Accessible Media

For more information and links to resources, please visit <https://www.amherst.edu/go/ThinkAccessible>

# Why Caption?

Captioning of video or audio material is required for making content accessible to people who are deaf or hard of hearing. Additionally, captions are useful to a wide variety of viewers such as speakers of other languages, individuals with learning differences, and people viewing in noisy environments.

# Captioning Standards

Adding captions to a video begins with creating a written transcript of what is being said in the video, and the text should incorporate these important standards:

* The meaning and intention of the material should be completely preserved (this ensures equal access).
* Spelling and capitalizations should be accurate, and the transcript should be as close to verbatim as possible.
* Use punctuation to enhance clarity. For example, if someone is shouting, write "Hi!"
* If there are multiple speakers present, identify who is speaking. Example: INTERVIEWER: Do you like cheese? SUBJECT: Yes!
* It's essential to capture relevant non-speech sounds. Non-speech sounds are typically denoted with square brackets, for example [CAT MEOWING] or [ROCK MUSIC].

# Captioning Methods

## Option 1: Outsource

* Companies include 3Play Media and Rev.com
* Cost is anywhere from $1 - $4 minute depending on company and turnaround time.

## Option 2: Type a Transcript and Sync with YouTube

* YouTube allows you to type up a transcript as you watch the video and will conveniently pause the video as you type.
	+ Not using YouTube? Try [oTranscribe](http://otranscribe.com/) which has a similar feature set.
* You can then use YouTube to set caption timings from the transcript (even if the video is not going to live on YouTube).

## Option 3: Clean up the YouTube Automatic Captions

* If you upload your video to YouTube and set a language, within a day it should have automatic captions added.
* These auto-generated captions require editing for accuracy, and to incorporate the important standards listed above.

# General Tips

* When you have successfully added and published a caption file with any of the methods above, be sure to [unpublish the automatic captions](http://www.3playmedia.com/2014/07/22/remove-automatic-captions-youtube-videos/) from YouTube!
* If you do not want your video to live on YouTube, we still recommend using it as a tool to create and/or sync your captions. Once this is done, you can [download a caption file from YouTube](http://titaniumhelp.fullerton.edu/m/FAQ/l/498105-how-do-i-export-the-youtube-auto-generated-captions) (that will now include timings!) to use elsewhere.
* For help or questions [submit an AskIT ticket](https://askit.amherst.edu/), thanks!

# Audio Descriptions

* This is an emerging accessibility feature.
* Think about what information someone might miss if they couldn’t see your video (i.e., could only hear the audio).

# Image Descriptions

* Images should have descriptions, whether they are on a webpage or in a PDF.
* Sometimes called alt-text or alt-tags, an image description a hidden text element that is visible to screen readers and will read the description you enter.
* Use these descriptions the answer the question: What important information would I miss if I couldn’t see this image?
* Best practices:
	+ Consider context and audience: how much do you need to explain and at what level?
	+ Be concise, and include color only when significant.
	+ Be objective. Don’t interpret or analyze.
	+ Start with general information and progress to specific.
	+ Use active verbs and present tense.