

The Nuts & Bolts of Captioning

WHAT ARE CLOSED CAPTIONS?

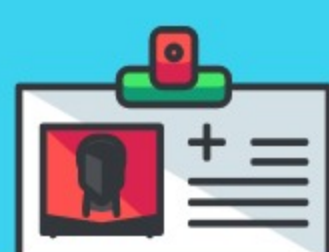
CC

Time synchronized text that can be read while watching a video.

Captions assume the reader can't hear.

Captions convey...

Relevant sound effects



Speaker identification

Other non-speech elements



WHAT ARE THE BENEFITS TO CAPTIONING?



Accessibility for the 48 million Americans living with hearing loss.

Comprehension in the case of thick accents, esoteric content, background noise, and for ESL viewers.



Flexibility when trying to view videos in sound-sensitive environments like the gym, office or library.

SEO because it allows Google to understand the contents of your video, since Google can't watch your video.



Translations since once you have English captions you can translate them to create multilingual subtitles and reach a global audience.

Reusable because they help create study guides, infographics, video clips, or anything else your imagination can cook up.



WHERE DO I PUBLISH CAPTIONS?



On a video platform, like Vimeo, YouTube, Brightcove, etc.

CC

Most captions are published through a side car file. SRT is the most common web-based format.



Open or closed captions?

Open captions are burned directly into the video. The user cannot turn them off or on.

Closed captions can be turned off or on, typically using the CC icon.

WHAT ARE THE LEGAL REQUIREMENTS?

Rehabilitation Act of 1973

SECTION 504

Broad anti-discrimination law requiring equal access for individuals with disabilities.

Applied to all Federal and Federally-funded programs.

SECTION 508

Require Federal communications and information technology must be accessible.

Applied to all Federal programs and often Federally funded programs through state and organization laws.

American with Disabilities Act of 1990

TITLE II

Public entities must provide equal opportunity for people with disabilities.

Applies to entities like airports, police stations, etc.

TITLE III

Places of public accommodation must provide equal access to people with disabilities.

Affects private entities like universities and some online content.

21st Century Communications and Video Accessibility Act

All online video that previously appeared on television must be captioned.

This includes clips, montages, and full length video content.

HOW DO I CREATE CAPTIONS?



YouTube allows you to create a time-coded caption file. You can either upload your own file or use their automatic caption generator and edit the errors!

Best practices for captioning:



At least 99% accuracy in spelling



Consistent speaker identification



Punctuation to improve readability



Must include relevant sound effects

Verbatim or clean?



Scripted content should be transcribed verbatim



Clean read eliminates filler words like "um" to make it easier to read

Appearance?

Three lines per caption frame. 32 characters per line. Non-serif font format. Time-synchronized.



99% accuracy, anything less could be detrimental to the messaging.

"Access to information and communication technologies is increasingly becoming the gateway civil rights issue for individuals with disabilities." - Department of Justice



Be careful with Automatic Speech Recognition (ASR) technology. Accuracy rates range between 50% to 80% accurate, which is not good enough.