Unpacking Captioning for Accessibility

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Unpacking Video Captioning
for Accessibility (and more…)

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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.

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

http://www.3playmedia.com/2013/09/27/the-ada-online-video-captioning-standards/
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:

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?
Unpacking Video Captioning for Accessibility

http://z.umn.edu/unpackcaptions

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