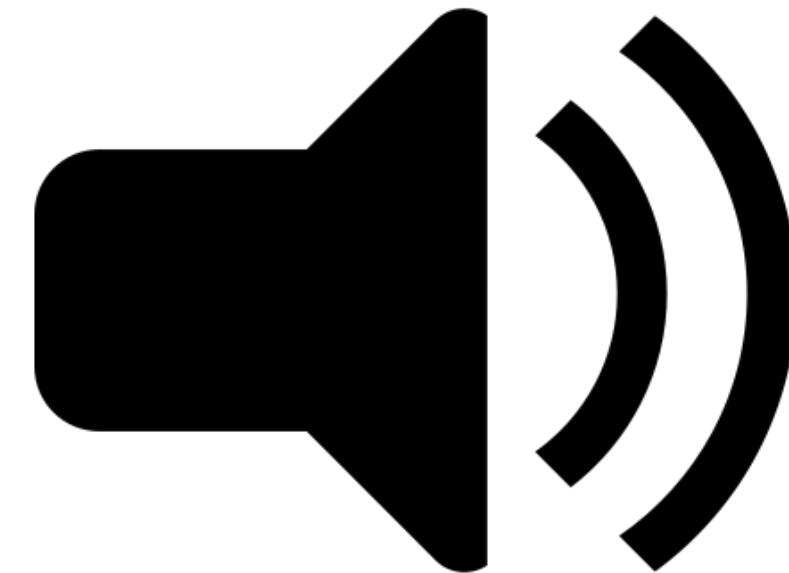# Accessible Multimedia:

captions & transcripts
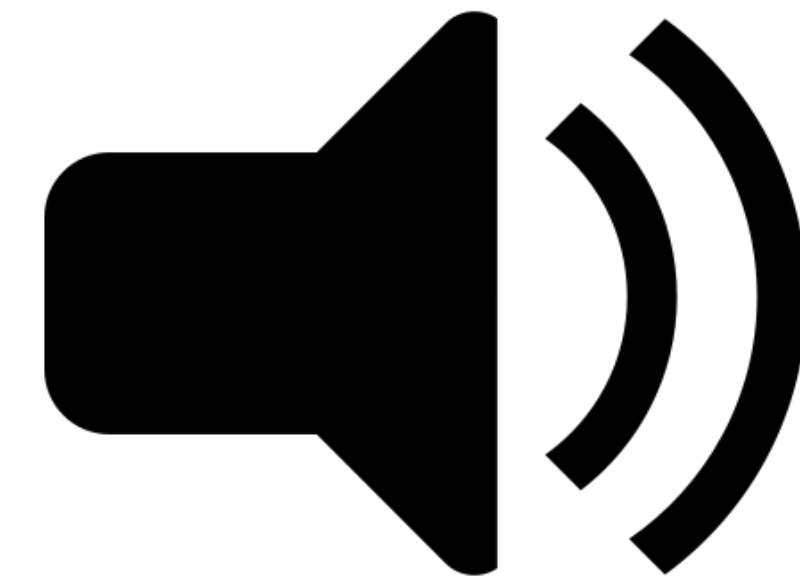
Audrey Homan
audrey.homan@uvm.edu

Multimedia =
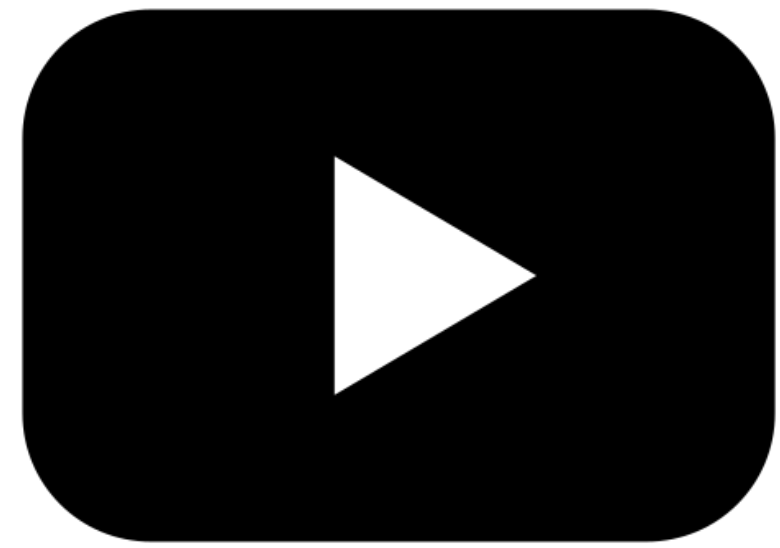
video & audio

Contents:

67%

of accessibility failures come down to design choices.

Reference

"Does my multimedia need to be accessible?"

YES.

We're creating multimedia for:

- **people with permanent disabilities**
- **temporary disabilities, and**
- **situational disabilities**

} **What does that actually mean?**

With multimedia, accessibility has two parts:

AUTOMATED	MANUAL
• Generating captions or transcripts	• Ensuring your captions and transcripts are useable.

Who sets standards for accessible multimedia?

They're baaaaaaaack:

it's the WCAG.

Skip to Content | Change Text Size or Colors | **This page in: English** ▪ Español ▪ Français | All Translations 🔍 | Hide Options —

W3C® Web Accessibility Initiative WAI — *Strategies, standards, resources to make the Web accessible to people with disabilities*

Get Involved | About W3C WAI | Search 🔍

Accessibility Fundamentals | Planning & Policies | Design & Develop | Test & Evaluate | Teach & Advocate | Standards/Guidelines

Home / **Standards/Guidelines** / Web Content – WCAG 2

Standards/ Guidelines

Web Content – WCAG 2

How to Meet WCAG 2 (Quick Reference)

At a Glance

The Documents

Applying to Non-Web ICT

New in 2.2 Draft

New in 2.1

WCAG 2 Overview

Summary

This page introduces the Web Content Accessibility Guidelines (WCAG) international standard, including WCAG 2.0, WCAG 2.1, and WCAG 2.2. WCAG documents explain how to make web content more accessible to people with disabilities.

A different page introduces WCAG 3.

WCAG is not an introduction to accessibility. For introductions, see Accessibility Fundamentals Overview.

