The 5 Tools I Use to Create All My Videos

1. Microsoft Paint

Every illustration I use in my videos is created first in Microsoft Paint, a drawing application that came pre-installed on my PC.
How to Work with Paint in Windows 7 & Windows 8
Mac Alternatives to Microsoft Paint

2. PowerPoint

I create all the titles and animated sequences for the videos in Microsoft PowerPoint. The only time my videos are not showing a PowerPoint slides is when I'm actually demonstrating how to use a piece of technology. Why don't the videos *look* like PowerPoint? Because I don't use templates – I just start with blank slides. If PowerPoint is not your thing, you can use any kind of presentation software – anything that will allow you to organize a set of slides or visuals to illustrate your content.
Free Alternatives to PowerPoint

3. Microsoft Word

Before I start filming, I write a script in Microsoft Word by creating a simple 2-column chart. The left column contains the slide number, and the right column contains the script for what I'll say during that slide. Although this can be done manually, I can automatically generate this document right from PowerPoint, which also includes thumbnails of every slide: I just type my script into the "notes" panel for each slide (below the area where you edit your slides), then print out the slides and the notes as a handout.
Free Alternatives to Microsoft Word
How to Print PowerPoint Handouts with Notes (video)

CULT OF PEDAGOGY

4. Camtasia Studio

Here's where the actual recording takes place: On my laptop, I run through my PowerPoint in "slideshow" mode, just like I would if I were giving a presentation, and I verbally give my presentation as I go. But before I start the presentation, to capture it all on video, I turn on a screencasting software called Camtasia Studio. Screencasting is simply the act of capturing everything that happens on your screen; any time you've watched a video tutorial where someone shows you how to do anything on a computer (like the video I linked to on how to create handouts in #3), they are using screencasting to record that activity. Camtasia Studio is arguably the best screencasting software available, but it comes with a pretty high price tag. If you're not able to get a discount or the price is too steep, here's a list of free alternatives that can get you started:

Top 10 Free Camtasia Studio Alternatives

5. Samson Go Mic

To record my voice as I give the presentation, I use a Samson Go Mic microphone, which plugs directly into my laptop's USB port. It cost me around $30, which was a great investment considering the quality of sound I got as compared to my laptop's internal mic (blegh!). If you'd like to explore microphones, I've put together this list of other good microphones for video recording.