



Designing Accessible Course Content

Session presented by:
AMAC Accessibility Solutions and Research Center
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www.amacusg.org

Session Objectives



Participants will be able to identify and explain:

- Why create accessible content?
- What makes multimedia accessible?
- How to create accessible content?
- How to do the transcription process
- How to caption for free (You Tube)
- What are other options for captioned media
- Bonus material - Described media

Session Presenter



Sheryl Ballenger

Manager, Deaf and Hard of Hearing Services

Captioning and Described Media

Sheryl Ballenger is the Manager of Deaf and Hard of Hearing Services, managing the Captioning and Described Media unit with AMAC Accessibility Solutions and Research Center at the Georgia Institute of Technology.

Accessible content laws



Federal law

1998 Rehabilitation Act added Section 508 - Federal agencies must make their electronic and information technology accessible to people with disabilities.

Section 508 Refresh

2010 21st Century Communications & Video Accessibility Act. Currently applies to broadcast multimedia.

Why create accessible content?



Right thing to do

Accessible multimedia enables users in a variety of situations to access content. Adding captions to represent the audio content of multimedia, and audio description to describe the visual content, allow access for everyone

Regardless of accessibility laws, it is possible to reach a larger market if multimedia is accessible to users of all abilities and in all settings.

You benefit from access

Using multimedia on websites is a growing trend.

Noise sensitive environments.

A technical benefit for adding captioning to videos or audio recordings is captions act as metadata, allowing search capabilities.

Employees gain access –
meet Joy Norman.



What makes multimedia accessible?



Audio recording or pod cast- Transcript

Radio broadcast – Transcript

President's welcome (Talking head video) – Transcript

Recorded lecture or meeting – Transcript

Ethics training video – Captions & maybe descriptions*

Student/employee created videos – Captions

Demonstration videos – Captions & descriptions*

Historical video or clip – Captions & descriptions*

Silent movie – Descriptions

Foreign film with English subtitles - Descriptions

How to create accessible content?



Businesses and individuals may produce accurate self-captions, greatly reducing the cost of software, training, and outsourcing.

Commitment is all that is needed.

DECIDE.
COMMIT.
SUCCEED.

How to do the transcription process



Accuracy most important

Express Scribe, USB foot pedal, and/or YouTube's timestamp/sync

DCMP.org – guidelines and standards

- Learning Center



Transcription - best practices



Begin with speaker's name if not in introductory information.

Example: Sheryl Ballenger: Accurate transcription is the most important part of captioning.

When speaker changes, begin a new paragraph with speaker's name. If speaker is consistent, continue in same paragraph.

Transcription – more best practices



- Use correct punctuation:

Questions?
Exclamations!
Statements.
“Quotations”

- Use correct spelling:

Places, locations, towns, events, etc., verify spelling of word (Example: Massachusetts).

- Capitalize all acronyms, unless the convention is different: Ph.D.

Transcription – problem areas



Disfluencies (uh, um, er, like): If used for emphasis or to denote a difficult term is coming – leave it in. (Conversation manager)

<http://abcnews.go.com/Technology/story?id=97983&page=1#.Tw70GYHlqRE>

If um is like, every er other, uh word, um consider um removing.

Purpose of the transcript – captioning is usually for people with hearing loss – will the disfluencies contribute to or hinder understanding?

Transcription – more problem areas



Stay true to message.

If speaker uses an acronym without explaining what it is, do not add what the acronym means.

If a word is impossible to understand (and you have **really** tried) you may need to add a comment [inaudible] – Don't make it up.

Contractions (we're, can't, didn't, etc.) keep the contraction. If the speaker says "can not" or "did not" – keep full words in transcript.

Transcription – confusing terms

This term?

- flesh (flesh out, give substance, expand)
- incident (occurrence or episode)
- effect (noun- result, something produced)
- edition (# of copies)
- secede (withdraw)
- counsel (noun- advise)
- ludicrous (absurd)

Or this term?

- flush (rosy glow or rushing flow)
- incidence (rate or range of occurrence)
- affect (verb- to act on, change)
- addition (mathematical oper.)
- succeed (verb- thrive, next)
- council (noun- assembly)
- Ludicris (rapper)

How to caption for free (You Tube)



- You Tube progress (2005).
- 2010 released the ability to view closed captions on any video using Google's speech recognition technologies.
- Correct captions are everyone's responsibility.



You Tube



Need a Google account and link it to your YouTube account.

Upload your video to You Tube

Easy to follow brief video tutorials
(captioned)

FREE!!

Transcripts and You Tube



Transcripts may be uploaded and edited on You Tube.

If not your YouTube video, contact the owner and request for it to be captioned.

If it's not protected by copyright, you can download the video and caption it yourself, then re-upload it to your own YouTube channel.

You Tube Resources



You Tube Creating Subtitles and Closed Captions:

You Tube Help Center >

Edit Videos and Settings >

Captions

Several topics to select.

Other options for captioned media



DIY Captioning

- Software cost range \$0 - \$\$\$
- Ease of use
- Multiple languages
- Additional software
- Platform and formats
- Technical skills and training
- Work-flow processes

Professional Captioning Services



Transcript cost & time

Turnaround time

Audio quality of your recording

Accuracy – not an option

Flexibility of formats

Complete or partial process

Closed or open (depends on use)

Google “Captioning”

Described media



*Good narration from the beginning (vivid).

Information presented visually must be presented aurally.

Describe graphs, diagrams, maps, charts, telephone numbers, addresses, links, email addresses, etc.

Describe through narration what action is occurring.

Tip: Listen to your video without watching the screen.

Can you comprehend all of the information being presented?

After video is produced, caption it!

Questions??

