

Content Developer's Resource

If you've been tasked with creating content and you will be delivering that content via Brainshark, then this document is for you. This document will outline all that you should think about BEFORE uploading your content to Brainshark. If you've never used Brainshark before, you will soon realize that it is a great tool for delivering and tracking the effectiveness of content, but that much of the success of your content will directly correlate to what you do outside of Brainshark.

Start with a PowerPoint

Much of your content will be developed using Microsoft PowerPoint; however, other types of media such as interactive questions, videos, and documents can be incorporated into your presentation, course, or marketing campaign.

We recommend that you develop your content according to [Best Practices for Brainshark Authors](#)

Below you will find answers to some of the FAQ regarding PowerPoint content development for Brainshark.

Q: *What is the maximum file size that I can use?*

A: A 100mb size limit applies to all files being uploaded to Brainshark. For larger files, you can split it into two (or more) smaller files and then merge them back together once they are in Brainshark. For example, if your PowerPoint file is larger than 100mb, and you have split it up into multiple files, upload the first part and then add the other parts slides to that presentation using the Add Slides, Add PowerPoint slides option. You can also merge content from other presentations into your presentations. See [this document](#) for more information about Merge Content.

Q: *Can I embed web and document links into my PowerPoint file?*

A: Sure! You can [add web links](#) to your PowerPoint slides and they will be 'live' once the presentation is in Brainshark. Alternatively, you can bring these links into Brainshark as [Attachments](#) or as [Slides](#) within the presentation.

Q: *Can I use animations in my PowerPoint file?*

A: Yes, and we encourage you to do so. Please reference the [Animations Supported](#) document for details.

Q: *Does Brainshark support animated .gifs?*

A: No, animated .gifs will appear static in the Brainshark viewer.

Q: *Can I use special fonts?*

A: Brainshark supports any Microsoft Windows system true type fonts. If you would like to use a special font, you may forward the font files to our Technical Support Team via support@brainshark.com. Testing new fonts may take up to five (5) business days. You may also want to consider converting text to images when using special fonts.

Q: *What should I put on my master slides?*

A: We recommend that your master slides do not include page numbers, as slides will be numbered in the table of contents in the Brainshark presentation. Slides should always be in the landscape orientation.

Audio Recording and Scripting

Audio for your presentation can be recorded via the telephone, by using text-to-speech, or in a studio. Regardless of how audio will be brought into your presentation, it is important that each speaker has specifically scripted slide notes. The slide notes from the notes area in PowerPoint will be brought right into Brainshark for display during the telephone recording process.

If you will be using multiple voices on your presentation, be sure to upload the slides for each speaker separately to Brainshark. The speakers will record audio on their own slides and then the Brainshark author will merge the presentations together and reorder the slides as appropriate. See the [Merge Content](#) document for instructions.

If you are using studio recorded audio or any other type of embedded audio file (music, pre-recorded sound clips, etc.), you will want to embed the .wav files into your PowerPoint slides; whereas, .mp3 audio files can be uploaded directly to Brainshark on the Manage Slides page. Please note that each slide will need a separate audio file, as this is what governs the slide transitions in Brainshark. Be sure that the .wav sound files are embedded into your slides rather than linked. [Click here](#) for more information.

Attachments

Attachments can be used to enhance the core content of your presentation. An attachment can be in any format and is considered as supporting material or documentation that will live in Brainshark with your presentation. Some popular attachment types include web links, Word documents, and .PDF Brochures. There are multiple ways to display attached material.

The Attachments Tab: Attachments can be housed on the Attachments Tab which is located next to the table of contents in the Brainshark viewer. This is the least “in-your-face” way of showing the material, as the viewer of the presentation will have to click on the Attachments Tab to see anything that is there. It is always a good idea to build a line into your script to tell viewers to visit the Attachments Tab. One attachment from the Attachments Tab may be set to launch when the presentation is closed, meaning that it will open automatically whenever the viewer completes that view of the presentation by closing out of the browser window.

On a Slide: Attachments can be linked to a specific slide in the presentation. The link to the attachment will be shown on the left-hand side under the Table of Contents. It is a good idea to build a reference to the attachment into the script for that slide. Attachments that are referenced on a specific slide can be set to auto-launch either before the audio for the slide starts or after it ends. The Brainshark author may also elect to pause the presentation in this situation to give the viewer a chance to read, or take action on, the attachment.

As a Slide: You can have your attachment show as a slide within your presentation. Please note that it is not an image of the document, but the actual document. Use this option when you want to add audio to the slide to explain the attachment.

For more information on attachments, please [click here](#).

Interactive Questions

You may want to include interactive questions in your Brainshark presentation. Questions can be developed in the form of an examination, poll, or survey. If you are not creating the questions in Brainshark yourself, then the best strategy for developing the questions is in a word document which you can give to the Author. Indicate on each question its position in the presentation (e.g., insert after slide 5). This will give the Author grammar and spell-checked questions that are easily positioned at the appropriate place in the Brainshark presentation. The results of questions answered can be seen in Brainshark Reporting.

Examination Questions: This question type should be used for testing/training questions that have a definitive correct answer. They are available in multiple choice and true/false formats. When preparing these questions, indicate:

- The question
- The answer choices
- The correct answer
- The number of attempts the viewer should have to answer the question
- The number of points the question is worth. Use 0 for a practice question
- Feedback to display to the viewer upon answering: ex. “Correct”, “Incorrect”, or “Try again” if applicable

Polling Questions: This question type should be used for gathering information and opinion and when you want to show the results of information gathered to other viewers. Polling questions are available in multiple choice and true/false formats. When preparing these questions, indicate:

- The question
- The answer choices
- The number of attempts the viewer should have to answer

Survey Questions: This type of question is used for gathering information. Survey questions are available in multiple choice, true/false, essay, ranking, and rating formats. When preparing these questions, indicate:

- The question
- The answer choices (except for on essay questions)
- The number of attempts the viewer should have to answer

Branching: Branching can be used with any question type to bring the viewer to another place based on the answer to the question. You can branch to another slide in the presentation, to another presentation, or to a web link. Once the viewer is branched outside of the current Brainshark presentation, they cannot return without clicking the presentation link to re-launch it. When branching is desired, indicate where to branch and at which answer(s).

For more information on question slides, [click here](#).

Incorporating Videos

You may wish to incorporate videos into your Brainshark presentation. Videos may also include screen captures done in programs such as Camtasia or Captivate. Brainshark recommends you use the .flv and .swf file extensions. Each uploaded video has a size limit of 100mg. [Click here](#) for more information on using videos with Brainshark.

Incorporating Websites and Web Media

Websites may be used as attachments as described in the attachments section. You may also wish to create slides in your Brainshark presentation which take the viewer to the designated website. These can be used for any existing videos hosted on other sites, for a call to action (such as a signup form on a website), or for a hands-on training experience on a web-based application. Consider using these types of slides any time that you want an audio track to accompany the display of a webpage.

Please view our [Best Practices Tutorial](#) for more information on creating fantastic web-based presentations. If you have any questions, please contact your Customer Success Consultant or Brainshark Technical Support via support@brainshark.com.