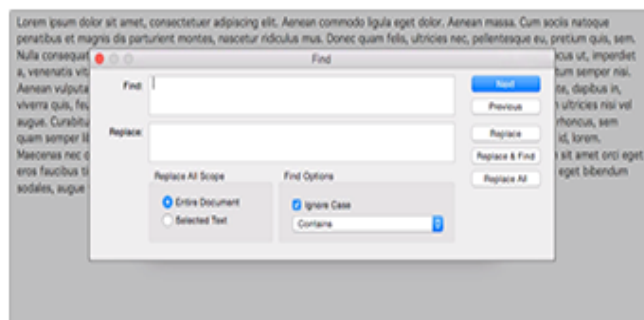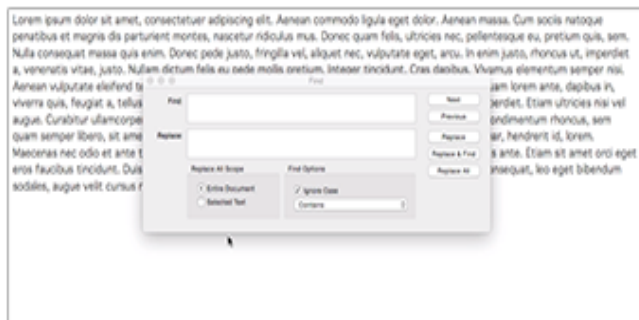
Freehand Callout

In some instances a Mouse Cursor Callout is not the best solution because it is round and it follows your mouse movements on the screen. Freehand Callouts do not follow your mouse and you can choose round, square or a freehand drawing. In this example I want the video to zoom in and play without my cursor showing.

Select the clip in your timeline that you want to add a Freehand Callout to. In this example I have selected an image which has text above it in the hirarchy. Add an action in the **Callouts** Tab and choose **Freehand**. A popup menu will appear beside the Properties Window:
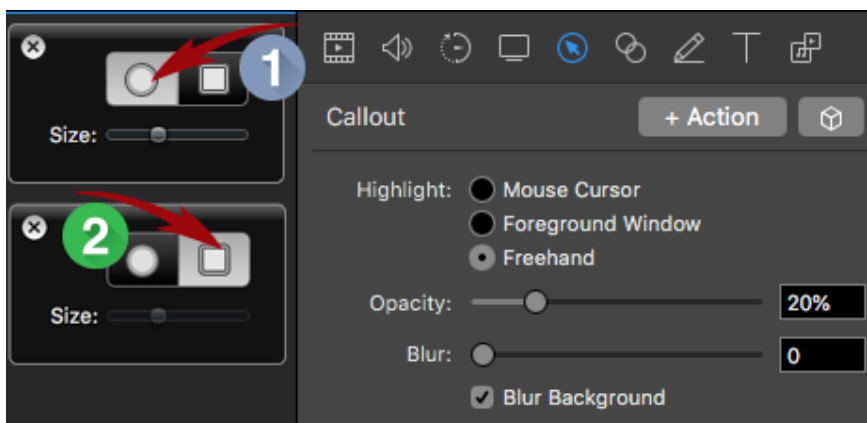
1. Choose the freehand cursor if you want to block out a section of your image or draw a shape over it. You can adjust your cursor size using the slider below.

2. Select the square if you want to add an action to part of an image or screencast. This is what you use to create the zoom effect in the video example I showcased above, to block out sensitive data like passwords while screencasting a lesson and to blur the media below your text to make the text stand out.
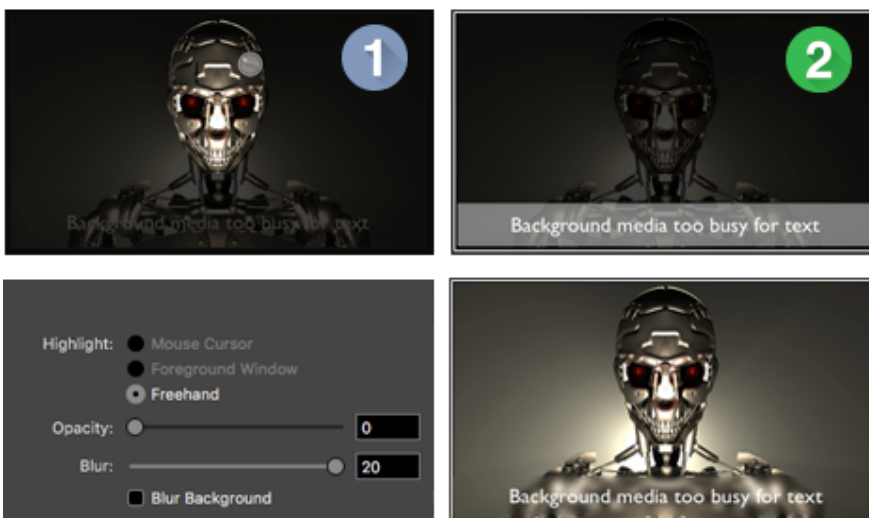
   Send the opacity of the rest of the media down to zero and adjust the blur or the callout section to suit your needs.

