



Minnesota eLearning Summit

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2015

Jul 29th, 3:00 PM - 4:00 PM

Unpacking Captioning for Accessibility

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Pete McCauley, "Unpacking Captioning for Accessibility" (July 29, 2015). *Minnesota eLearning Summit*. Paper 26.
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Unpacking Video Captioning

for Accessibility (and more...)

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MN elearning Summit 2015

Outline:

- 1. Start YouTube Sync!**
- 2. Background – ADA compliance**
 - a. It's the law!
 - b. Best Practices
- 3. How do you caption video?**
 - a. Transcribing video
 - b. Captioning video (publishing video with captions)
 - c. Services
- 4. Close – questions?**

ADA Compliance:

From the National Association for the Deaf website (www.nad.org):

“The ADA requires public colleges and universities to provide qualified interpreters, real-time captioning (also called CART), assistive listening devices, and **other auxiliary aids and services**, to ensure effective communication with deaf and hard of hearing individuals. In addition, a college may have to modify its procedures to assure that a deaf or hard of hearing student is able to participate equally and effectively in college programs.”

<http://nad.org/issues/education/higher-education/state-and-local-colleges-and-universities>

ADA Compliance:

The Department of Justice regulation defines the term “auxiliary aids and services” comprehensively:

“[q]ualified interpreters, notetakers, computer-aided transcription services, written materials, telephone handset amplifiers, assistive listening devices, assistive listening systems, telephones compatible with hearing aids, closed caption decoders, ***open and closed captioning***, telecommunication devices for deaf persons [TTYs], videotext displays, or other effective methods of making aurally delivered materials available to individuals with hearing impairments.”

28 C.F.R. § 35.104.

ADA Compliance:

ADA Best Practices for Caption Timing and Positioning:

- Each caption frame should hold 1 to 3 lines of text onscreen at a time, viewable for a duration of 3 to 7 seconds.
- Each line should not exceed 32 characters.
- Each caption frame should be replaced by another caption.
- All caption frames should be precisely time-synched to the audio.
- A caption frame should be repositioned if it obscures onscreen text or other essential visual elements.

ADA Best Practices for Caption Style and Formatting:

- Spelling should be at least 99% accurate.
- When multiple speakers are present, it is helpful to identify who is speaking, especially when the video does not make this clear.
- Both upper and lowercase letters should be used.
- The font should be a non-serif, such as Helvetica medium.
- Non-speech sounds like [MUSIC] or [LAUGHTER] should be added in square brackets.
- Punctuation should be used for maximum clarity in the text, not necessarily for textbook style.
- Captions should preserve and identify slang or accents.

How to Caption Video:

Step one: Transcriptions!

- a. Interview Transcripts
- b. Narration scripts
- c. Services:
 - i. www.productiontranscripts.com
 - ii. www.automaticsync.com
 - iii. others?

How to Caption Video:

Step two: Synchronizing!

- a. DIY: YouTube **automatic synchronization!** (*demo*)
- b. Creating caption files from transcript files
 - i. SRRT, VTT, SMIL, SCC, etc.
 1. “Sidecar” files
 - ii. Adding them to YouTube / Vimeo / Moodle
 - iii. “Closed” vs. “Open” captioning
- c. Software:
 - i. Quicktime Pro, Adobe Premiere, Camtasia, etc

How to Caption Video:

\$ervices!

1. Disability Resource Center
 - a. [Interpreting and Captioning Unit](#)
2. Automatic Sync Technologies
 - a. www.automaticsync.com
3. 3PlayMedia
 - a. www.3playmedia.com
4. Amara
 - a. www.amara.org
5. Others?

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Unpacking Video Captioning for Accessibility

<http://z.umn.edu/unpackcaptions>

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