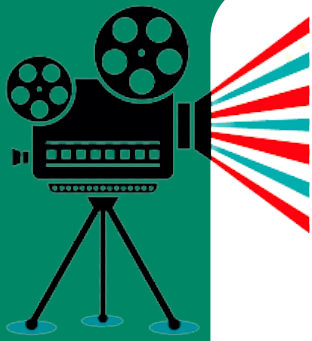


# The Accessible Video Process



## Why? Be inclusive!

### Design videos that are accessible to everyone

Accessible videos can be viewed by everyone, including those using assistive technology. For viewers having poor equipment or technology, accessible videos are useful when a video uploaded is blurred or unable to load properly.

## PROVIDE A TRANSCRIPT

Add a text version of your video that includes what was spoken, plus the description of actions that took place.

Transcripts help deaf/blind users interact with content, using refreshable Braille devices. Use a transcribing service or speech recognition software so that screen readers can use transcribed documents to understand your content. Bonus: search engines index these docs & you get to target viewers who prefer to read. Tools like InqScribe and Designrr transcribe.

## ADD CAPTIONS

Present them as open captions, appearing simultaneously with the sound.

Do not rely on the auto-captioning feature provided by platforms such as YouTube. In most cases, the accuracy is not sufficient to be useful.

Proof captions as screen readers read punctuation by default.

Captions attract more views, are convenient for non-natives and besides being an alternative for those with hearing challenges, they can be used in a quiet environment which does not encourage sound.

Bonus: captions improve your video ranking as search engines scroll the text file.

## ADD AN AUDIO DESCRIPTION

Depending on the type of video and media player, description can be:

- integrated into the main script and recording (which works well for some training videos, yet not most stories)
- narration added to the main audio track and provided in an alternative version of the video (for stories)
- provided in a text file or as a separate audio track (if supported by the media player)

Description explains visual information needed to understand the content. (For example, "Pat opens a small box, looks at a diamond engagement ring, and cries".)



## **MAKE VIDEO COMPATIBLE WITH MOST MEDIA PLAYERS**

Yes! some video players can't play captions nor audio descriptions. And contain keyboard traps. Try not to lose your audience / subscribers / viewership / revenue.



## **AVOID AUTOPLAY**

Provide viewers the option to make the call  
- is the topic relevant to them?  
For individuals with cognitive disabilities, auto-play leads to accessibility failure as they may find interpreting the content a challenge - making the site unusable.



## **USE ACCESSIBLE COLORS AND FONTS**

Videos that convey information like charts, graphs and objects can provide accessibility by incorporating accessible colors and font - try iMovie and Adobe Premiere.



## **USE COMPATIBLE FORMAT**

Technology evolves. Ensure your UX/UI standards are implemented with accessibility in mind.  
Which means Flash is truly out!  
What's in, is ensuring WCAG is at the forefront when producing content.

