Project Title: Using Cameo in PowerPoint

Target Audience: Individuals presenting remotely

Learning Objectives:

After completing this training, the learner will be able to

- Explain what cameo is and the benefits it offers.
- Implement the process to add cameo to PowerPoint and use it when presenting.

Video Length: approximately five minutes

Global Instructions:

- Upbeat piano track serves as the background music throughout
- Anything in brackets are notes for the developer
- Will need to create a PowerPoint presentation with a few slides so you can use this in the training (the topic and content shown in the PowerPoint can be anything professional – the PowerPoint is only meant to be used for demonstrative purposes in the training)

Scene: Video Opening (1.1)	
Voiceover: n/a (background music is at a level the voiceover will be on next screen	Visuals: Dynamic background, rectangle from left to center screen with video title (vertical alignment: centered)
On-screen Text: Using Cameo in PowerPoint [appears within rectangle]	Animation: Rectangle with on-screen text fades in about two seconds into video and then fades out as screen transitions to Introduction.

Scene: Introduction / Screen Share Function in Zoom (1.2)	
Note: Background music should be lowered to about 20% (adjust accordingly so that the voiceover is primary and background music is more subtle and soft). Voiceover: [1] Have you ever felt limited by presenting remotely? Have you felt disconnected from your audience? When using the	Visuals: [1] Video of individual at their desk presenting (speaking / gesturing) remotely; [2] Screen capture video of what audience sees when someone is presenting in Zoom (with the presenter's video feed in the upper right corner) – slide one of the PowerPoint presentation; [4] Within the screen capture video, the PowerPoint presentation moves to slide two

screen share function [2] in "Zoom", the video feed of the presenter typically [3] becomes a small rectangle separate from the presentation. This can be challenging when you want [4]to control how and when your audience members see you as you present.	
On-screen Text: n/a	Animation: [2] fade transition and at the same time pan in on upper right corner of screen where presenter is seen in Zoom; [3] slow pan out to reveal the full Zoom presenting screen on slide one

Scene: Cameo Can Help (1.3)	
Voiceover: [1] Cameo can solve this issue. [2] In this training video on how to present with cameo in PowerPoint, [3] you will learn what cameo is, the benefits it offers, the steps to add it to your PowerPoint, and how to use it when presenting.	Visuals: Animated video with background color matching one of the colors in the dynamic background of opening. Letters are animated as they enter the screen, giving the illusion of being written in time with the voiceover. Font in uppercase is used. [1] Appears large and centered on the screen [2/3] New screen, header appears smaller at the top and bullet points are in larger font below
On-screen Text: [1] CAMEO CAN HELP; [2] [Header] IN THIS VIDEO… [3] [Bullet Points] LEARN ABOUT CAMEO AND THE BENEFITS; LEARN HOW TO ADD CAMEO AND PRESENT WITH IT IN POWERPOINT	Animation: slide transition fades to next video

Scene: What is Cameo (1.4)	
Voiceover: [1] So, what is cameo? Basically, cameo allows you to insert your [2] live camera feed directly into a PowerPoint slide. You also have the [3] option to enhance and customize your camera feed [4] by applying specific styles and effects. Cameo allows you to appear directly within your presentation when screen sharing which offers a few benefits.	Visuals: [1] Screen capture video of what audience sees when someone is presenting in PowerPoint using cameo (with the presenter's video feed in a circle with border, placed prominently/appropriately on the slide) – slide one of the PowerPoint presentation; [4] Within the screen capture video, the PowerPoint presentation moves to slide two (and the cameo video feed border is a different color)

On-screen Text: n/a	Animation: [2] spotlight on cameo camera feed; [3] spotlight ends

Scene: Cameo Benefits (1.5)	
Voiceover: [1/2] It can create a more professional and polished look for your presentation, it can create a more immersive experience, and it can enhance your connection with your audience and keep them engaged throughout your presentation. [3] An additional benefit of cameo is that you can [4] choose where and when to appear in your presentation. This allows you to further customize your presentation and control how often you appear onscreen. [5] Now let's go over how you can add cameo to your PowerPoint. Cameo is currently only available in the PowerPoint desktop app, so you will need to ensure that you are not accessing PowerPoint from the web [6] when using this feature.	Visuals: Animated video in same style as scene 1.3. [1] header appears smaller at the top [2] bullet points are in larger font below (use custom look for bullet points, like arrows or similar); they appear timed with the VO [3] New screen but same style - header appears smaller at the top [4] bullet point is in larger font below (use same custom bullet point as prior screen) [5] New screen, illustrated image of computer screen with three app icons (PowerPoint, and two different internet browsers such as Chrome or Firefox), next to the PowerPoint app icon is a green checkmark icon, while next to the internet browser icons is a red X icon for each. On screen visuals and text appear timed with VO. [6] New screen, ppears large and centered on the screen
On-screen Text: [1] [Header] BENEFITS [2] [Bullet Points] PROFESSIONAL AND POLISHED LOOK; IMMERSIVE EXPERIENCE; ENHANCE CONNECTION; KEEP ENGAGED; [3] ADDITIONAL BENEFIT; [4] CHOOSE WHERE AND WHEN TO APPEAR (OFFERS CUSTOMIZATION AND CONTROL); [5] ACCESS FROM POWERPOINT APP; [6] LET'S GET STARTED	Animation: n/a