Touch Callouts ~ to show what finger movements you used when recording on an iOS device.
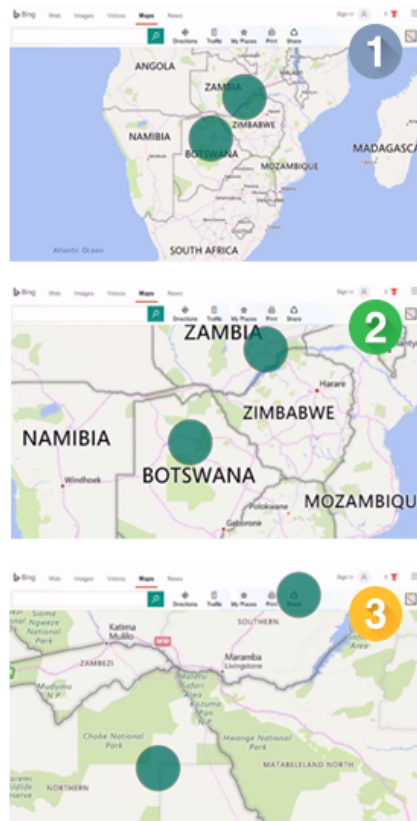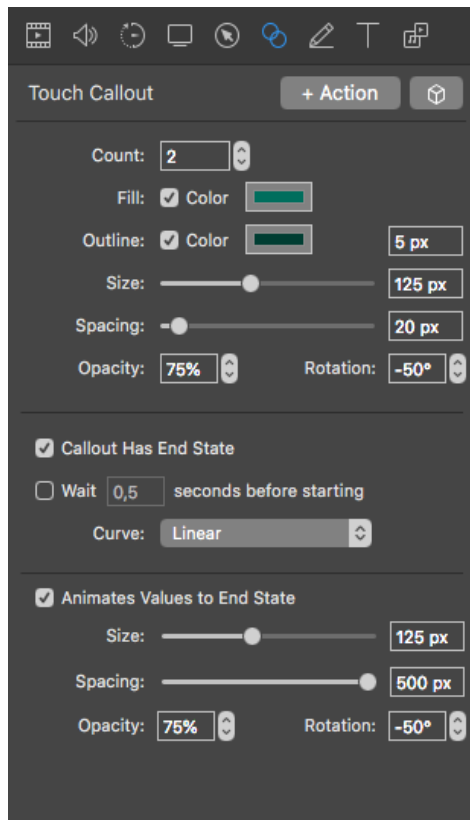

Although Screenflow can track wherever you clicked with your mouse in a screencast on a computer, it cannot track where you touched on an iOS device so you have to add visual clues manually.

Touch callouts mimic finger gestures like press, pinch or swipe.

Just like any action or callout, you select the media in the timeline. Line your scrubber up to the exact point you want the action to start and add an action in the **Touch Callout** tab. Set your preferences for size, color etc. Set an end state and your callout will animate your finger movements. In this example I am zooming in.

Adding **Annotations**

No need to select anything in the timeline. Just place your scrubber where you want to add an Annotation and hit the + button in the **Annotations** tab. Choose an annotation.
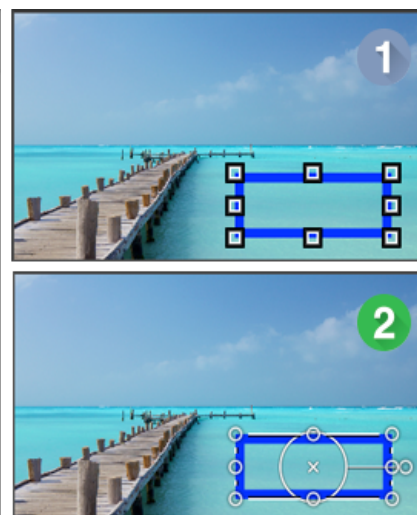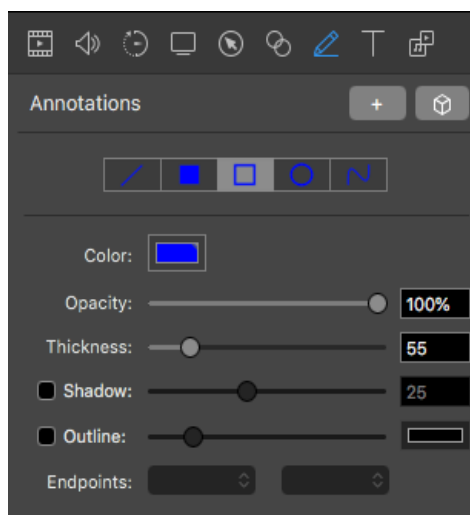