Quick links to resources:

- How to Meet WCAG 2 (Quick Reference)
- WCAG 2.2 Draft, **What's New in WCAG 2.2 Draft** with status and timeline
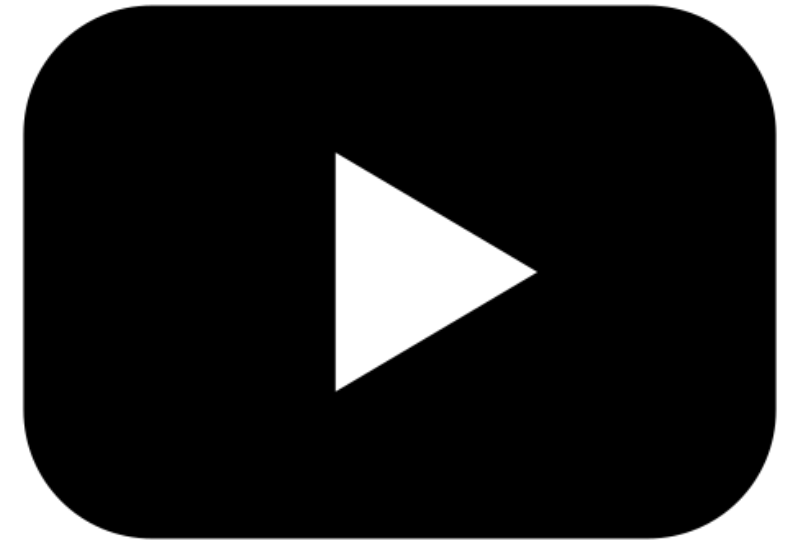- WCAG 2.1 Standard

WCAG 2.1 Guidelines

- A-level: *basic* ACCESS

- AA-level: *reasonable* USEABILITY

- AAA-level: *gold-standard* HOLY CROW THAT'S INCLUSIVE
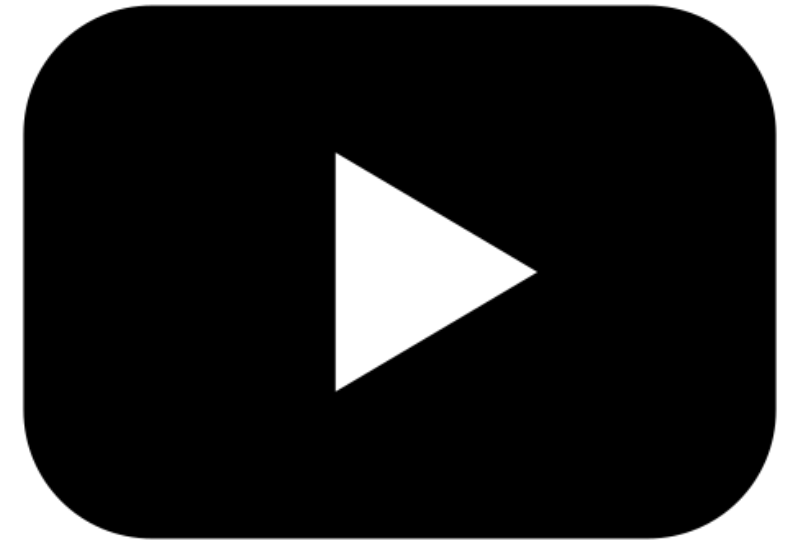
For videos with audio:

- A-level: *automated captions*

- AA-level: *edited captions*

- AAA-level: *edited captions + audio description and/or ASL interpretation*

THE UNIVERSITY OF VERMONT
CENTER ON DISABILITY & COMMUNITY INCLUSION

For videos without audio:

- A- & AA-level: *audio description*

- AAA-level: *audio description and a descriptive transcript*
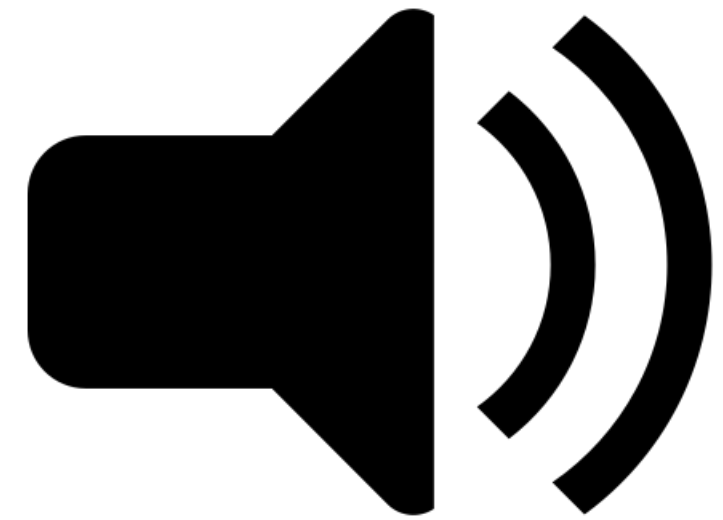
For audio:

- A-level: *automated transcript*

- AA-level: *edited transcript*

- AAA-level: *edited transcript*

But wait, there's more:

WCAG 1.1.1: Non-text content (A)

→

"Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language."
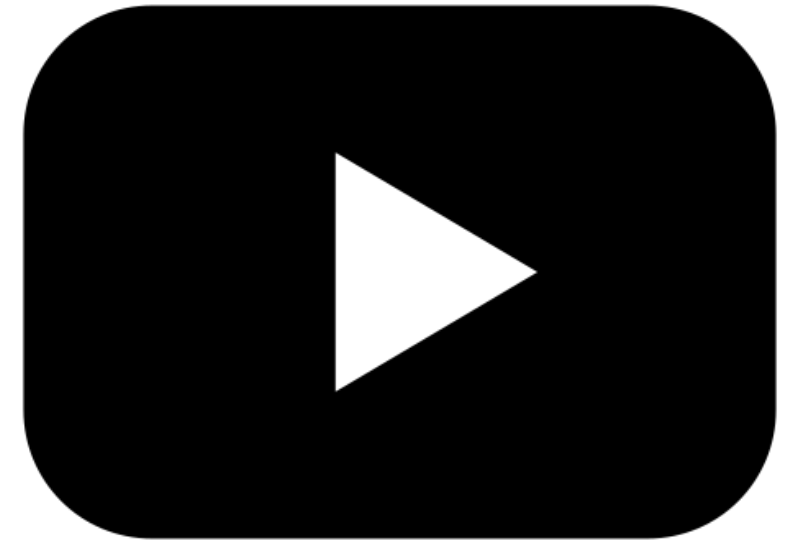
Wait, what?

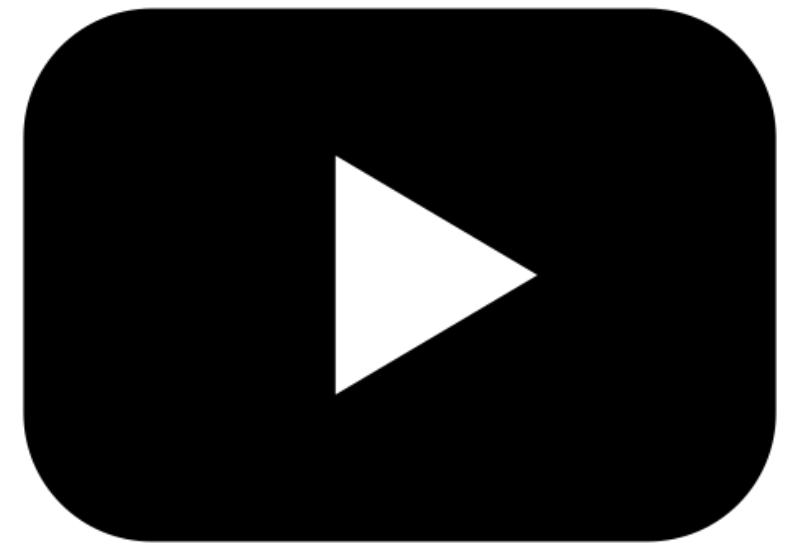**It's Universal Design!**

No kidding.

