






**Planning & Producing Accessible Videos
for Web, Social Media & eLearning**

Session Begins 1:00 pm CST
Periodic Audio Testing Occurring

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Useful Keyboard Shortcuts

- Full list - *Keyboard Shortcuts* from the *Help* menu on the Menu Bar.
- Chat: Move cursor to the Message text box
Windows: Ctrl+M
Mac: Command-M
- Speaker level Up:
Windows: Ctrl+Alt+Up Arrow
Mac: Command-Option-Up Arrow
- Speaker level Down:
Windows: Ctrl+Alt+Down Arrow
Mac: Command-Option-Down Arrow

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More keyboard shortcuts

- Open Closed-Captioning window
Windows: Ctrl+F8
Mac: Command-F8
- Close Closed-Captioning window
Windows: Alt+F4 or Ctrl+W
Mac: Command-W

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Listening to the Webinar

- The audio for today's webinar is being broadcast through your computer. Please make sure your speakers are turned on or your headphones are plugged in.
- You can control the audio broadcast via the Audio & Video panel. You can adjust the sound by "sliding" the sound bar left or right.
- If you are having sound quality problems check your audio controls by going through the Audio Wizard which is accessed by selecting the microphone icon on the Audio & Video panel.



Listening to the Webinar, *continued*

- If you do not have sound capabilities on your computer or prefer to listen by phone, dial:

- **1-712-432-3066**
- **Pass Code: 148937**

Not A Toll Free Number

Listening to the Webinar, *continued*

MOBILE Devices supported include iPhone, iPad, Android Devices, Kindle Fire HD)**

Individuals can download the free Blackboard Collaborate App from the Apple Store, Google Play or Amazon



**Closed Captioning is not visible via the Mobile App and there is limited access to the white board for individual's using voice over technology

Captioning

- Real-time captioning is provided during this webinar.
- The caption screen can be accessed by choosing the  icon in the Audio & Video panel.



- Once selected you will have the option to resize the captioning window, change the font size and save the transcript.

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Submitting Questions

- You may type and submit questions in the Chat Area Text Box or press Control-M and enter text in the Chat Area
- If you are connected via a mobile device you may submit questions in the chat area within the App
- If you are listening by phone and not logged in to the webinar, you may ask questions by emailing them to webinars@ada-audio.org
- *Please note:* This webinar is being recorded and can be accessed on the website at www.ada-audio.org within 24 hours after the conclusion of the session.



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Customize Your View

- Resize the Whiteboard where the Presentation slides are shown to make it smaller or larger by choosing from the drop down menu located above and to the left of the whiteboard. The default is "fit page"
- Resize/Reposition the Chat, Participant and Audio & Video panels by "detaching" and using your mouse to reposition or "stretch/shrink". Each panel may be detached using the icon in the upper right corner of each panel.

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Setting Preferences

- Depending on your system settings you may receive visual and audible notifications when individuals enter/leave the webinar room or when other actions are taken by participants. This can be distracting.
- To turn off notifications (audible/visual)
 - Select "Edit" from the tool bar at the top of your screen
 - From the drop down menu select "Preferences"
 - Scroll down to "General"
 - select "Audible Notifications" Uncheck anything you don't want to receive and "apply"
 - Select "Visual Notifications" Uncheck anything you don't want to receive and "apply"
 - For Screen Reader User – Set preferences through the setting options within the Activity Window (Ctrl+slash opens the activity window)

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Technical Assistance

• If you experience any technical difficulties during the webinar:

1. Submit a message regarding your issue via the chat area and the Moderator will address your concern via a private chat with you and/or refer it to one of the Great Lakes ADA Center IT Staff to contact you off line; or
2. Email webinars@ada-audio.org; or
3. Call 877-232-1990 (V/TTY)

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Planning & Producing Accessible Videos for Web, Social Media & eLearning

Jennie Delisi | Accessibility Analyst
 State of Minnesota
 July 20, 2017



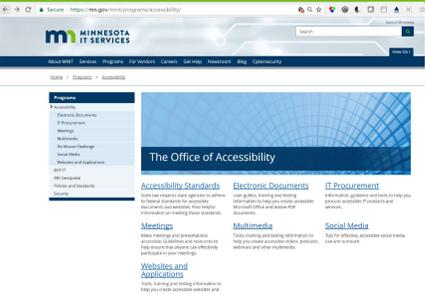
Who we are




- Office of Accessibility, State of Minnesota
- Policies, procedures, best practices
- [MN Accessibility website \(mn.gov/mnit/accessibility\)](http://mn.gov/mnit/accessibility)

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Office of Accessibility site



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Area of Focus




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Learning Objectives

After completing this session, attendees will be able to:

- Explain the key components of an accessible video or multimedia
- Articulate multiple business cases for making media accessible
- Design the appropriate solution for different media delivery channels
- Differentiate between workaround solutions and accessible media
- Propose next steps for making media accessible at his/her workplace

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Not a "How-to" course

Check Resources page and our [website](#) for more information

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Let's Get Started: General Concepts

#A11Y

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What is accessible media?

