

# Creating Accessible Instructional Videos

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<https://tinyurl.com/3r4upsyj>

# AGENDA

Introduction to Disability and Accessibility

Creating Accessible Videos

Brief Exploration Activity

Q and A



# ACCESSIBILITY . . .

Is a **legal requirement**

Is our **professional responsibility**

**Improves learning** for everyone

Should be done as **part of the design process**



QUICK  
RESPONSE

What comes to mind  
when you hear  
“accessibility for videos”?

# TYPES OF DISABILITIES

Auditory

Visual

Physical

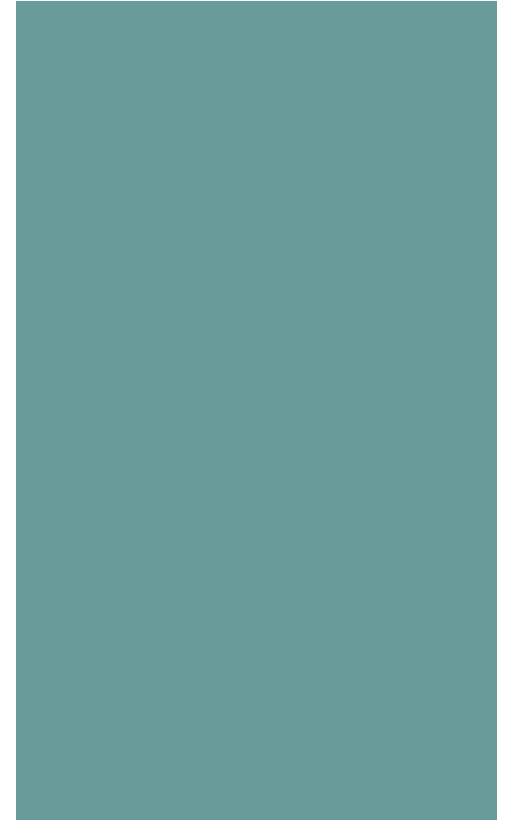
Cognitive

# ACCESSIBILITY CONSIDERATIONS: AUDITORY DISABILITIES

Clear audio

Captions

Transcripts



# ACCESSIBILITY CONSIDERATIONS: VISUAL DISABILITIES

## Legibility

- Large, simple fonts
- Color contrast
- Avoid using color for meaning

## Alt text for images

## Audio description for videos

## Screen reader compatible

## Keyboard navigation



# ACCESSIBILITY CONSIDERATIONS: PHYSICAL DISABILITIES

Large buttons or controls

Keyboard navigation

Adequate time to respond





# ACCESSIBILITY CONSIDERATIONS: COGNITIVE DISABILITIES

Consistent, intuitive navigation

Clear, simple text and narration

Reasonable pace for audio

Visuals stay on screen for sufficient time

Avoid extraneous sound & images



# WEB CONTENT ACCESSIBILITY GUIDELINES (WCAG)

## WCAG 2.0 (2008)

- Structure based on POUR
- Compliance Levels: A, AA, AAA

## WCAG 2.1 (2018)

- Supplements 2.0 with 17 additional Success Criteria
- Adds success criteria for mobile, touch screens, dynamic interactions

## WCAG 2.2 (draft)

- Supplements 2.0 with 9 additional Success Criteria

# WCAG PRINCIPLES (POUR)

Perceivable

Operable

Understandable

Robust

# CAPTIONS AND TRANSCRIPTS

# CAPTIONS, SUBTITLES, OR SOMETHING ELSE?

Captions

Subtitles

CART

Real-time Automatic Captions

# OPEN OR CLOSED?

Open  
Captions

Closed  
Captions

# GUIDELINES FOR CAPTIONS

## Verbatim

Include all audio content

Use proper spelling, capitalization, punctuation, etc.