- **All videos must have an audio track.**

- **All audio must have a transcript.**

- **Ergo: all videos must have a transcript.**

Types of captions:
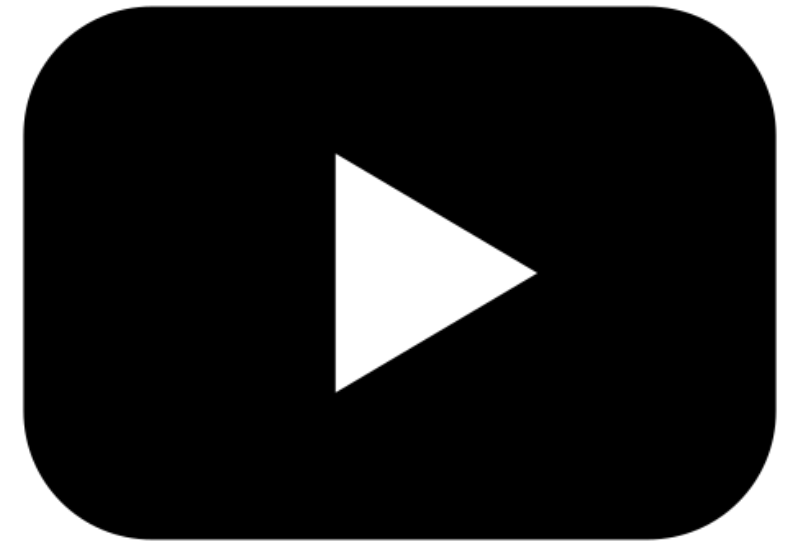
1. open captions

2. closed captions

3. subtitles
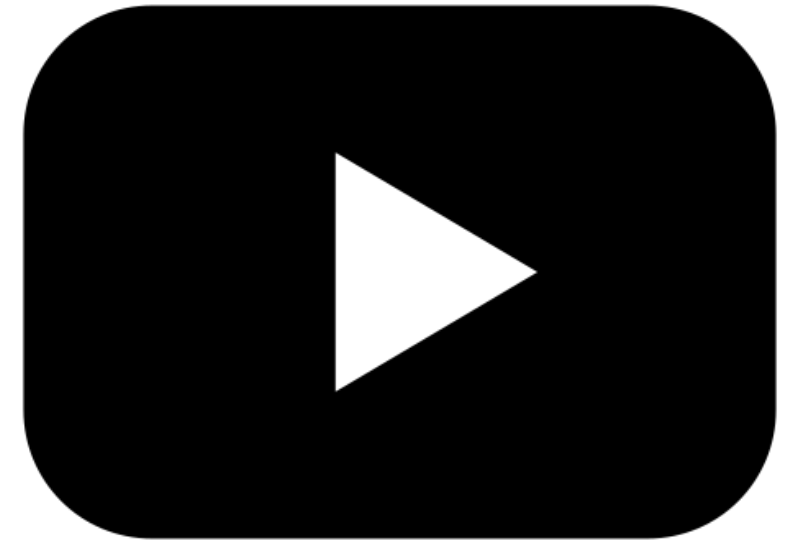
▶ Open captions:

An example of open captions.

Pros & cons of open captions:

- AMAZING for events, but...

- May be distracting for some users
- Hard to create and hard to edit
- Not compatible with screen readers
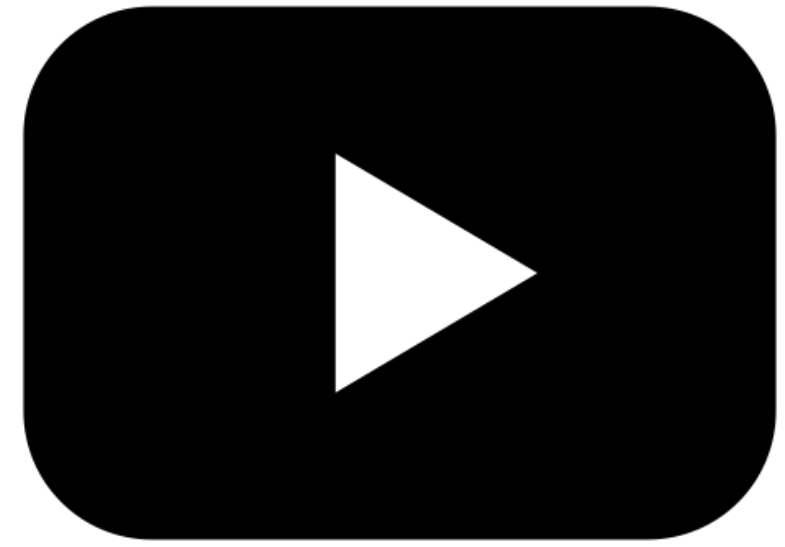- Users can't customize them

Closed captions:
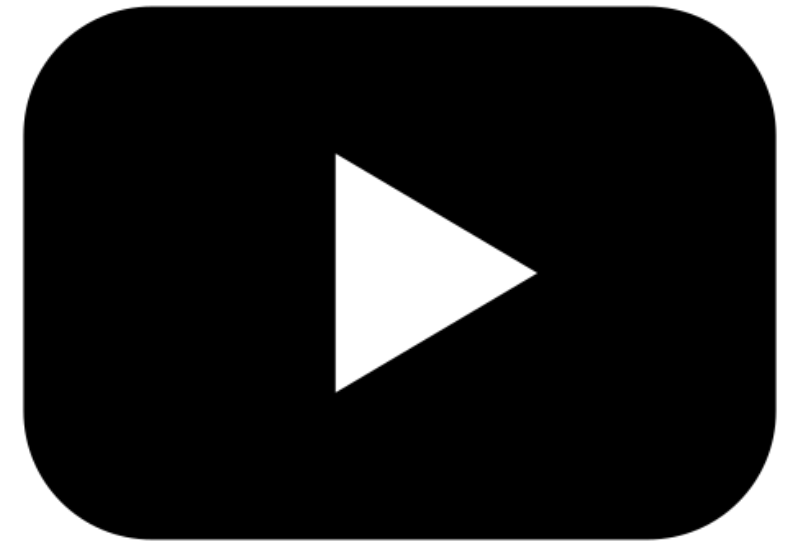
Pros & cons of closed captions:

- Compatible with screen readers
- Users can customize

- Searchable (boosts yr SEO)
- Can be turned off by users with different access needs
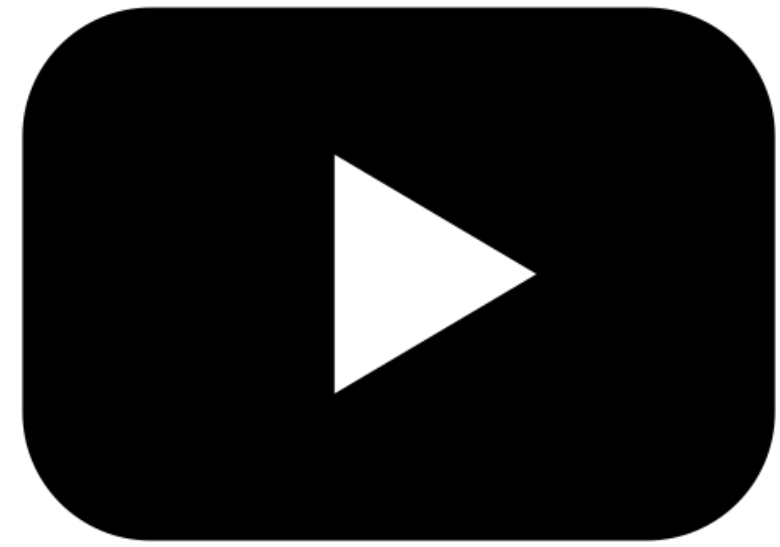
- Requires editing time to make useable