- **Captioning:** synchronized, accurate text with (when appropriate) speaker ID and sound effects
- **Audio description:** integrated and added versions
- **Transcript:** complete, formatted transcript
- **Player:** usable by keyboard and assistive technology (AT)
- **User-controlled:** no auto-play; the ability to pause, rewind, step back

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Other key terms to know

- Live
- Recorded/offline/on-demand
- Webinar/webcast/webconference
- CART
 - Communication Access Realtime Translation
- SEO
 - Search Engine Optimization



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Benefits of accessible media: creator

- Increased SEO (can Google hear?)
- Improve site visitor metrics
- Increased employee retention
- Reduce risk profile

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Benefits of accessible media: user

- All users have access to the information
- Better understanding and retention through multiple sources
- Can watch in noisy environments
- Can watch without audio
- Can listen without video
- Can read offline

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Rules? What Rules?

Risk

- ADA/Section 504
- 21st Century Act (CVAA)
- FCC Quality Order (Feb 2014)

Technical standards

- WCAG 2.0
- Section 508

The screenshot shows a list of WCAG 2.0 success criteria. The following criteria are visible:

- 1.2.2 **Captions (Prerecorded)** — Level A
Captions are provided for all prerecorded audio content in synchronized media, and is labeled as such.
- 1.2.3 **Audio Description or Media Alternative (Prerecorded)** — Level A
An alternative for live-based media or audio description of the prerecorded video media alternative for text, and is clearly labeled as such.
- 1.2.4 **Captions (Live)** — Level AA
Captions are provided for all live audio content in synchronized media.

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General guidelines to live by

- Flash is only mostly dead
- Check before you link
- Do you know your audience?

- What's your container?
 - Check for native support
 - Avoid auto-play when possible
 - Most do not have AD support
 - May need two versions
 - Workarounds

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Lay the groundwork

- Start with a policy. So it's not just you. Teamwork helps.
- Establish practices to support the policy
- Build a checklist to implement the practice

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Example: captioning

<p>You've got a policy</p> <p>Impacts all multimedia including but not limited to:</p> <ul style="list-style-type: none"> • live and recorded video • webcasts • webinars • web conferences • closed circuit TV... 	<p>When does the policy require captioning?</p> <ul style="list-style-type: none"> • Live: it depends <ul style="list-style-type: none"> • RSVP: require a request • No RSVP: caption it! • Recorded: always!
--	---

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Captioning: Quick Review



Minnesota IT services is the information technology agency for Minnesota's

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Why Captioning Matters

- Ensures access by people who can't hear well
 - Supports auditory information
 - Improves content retention
- ...in addition to the benefits noted earlier

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Who creates recorded captioning?

- It depends...
 - How long is it?
 - How is the material recorded?
 - How do users access the media?
 - What is the media's purpose?
- What about automated captioning?

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Who creates live captioning?



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Audio Description: Quick Review



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Why Description Matters

- Extends access to those who can't see well
 - Increases flexibility for those who don't have access to a monitor
 - Promotes universal design
- ...in addition to the benefits noted earlier

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Who creates recorded description?

- Trained audio describers
- Detailed review of program
 - Create description script
 - Record second audio file



Who creates live description?

- Third-party describers are more common at plays and similar stage productions
- For live media, script key visuals or describe as you talk
- When presenting slides, think: is there any critical visual information you need to provide?
- Advance handouts are useful

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Transcripts: Quick Review

	<pre>[dial tone humming] [phone beeping] >> Welcome to the State of Minnesota's Conference Center. Enter your conference code followed by the pound or hash sign. Thank you. If you are the leader, press star now. Please enter your leader pin followed by the pound or hash sign. [various conversations] >> Jennie: Linda Shoemaker is online. >> Kim: I'm still upset about the use of buttons.</pre>	
--	--	--

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Why Transcripts Matter

- Alternate mode of access & reference
- Extends access to those who don't see well or have cognitive difficulties with audio or visual media
- Enables more efficient understanding for some users

...in addition to the benefits noted earlier

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What's in a transcript?

