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# Creating Accessible Instructional Videos

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## Accessibility

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**WebAIM. 2020, April 14. "Introduction to Web Accessibility."** <https://webaim.org/intro/>  
Good introduction to accessibility for the web and online content.

**WebAIM. 2021, October 4. "Constructing a POUR Website."**  
<https://webaim.org/articles/pour/>  
Explanation of POUR criteria for accessibility.

## Captioning

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**Cielo 24. "The 99% Captioning Compliance Checklist."**  
<https://vetmed.illinois.edu/designgroup/wp-content/uploads/sites/60/2020/08/Cielo24-captioning-checklist.pdf>  
Good checklist for insuring accurate, compliant captioning.

**Talking Type. "Captioning Guidelines."** [[web](#)]  
Guide to formatting captions (line breaks and caption breaks).

**DCMP. *Captioning Key*.** <https://dcmp.org/learn/captioningkey>  
More detailed guidelines on captioning.

**DO-IT. 2021, April 8. "What is the Difference Between Open and Closed Captioning?"**  
University of Washington. <https://www.washington.edu/doit/what-difference-between-open-and-closed-captioning>  
Quick explanation of the difference between open and closed captions.

**The Mind Hears. 2019, May 1. "Captions and Craptions for Academics."**  
<https://themindhears.org/2019/05/01/captions-and-craptions-for-academics/>

Explains the difference between captions, CART, and automatic captions and why automatic captions can be problematic depending on the speech recognition software being used.

## Descriptive Audio

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UC Berkeley. 2016. "What is Descriptive Audio?" <https://webaccess.berkeley.edu/ask-pecan/descriptive-audio>

3PlayMedia. "The Ultimate Guide to Audio Description." <https://www.3playmedia.com/learn/popular-topics/audio-description/>

**Examples of videos with descriptive audio (you can also turn on descriptive audio in streaming services like Netflix and AppleTV):**

- University of Illinois. 2018. "'Tis the Season for Finals." YouTube. [2:24 min., [web](#)]
- Bus Stop Films. "The Interviewer." YouTube [13:17 min., [web](#)]
- EndTheCycle CBM. "My Story: Nada." YouTube [5:08 min., [web](#)]

## Color

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**Contrast Checker. WebAim.** <https://webaim.org/resources/contrastchecker/>  
Input your colors (using hex value) to get the contrast ratio and whether they pass WCAG standards. This is a good resource to check work you've already done.

**Color Safe.** <http://colorsafe.co/>  
Set your background and font choice, then browse colors that meet WCAG standards. This is a good resource for designers playing with color choices.

**Color Oracle.** <http://colororacle.org/>  
Free colorblindness simulator for Windows, MacOS, and Linux that temporarily sets your display to one of three types of colorblindness, allowing you to view images, an application screen, website, etc. (it switches back to normal with a click of the mouse).

**Colblinder.** <https://www.color-blindness.com/coblis-color-blindness-simulator/>  
Upload an image and see it filtered through multiple types of colorblindness.

## Resources

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Clark, Ruth C., and Richard E. Mayer. *e-Learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning*. 4th ed. Wiley, 2016.

Mayer is the leading researcher e-learning and has created a set of well-known multimedia learning principles to guide the instructional design of online learning objects. This text, written for instructional designers, presents the principles and provides practical design advice and examples. Although it does not address accessibility explicitly, it does address the research on extraneous content, using a conversational tone, and related design issues.

**Mayer, Richard E. *Multimedia Learning*. 3<sup>rd</sup> ed. Cambridge University Press, 2020.**

An updated look at the research on multimedia learning.

**Clossen, Amanda S. 2014. "Beyond the letter of the law: accessibility, universal design, and human-centered design in video tutorials." *Pennsylvania Libraries: Research and Practice* 2(1): 27-37. <http://palrap.pitt.edu/ojs/index.php/palrap/article/view/43>**

Clossen outlines numerous accessibility practices that go beyond captions.

**Clossen, Amanda, and Paul Procs. 2017. "Rating the Accessibility of Library Tutorials from Leading Research Universities." *portal: Libraries and the Academy* 17.4: 803-25.**

Clossen and Procs outline accessibility practices and establish the poor rate of accessibility for videos and tutorials in academic libraries.

**Ergood, Alyse, et al. 2012. "Making Library Screencast Tutorials: Factors and Processes." *Internet Reference Services Quarterly* 17: 95-107.**

While older, this article outlines a process for creating tutorials from planning and scripting to recording and captioning.

**Wild, Gian. 2014. "8 Steps to Creating Accessible Video." *Sitepoint*. August 15.**

<https://www.sitepoint.com/accessible-video/>

Concise guide to designing accessible videos.