Synched with audio

## Formatted

- 1-2 lines per caption
- no more than 32 characters per line

Easily read



# OPTIONS FOR GENERATING CAPTIONS



LISTEN AND  
TRANSCRIBE



UPLOAD SCRIPT



AUTO-CAPTION  
AND CORRECT

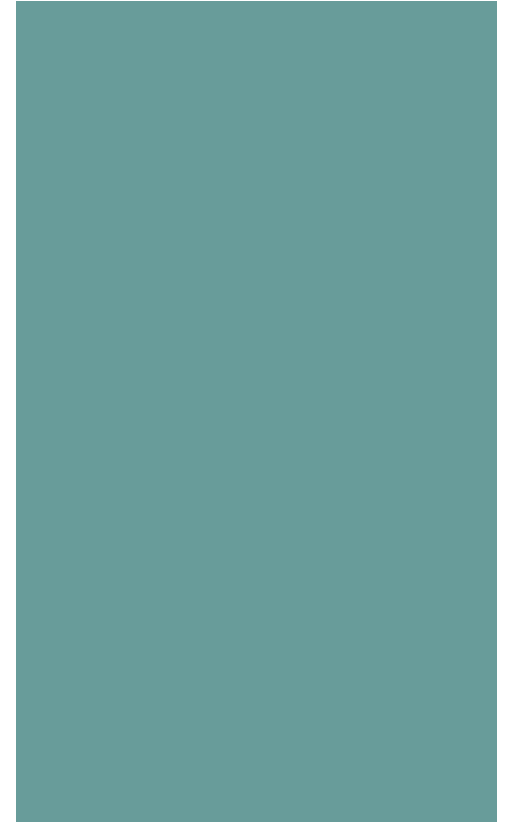


# GUIDELINES FOR TRANSCRIPTS

Follow same rules as captions

Format for ease of reading

Ensure it is accessible and easy to find



# GUIDELINES FOR DESCRIPTIVE AUDIO

## Contextual

### Standard / Extended

- Standard – fits into pauses in dialogue or narration
- Extended – video pauses to make room for descriptive audio

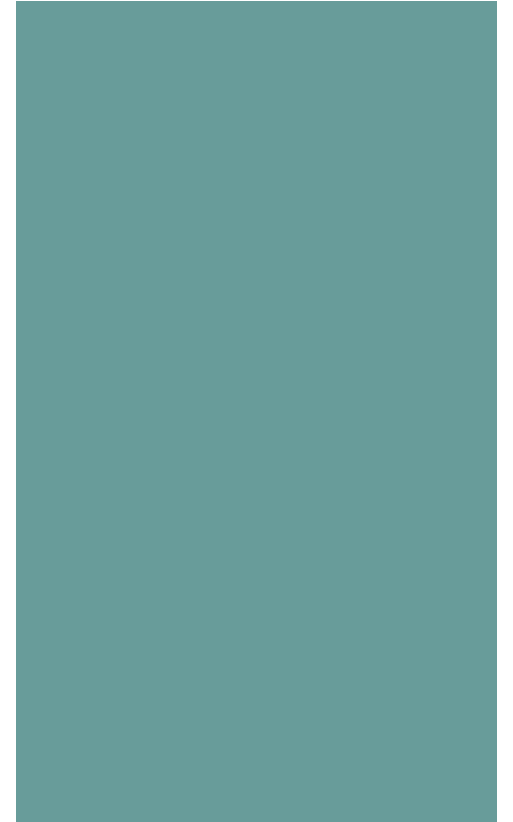
**BEYOND CAPTIONS**



# CONTENT

Focus your content

Eliminate unnecessary information

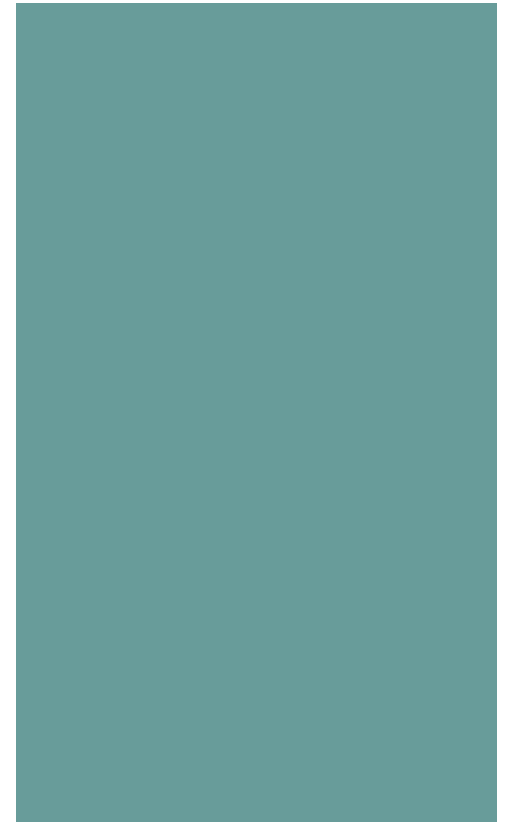


# FRAMING AND ACTION

Focus your frame

Demonstrate smoothly and slowly

Avoid extraneous movements



# TEXT

## Legibility

- Large, simple fonts
- Plain background
- Color contrast

Avoid fancy transitions, text effects, flashing, etc.

Remain on screen for sufficient time

Writing should be concise, jargon-free



# IMAGES

Should have a purpose

Use simple, consistent design

Avoid using color to indicate meaning

Remain on screen for sufficient time

Add alt text



# NARRATION

Eliminate background noise

Speak clearly

Use simple, jargon-free, conversational language

Read/describe all text and images

Synchronize with on-screen action

Give descriptive, directional cues





# PLAYER ACCESSIBILITY

Ensure keyboard compatibility

Avoid auto-play



# EXPLORATION ACTIVITY

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# Q AND A

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# THANK YOU!

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