- Complete text of audio
- Speaker ID (if multiple speakers)
- Accessible format (such as well-tagged PDF or ordered text file)
- YouTube bonus: timed with video

MNJIT Document Accessibility Basics

m MINNESOTA IT SERVICES
OFFICE OF ACCESSIBILITY

Module 3: Audio Example Transcript

Poor Color Contrast Audio Example

Background noise and static make it difficult to hear the speaker say the following:
Minnesota is naturally beautiful. Many different species of both plants and animals live here. Loss of habitat has affected some native animal species, but white-tail deer and bobcat continue to thrive. Minnesota has the largest population of timber wolves outside Alaska. It also supports healthy populations of black bear and moose.

What about the player?

- Container vs. roll your own
- Issues to watch for:
 - Keyboard accessible
 - Spacebar: pause/start regardless of focus
 - CC button
 - AD button
 - Transcript
 - Interactive transcript
 - Interpreter window

▶

Is Your Video Accessible?

Player examples

Creating a New Table

Captioning and description options

Meet a Geophysicist: Harmony Colella

Able Player Video Demo #3: Video player with text-based audio description (VTT)

For additional demos see the [Index of Able Player Examples](#)



3 minutes

★★★★★

Harmony Colella, a postdoctoral research fellow, an earthquake as a child in Southern California "EarthScope Chronicles" series.

Preview

Terril Thompson, Technology Accessibility Specialist

Captioning and "live" transcript

Meet a Geophysicist: Harmony Colella

All Topics > Topic: Science > Subject: Earth Sciences > Meet a Geophysicist: Harmony Colella

2015 Grade/Interest Level: 6 - 12 Running Time: 3 minutes **Captioned English**

★★★★★



English: Desc [Copy](#)

Transcript: [On](#) [Off](#)

Sharing: [+25](#) [f](#)

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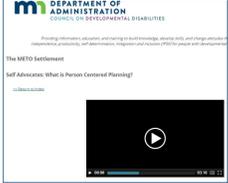
Let's talk about linking and auto-play

- Linking, or how you give the user access to the media
- Auto-play, or whether the user can control access
 - Container dependency
 - Check for user settings



Link and auto-play examples

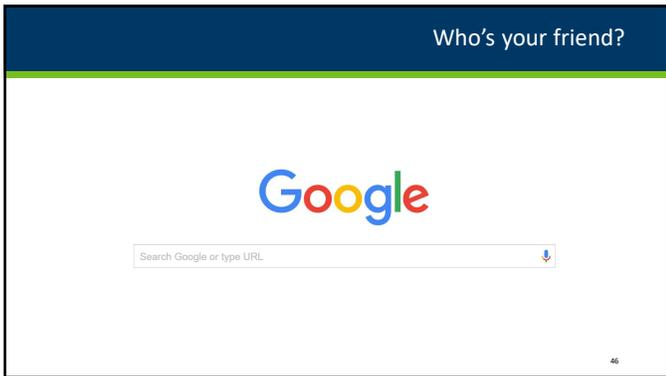
- Hyperlink with meaningful text, such as this [DPS Speed Excuses video](#)
- Link preview
- Embedded video



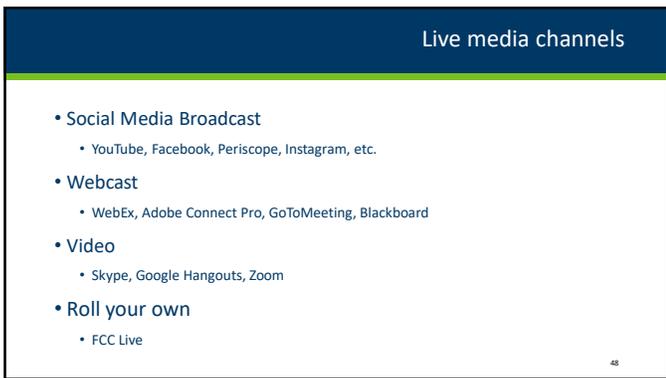
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Determine container supports

- Does the container support captioning?
 - Be sure to test before you drive
- If no captioning support
 - Can you use something else?
 - CART as a workaround
 - Post a second URL



The CART Workaround

Consult CART provider

- Caption overlay for viewing by all
- Second URL for separate captioning window
 - Include in webcast/video announcement