Inserting Cameo Into PowerPoint (1.6)	
Voiceover: [1] First, open your PowerPoint presentation and navigate to the first slide that you want to use cameo on. Next go to the Ribbon and select "Insert", then "Cameo". This will insert a placeholder on your slide for your live camera feed. Initially, the camera feed preview is set to off, but you can turn it on by [2] clicking the video icon within the placeholder.	Visuals: [1] Screen capture of PowerPoint presentation, begin on Home menu with view of slide thumbnails on the left. Bring up slide one. Screen capture should follow the steps in the voiceover for inserting cameo and demonstrating the different features. [2] Hand pointer for clicking on video feed.

When you insert cameo, the Camera Format menu [3] will automatically come up. This menu gives you options to customize the appearance of your video feed. If you click away from the placeholder, the Camera Format menu will disappear. [2] Simply double click the placeholder again to bring that menu back on your screen. Let's explore some customization options now.

First, if you would like your camera feed to appear as a mirror image, just select "rotate" and "flip horizontal". You can choose your camera style which includes a variety of shapes, borders, and effects such as soft edges. There are some preset options that you can select from, or you can choose to customize further by going into each submenu.

For the purposes of this training, I will be choosing a circle with a border, and I'm going to customize the weight of the border and select a color from my presentation theme. You can also increase or decrease the size of your cameo placeholder by dragging the corners in or out, or using the size options from the menu. The crop feature allows you to control what your audience will see. You can crop your video feed to focus in more on you and capture less of your background.

The other options on the Camera Format menu allow you to arrange your cameo on your slide by bringing it forward or backward, changing the alignment, and adjusting rotation. And you can always move your cameo placeholder to the position you would like by dragging and dropping. The cameo placeholder behaves like an object so you can edit it accordingly. This means that you can also use advanced features like animations or transitions.

If you would like to insert cameo on another slide [4] you can repeat this process and customize for each slide. Alternately, if you would like to use a similar style cameo throughout your presentation you

[3] Camera Format menu is highlighted across the whole width of the screen (disappears, then reappears timed with VO).

[4] Bring up slide two in the PowerPoint presentation

[5] On slide two, paste the cameo and change the position and border color

can copy and [5] paste the cameo placeholder onto another slide and make minor adjustments from there.	
On-screen Text: n/a	Animation: Rectangle around each part of the menu being discussed, timed with VO (listed here in the order they happen: Insert, Cameo, Camera Format, Rotate, Flip Horizontal, preset options for camera styles, submenus (e.g. Camera Shape, Camera Effects), the preset option of circle with border, Camera Border, Crop, entire Arrange section, Animations, Transitions, [4] Insert, Cameo). Slide transition fades to next video

Scene: Present in Zoom (1.6)	
Voiceover: [1] When you are ready to present in "Zoom", ensure that your video is off within "Zoom". [2] Then share your screen and start your PowerPoint slideshow. During the presentation, [3] you can control your live video feed by selecting the video icon in PowerPoint to turn it on or off at any point. This will have the effect of either adding or removing the cameo from your screen. [4] Now you're ready to win your audience over and keep them engaged through your use of cameo. [5]	Visuals: [1] Screen capture video of presenting in Zoom with video feed off. Screen capture video of Zoom using screen share feature for the PowerPoint Presentation as if you are going to present. [3] Demonstrate turning the cameo live video feed on and off. [4] Animated video in same style as scene 1.3. On-screen text appears large and centered on the screen
On-screen Text: [4] YOU'RE READY TO USE CAMEO	Animation: Rectangle around each part of the Zoom menu being discussed, timed with VO (i.e. Video off, Screen Share) [5] Fade to black. Background music continues for a few additional sections but decreases in volume, fading away.