1. Draw your annotation on your canvas and adjust it's color, opacity, thickness etc. while you are still in settings mode.
2. To move your annotation around the screen or add actions to it, select it in your timeline. If you need to go back to editing its settings, double click on it on the canvas to take you back to settings mode.
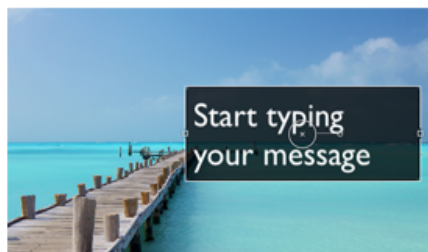
Adding Text

No need to select anything in the timeline. Just place your scrubber where you want to add your text and hit the + button in the Text tab.
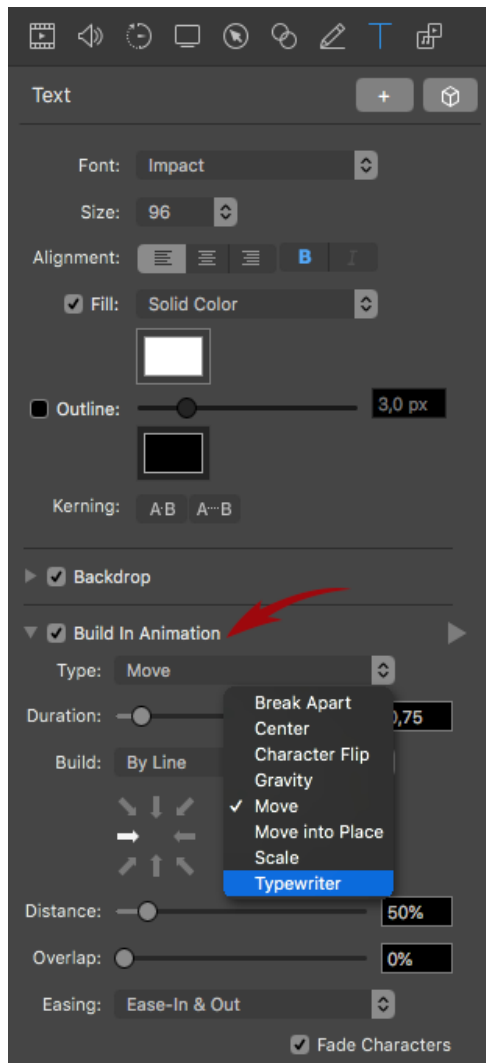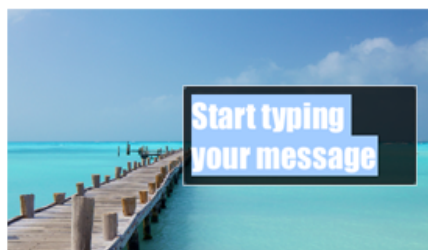

A text box will appear in your canvas area with the place holder text already highlighted

Start typing in your own text. Don't worry if it runs off the canvas.

Select the text clip in your timeline to bring up the resize handles and resize your text box.

Click back inside the text box on your canvas to go back into settings mode. Select the text. Choose a different font, font size alignment etc. Toggle the Fill button on or off to control the text background. You can even fill it with an image if you want. Give your text an outline and adjust the kerning. (Kerning is the space between characters)

In Screenflow 8 and above you can add Animations to your text by placing a check inside the Build in Animation box. Open the Type dropdown menu to see a list of available animations.

By now you should be well on your way to producing great videos, this quick user guide just scratches the surface of all the amazing editing tricks you can learn to use in Screenflow. If you want to learn more and see everything demonstrated in a series of videos I have a full Screenflow course:

Learn Screenflow for Mac

For only US$39 you get a comprehensive course that covers how to:

- How to record a screencast from your computer, your smartphone or tablet.
- Apply transitions and video actions to it.
- Add callouts to focus attention to specific elements on your screen.
- Add text and annotations like arrows or boxes.
- Add video motion effects to your elements. (New from Screenflow 6 onwards)
- Add touch callouts to show finger movements on a device.
- Create style presets for actions that you want to repeat frequently. (New from Screenflow 8 onwards)
- Create your own templates with your media preloaded. (New from Screenflow 8 onwards)
- And add closed captions.
- As well as your export and publish options.

If you enroll now you get FREE added design and communication modules:

- Bonus 1 - How to find a suitable topic to teach
- Bonus 2 - Design and communication
- Bonus 3 - Outlining and scripting a course
- Bonus 4 - Making a persuasive promotional video so that you can sell your own courses.

Click here to preview course