Example: WebEx

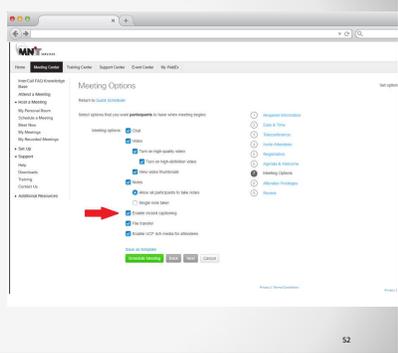
- Meeting Center: CC supported
- Training Center: No native CC option
- Event Center: No native CC option

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WebEx CC Settings

In the "Schedule a Meeting" option:

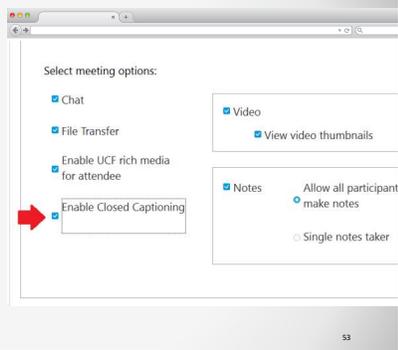
- Select link to "Advanced Scheduler"
- From "Required Information" timeline, select "Meeting Options"
- Select "Enable Closed Captioning"
- Select "Save as template" link



WebEx – Quick CC

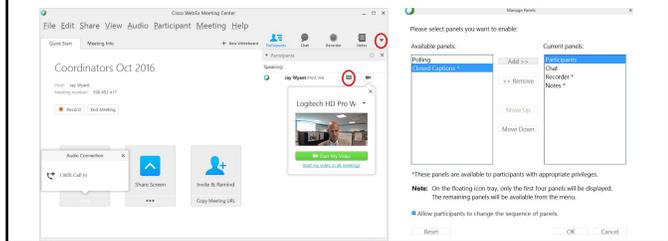
Enable captioning before starting meeting

- Create a template for scheduled meetings
- No template options for Personal/Meet Now room
 - In meeting room, from top menu, Meeting>Options>General>Enable Closed Captioning



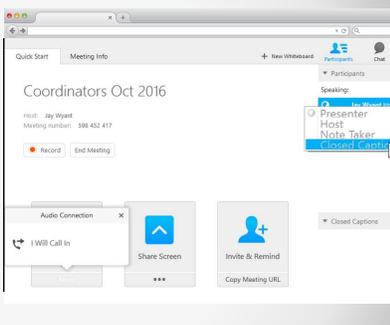
WebEx CC Enabled – Now What?

Enable captioning panels



Assign Captioner

- Right click CC icon by presenter for menu options



The screenshot shows a Zoom meeting window titled 'Coordinators Oct 2016'. In the bottom right corner, there is a 'Closed Captions' icon. A right-click context menu is open over this icon, listing the following roles: 'Presenter', 'Host', 'Note Taker', and 'Closed Captioner'. The 'Closed Captioner' option is highlighted in blue. Other meeting controls like 'Share Screen', 'Invite & Remind', and 'Copy Meeting URL' are also visible.

Example: YouTube (live)

- Robust support for inserting captions into feed
- Work with your caption provider
 - Can be a CART writer or other live caption service provider
 - Must use supported software

YouTube live format support

- Can use TV format (608/708 files)
- Live stream delivery options:
 - Total Eclipse
 - Case CATalyst
 - CaptionMaker
 - StreamText.net

Recorded media

- Social media channels (YouTube, FB, etc.)
- Websites, emails (GovDelivery)
- Archived live webcasts and webinars
- E-learning

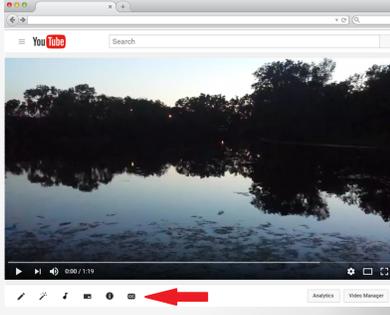
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Example: YouTube (recorded)