Subtitles

- **Captions that translate one spoken language into another.**

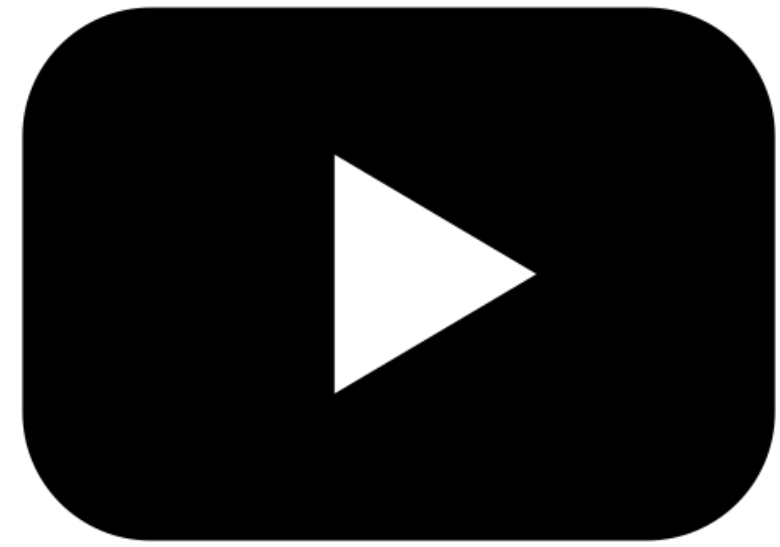Es entre yo y ella, el resto se pierde.

POP QUIZ, HOTSHOTS

- What kind of captions is this video using?
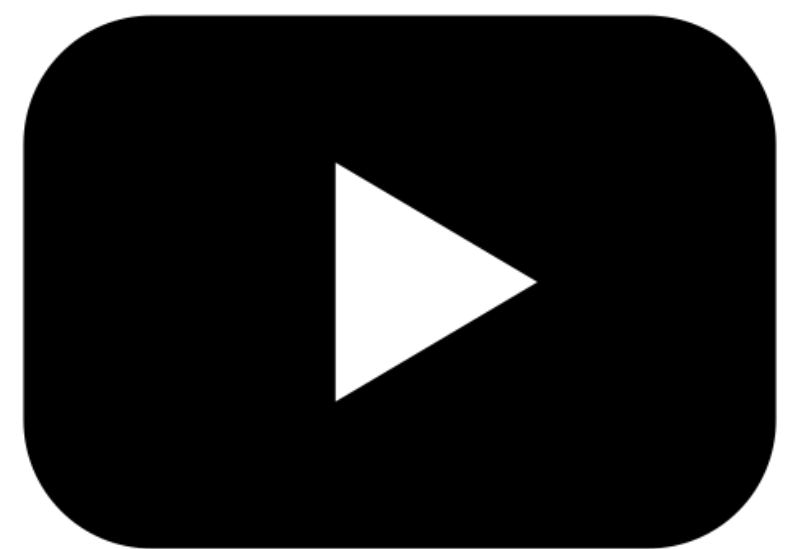
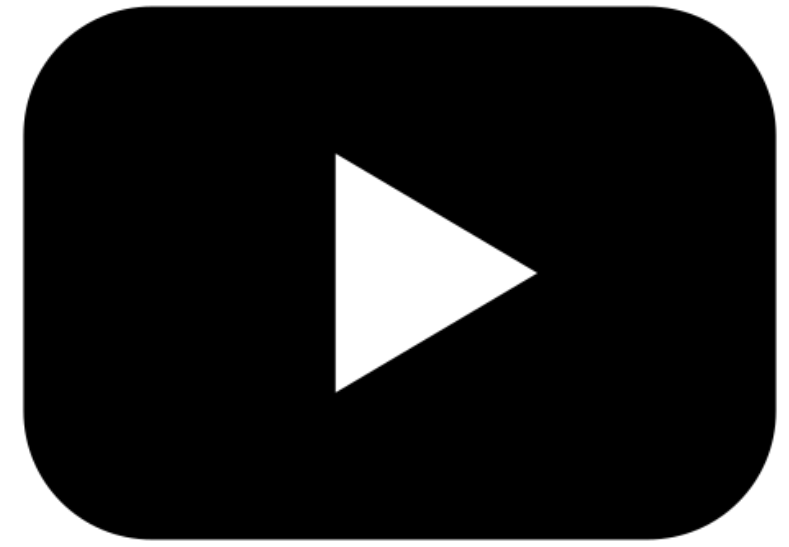- Is this a video with audio content?

KEANU REEVES JUST EXPLODED.

- What kind of captions is this video using?
- Is this a video with audio content?

How to get: automated captions

1. Upload to YouTube. YouTube provides automated captions automatically.

2. Use Adobe Premiere or CADET.

3. Send out for commercial captioning.

How to get: edited captions

1. Ask the UVM Access Center*

2. Edit your automated captions on YouTube or in Adobe Premiere, Camtasia, or CADET

3. Send out for commercial captioning

Caption-editing software

SOFTWARE	COST	EASY TO USE?
YouTube	FREE	Somewhat
Camtasia	$	Very
Adobe Premiere	$$$	No
CADET	FREE	No
Subtitle Horse	FREE*	Wow no

Types of caption files

FILE TYPE	EXTENSION	WHERE TO USE
SubRipper	.srt	YouTube, Facebook, Twitter,Snapchat
WebVideo TextTracks	.vtt	PowerPoint
Timed Text Markup Language	.ttml	Television
Plain Text	.txt	Quicktime, creating transcripts

Social media & captions

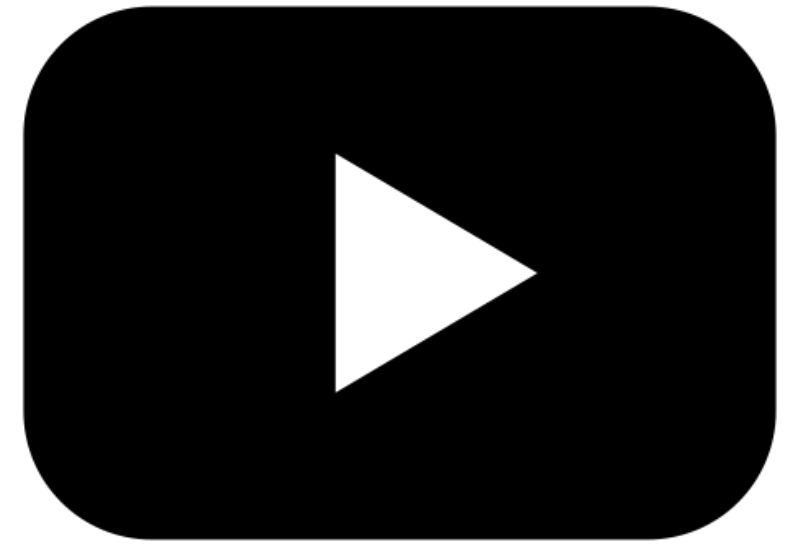| PLATFORM	CAPTION TYPE
YouTube	.srt, .vtt, .sbv
Vimeo	.srt
Facebook	.srt
Twitter	.srt
Instagram	automatic captioning
TikTok	manual captioning

Why edited captions?