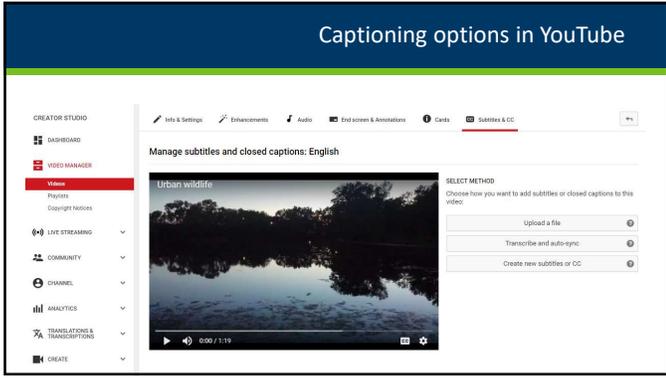
- Robust captioning support
 - Create automated captions for transcript
 - Upload transcripts and caption files
 - Edit caption file
 - Synchronize transcript
- Look in Video Manager for features
 - Or: Creator Studio>Video Manager>Videos
- Challenge: still autoplay. Link with “[Video]”

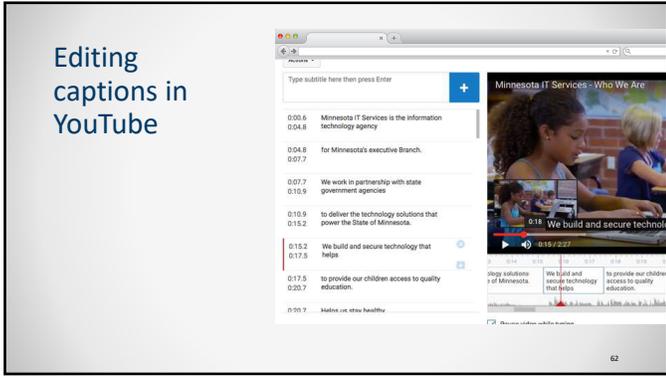
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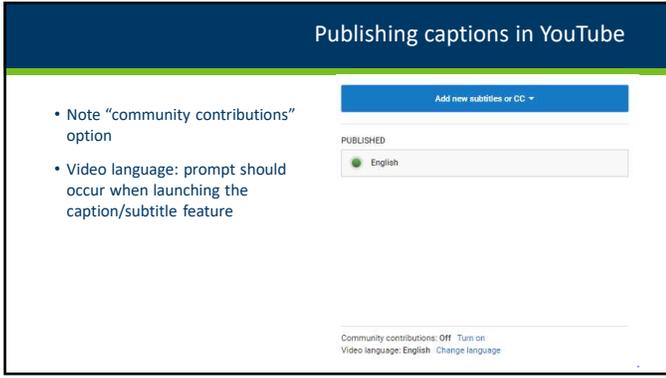
**YouTube:
Where to find
cc edit**



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- Note "community contributions" option
- Video language: prompt should occur when launching the caption/subtitle feature

Roll your own

- Hosting on webserver or streaming server
- Step 1: Pick a good player
 - Disable auto-play
 - Full keyboard control
 - Independent volume control
 - Support captioning
 - Bonus: support audio description
- Step 2: Caption the video
 - [Amara](#)
 - WGBH's [Cadet](#)
 - Telestream's [CaptionMaker/MacCaption](#)
- Step 3: store caption file with same name in same folder as video
 - VTT, srt, sbv, TTML, SAMI

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Transcript revisited

Minnesota IT Services - Who We Are

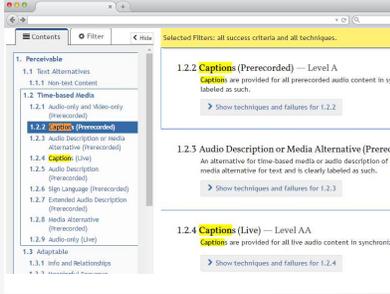
Another way to think of poor color contrast is to think of trying to listen to someone while in a noisy, crowded room. To hear an example of poor color contrast, select the speaker icon below. You can also download a transcript of the audio by selecting the Download Transcript button.

Download Transcript

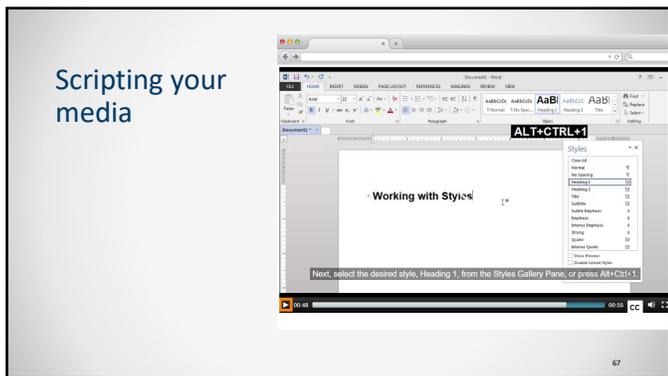
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Let's talk Description

- Audio Description, a.k.a. Video Description
 - It's required
 - It's very expensive
 - It can be included in the script
- Moral: plan ahead



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When you need help with Description

- Reference DescriptionKey.org for expectations
 - Guidelines for description preparation and script
 - Unique description voice
- Hiring a provider
 - Review script in advance
 - Require high-quality audio
 - Ensure appropriate file format
 - Delivery: separate link or access within player?