Because:
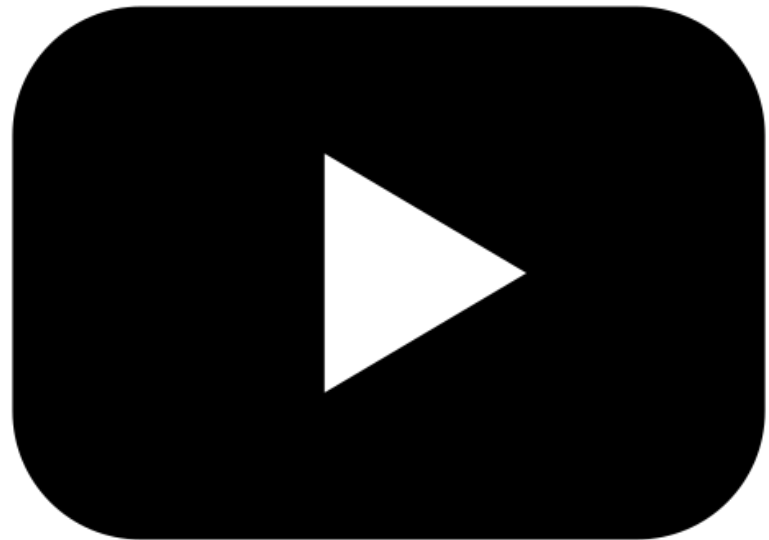
   The fresh automated baptism blight now are Sony 60% accurate.

   The best automated captions right now are only 60% accurate.
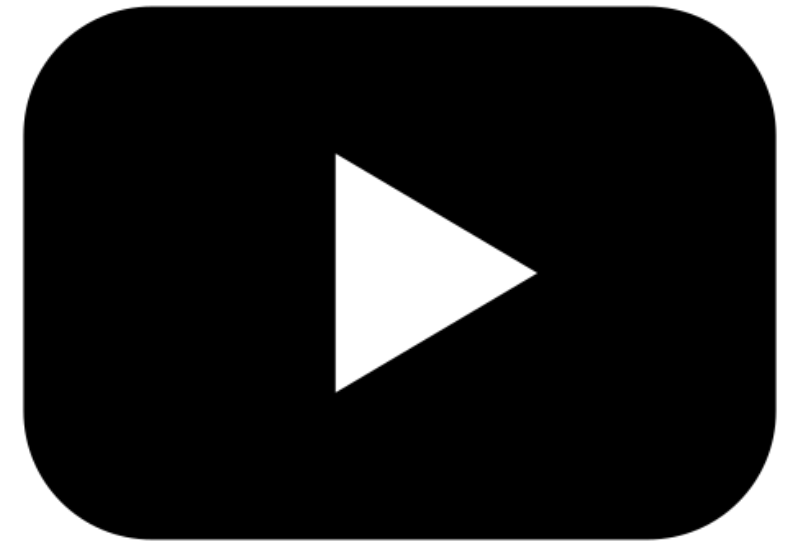
A quick note about audio description

And ASL:

This is known as Language Access.

A Language Access Plan spells out which materials will be offered in which different languages.
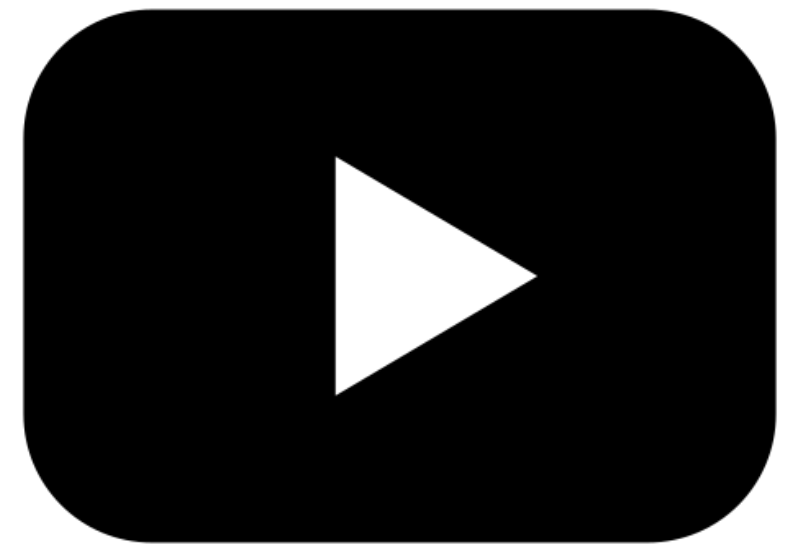
In FY24, CDCI will create our own Language Access Plan.

During online presentations, workshops, and events:

- Zoom, Teams, and Google Meet all provide automated live-captioning (A-level)

- CART captioning is AA-level
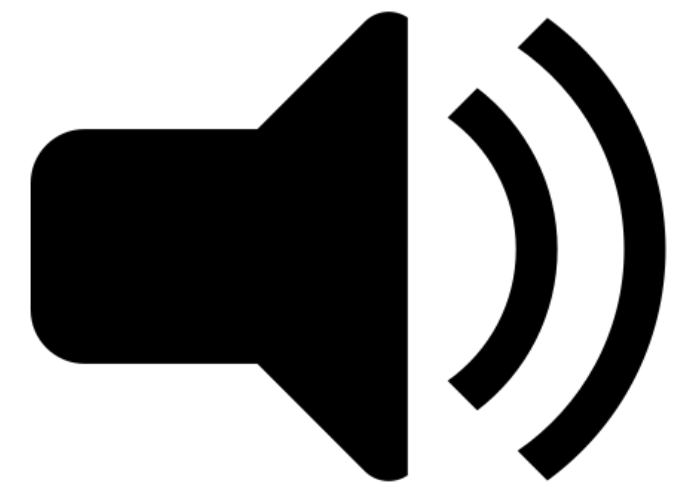
- The UVM Student Access Center provides ASL interpreters
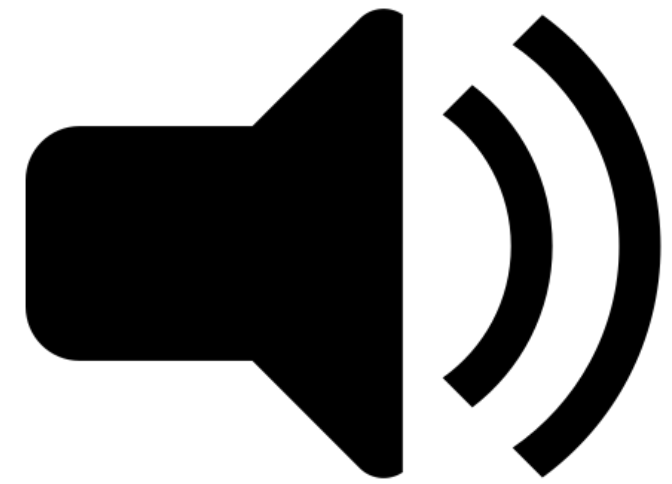
After online presentations, workshops, and events:

How to create accessible Zoom recordings

Types of transcripts:

1. automated

2. edited

3. descriptive*

Automated transcripts:

- A copy of your captions file with timestamps, from YouTube or Zoom

- A machine-automated transcript, such as from **rev.com**
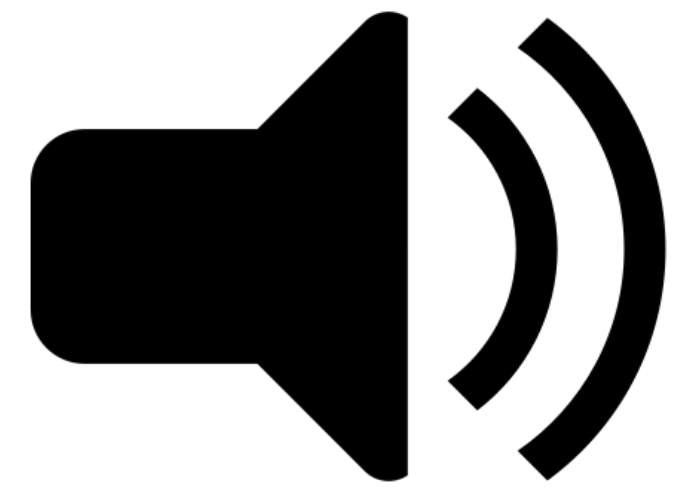
Pros & cons of automated transcripts:

- Technically, they're better than nothing, and they meet WCAG 1.1.1

- In practice, they're pretty unuseable.
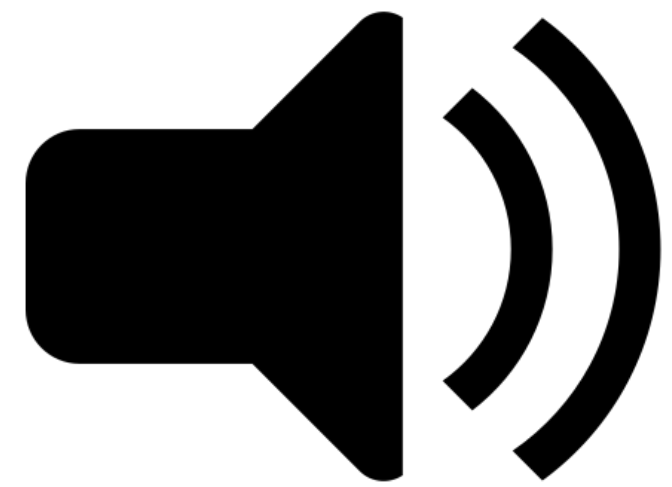
Pros & cons of edited transcripts:

- Readable and useful

- Help boost your SEO

- Not everyone watches videos

- Help people skim or search for relevant information

- You can include extra resources

- They take time to edit.
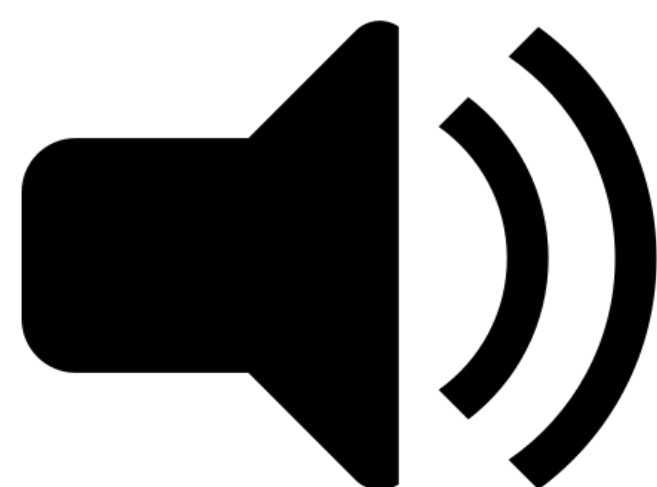
How to get: edited transcripts

1. Edit your automated transcripts in Word or WordPress

2. Send out for commercial transcription
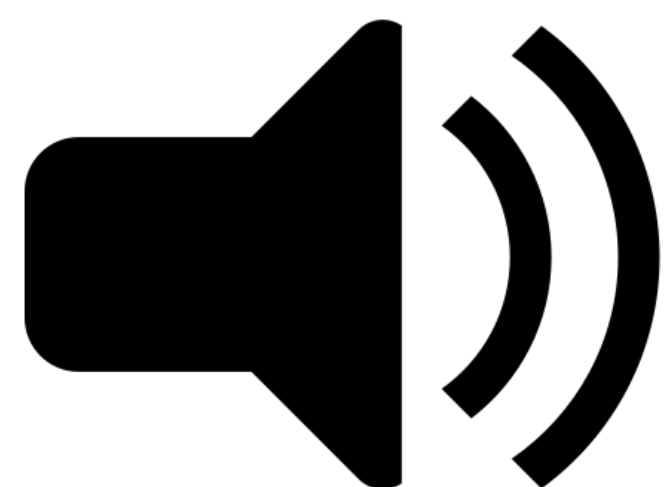
How to edit a transcript

1. Delete timestamps

2. Indicate different speakers by paragraph. Bold each speaker's name.

3. Add in links, images, or other videos to provide context. Transcribe non-speech sounds that are important for context.
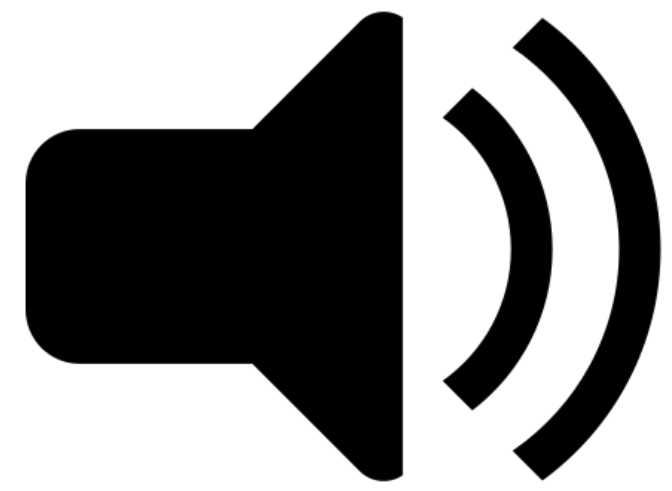
Best practices in graphic design apply to transcripts.