HTML5 – VTT scripting

WebVTT: The Web Video Text Tracks Format

W3C Working Draft 13 July 2017

This version: <https://www.w3.org/TR/2017/WD-webvtt-1.1/20170713/>

Latest published version: <https://www.w3.org/TR/webvtt/>

Editor's Draft: <https://www.w3.org/drafts/webvtt/>

Previous Versions: <https://www.w3.org/TR/2012/WD-webvtt-1.0/20120202/>

Test Suite: <https://github.com/w3c/webvtt-test-suite/blob/master/index.html>

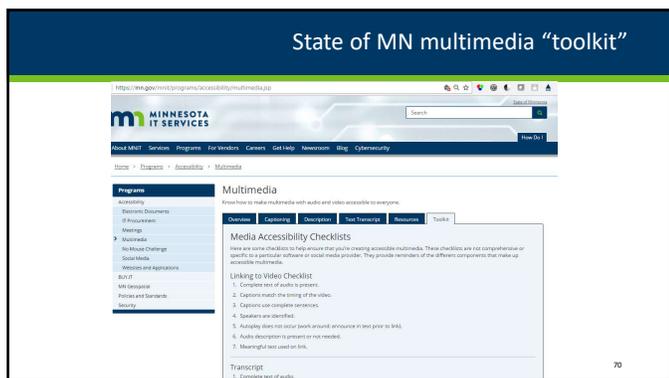
Editor: zonnevliet@w3.org (Peter Simpson, Software ASO)

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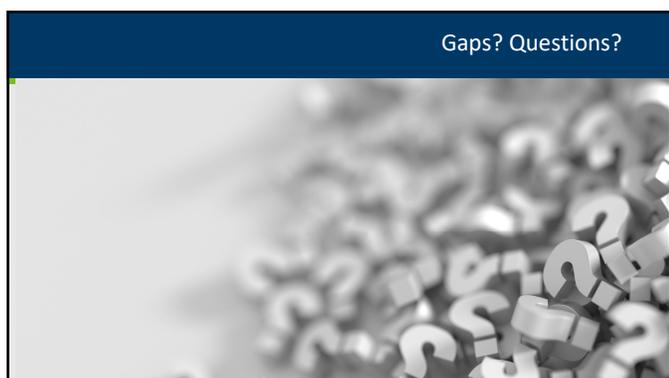
Participating: <https://www.w3.org/2017/07/13/20170713-01-20170713-02/>

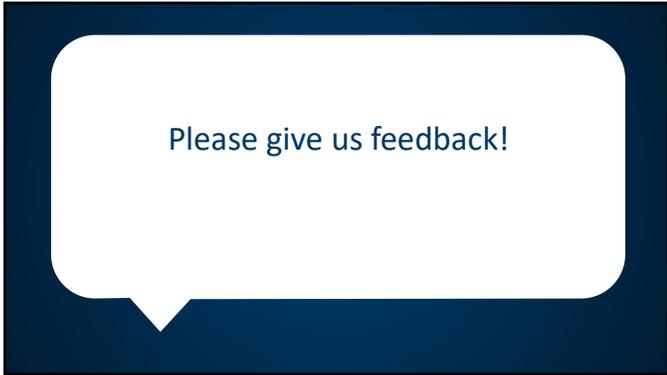
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Abstract: This specification defines WebVTT, the Web Video Text Tracks Format. Its main use is for marking up external text track resources in conjunction with the HTML5 video element. WebVTT files provide captions or subtitles for video content, and also text data descriptions (TD) chapters for content navigation, and more generally any kind of text data that can be used to enhance the user experience.









 MINNESOTA IT SERVICES

Thank you!

Jay Wyant
Chief Information Accessibility Officer

Jennie Delisi
Accessibility Analyst
MNITAccessibility@state.mn.us

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The session today was recorded
and will be archived at
www.ada-accessibletech.org

Our Next Session is *September 21, 2017*
What is the Purpose of A Web Accessibility Audit?

Accessible Technology Webinar Series is Sponsored by the Great Lakes ADA Center and the Pacific ADA Center, members of the ADA National Network.

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