go.uvm.edu/accessibility

Accessible Graphic Design:

Fonts

and readability

Audrey Homan
audrey.homan@uvm.edu
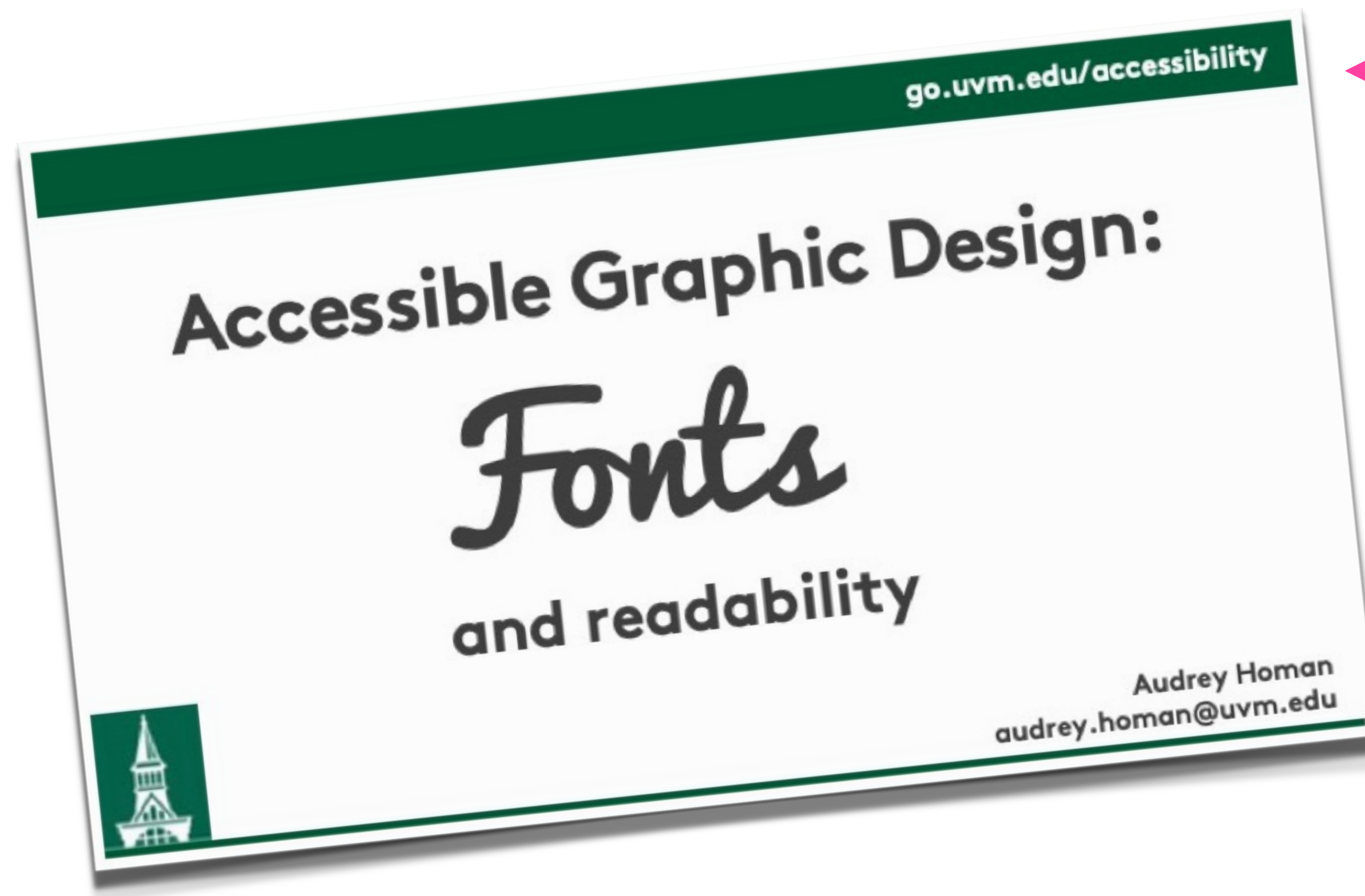
- **slides**
- **video**
- **transcript**

Edited transcripts should read like print interviews.

Chayah: So I would like to start with an introduction, and I don't know you at all, we're meeting for the first time — but I'm introducing you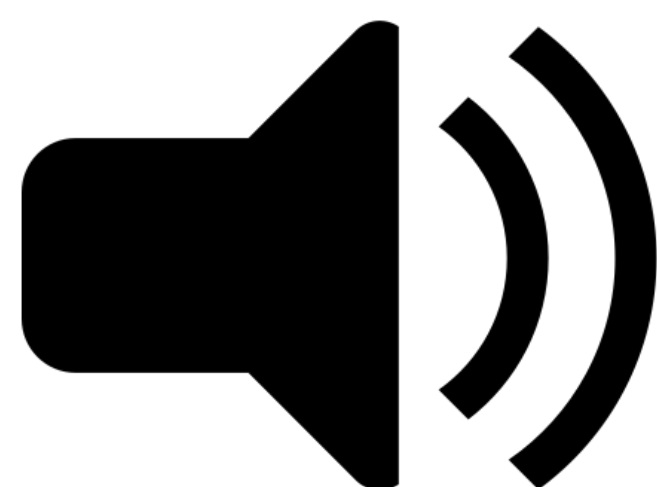 based on having read your book, followed you online, and also read a bit about you from different content on the internet.

Hannah: Sounds good.

Chayah: So, Hannah Setzer is a self-described joyful rebel. Some of the many hats she wears are homesteader, business owner, foster and adoptive parent, community activitst and organizer social worker, and disability rights advocate.
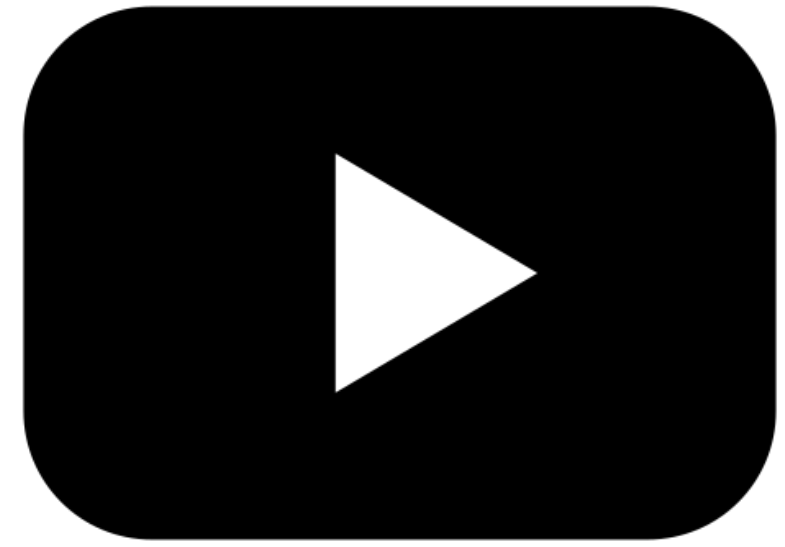
Descriptive transcripts:

- Usually for video, these transcripts include written text of the audio content paired with written visual descriptions.
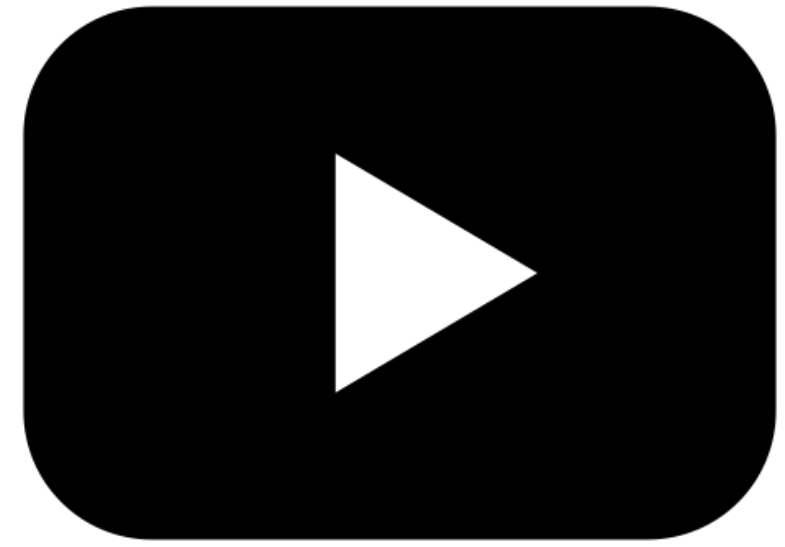
This is an example of a descriptive transcript:

AUDIO	VISUAL
Video isn't just about pictures, it's also about sound. Without the audio, you would have to guess what this film is about.	Video isn't just about pictures, it's also about sound. Without the audio, you would have to guess what this film is about.
[no sound]	The video on his computer shows a person speaking to the camera. It is playing with no audio.
Frustrating isn't it? Not knowing what's going on. That's the situation for everyone who can't hear.	The man watching the video has a hearing aid.
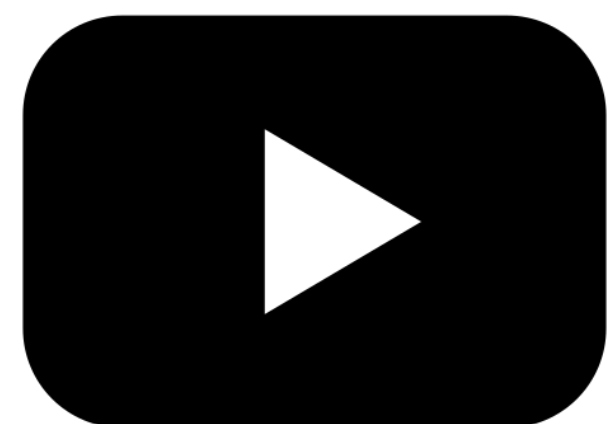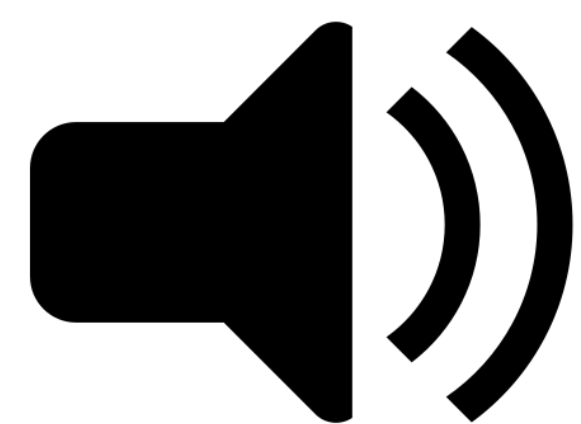
Screencast narration

Narrated screencasts are a great way to share information.

And they need edited captions.

A word about presentations:

NEW: PowerPoint supports closed captions!

You can absolutely embed audio and video in presentations.

And they always need edited captions.
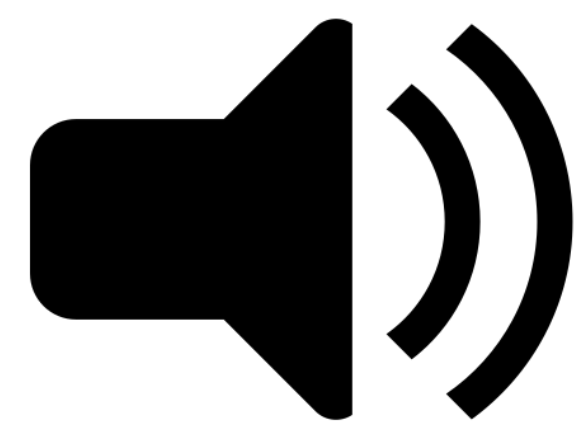
How to create captions for PowerPoint:

Narrated PowerPoints can be a great way to share information.
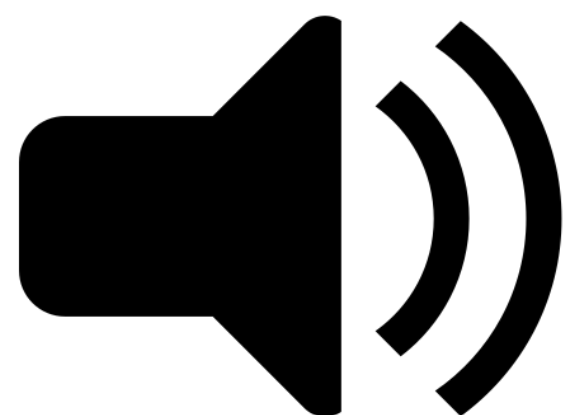
And they need edited captions.

How to create captions for video in PowerPoint:

- Embed a YouTube video that you know has edited captions available.

- Upload a video file that you've added captions to.

How to create captions for audio in PowerPoint:

1. First: go to Insert > Audio, and upload an audio file.

2. Next, upload a .vtt captions file.

Four for the door:

1. Resist the freakout: Accessibility is hard, and it's a process. Choose one thing to work on at a time.

2. You are always always always encouraged to ask for help. All questions rock.

3. Get feedback from people with disabilities

4. Don't be afraid to advocate for what you need.

Captioning Resources

- **rev.com: automated captions @ $.25 / minute, edited captions @ 1.50/minute**

- **DCMP.org: Described & Captioned Media Program**

- **CADET (Caption and Description Editing Tool): free downloadable tool with a steep learning curve**

- **How to add captions to PowerPoint**

Transcript Resources

- Rev.com: edited transcripts @ $1.50/minute

- WCAG **Best Practices for Transcription**

- **descript.com**: Unlimited transcriptions starting at $12/month

Language Access Resources

- [**AUCD Language Access Plan**](#) **(.pdf)**

- [**Language and Coloniality: Non-Dominant Languages in the Digital Landscape**](#) **(Kupfer, Muyumba)**

- [**Requesting an ASL interpreter**](#) **from UVM Access Center**

Thank you for your time.

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