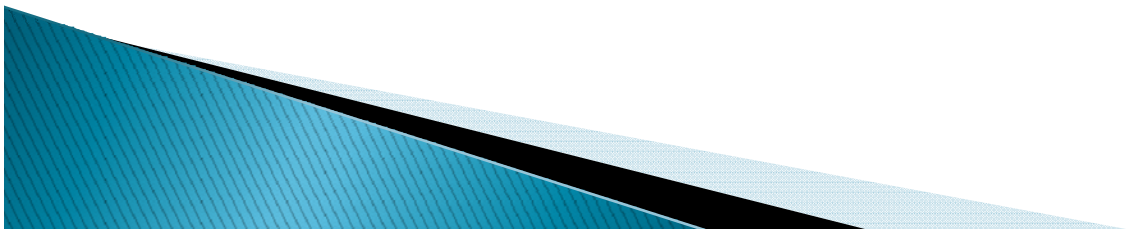


Captioning Videos: Why and How



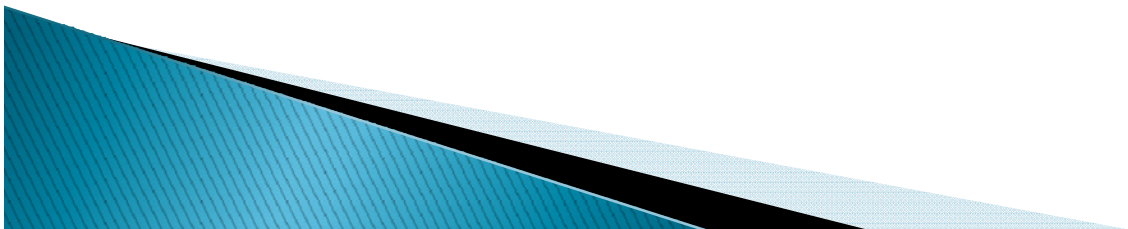
Panel Members:

- ▶ Keith Jervis, Disability Specialist, Office for Disability Services
- ▶ Anita Colyer Graham, Manager of Access, World Campus
- ▶ Mike Brooks, Information Technology Specialist, World Campus



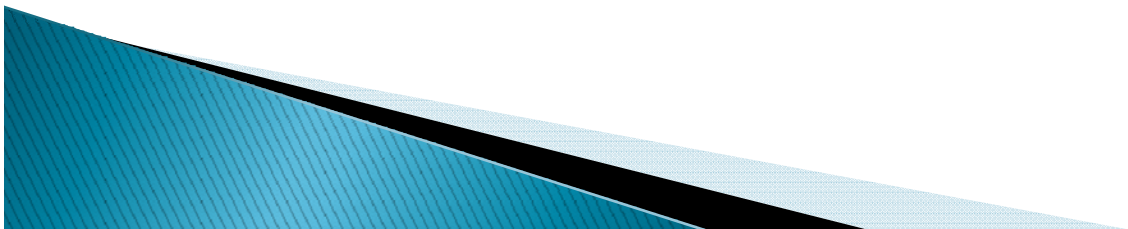
Moderator:

- ▶ Keith Jervis, Disability Specialist assigned to the World Campus
 - Initial point of contact for disability services
 - Interview Hearing Impaired Student by Online Interview
 - Determine Communication Needs (course by course)
 - Identify Accommodations/Services/Auxiliary Aids



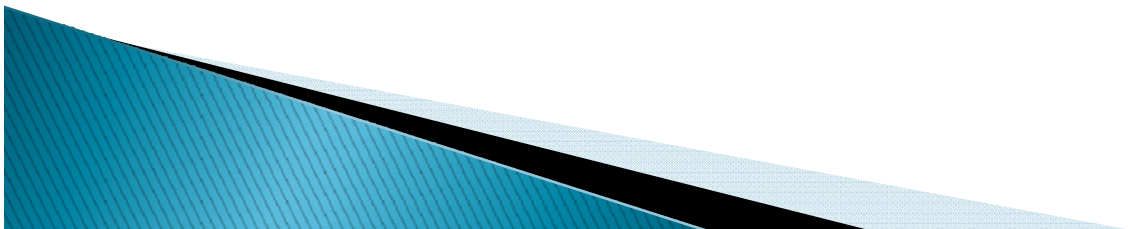
Office for Disability Services (ODS) Process:

- ▶ Student discloses to ODS
- ▶ Student submits documentation
- ▶ ODS determines if covered under ADA
- ▶ ODS identifies accommodations
- ▶ Letter for student to share with faculty



Why Caption?

- ▶ ADA Amendments Act (2008)
- ▶ Penn State Policy AD 25:
 - All videos produced by Penn State communications and marketing units must meet the requirements of the Americans with Disabilities Act-- In short, any video you produce must be closed captioned



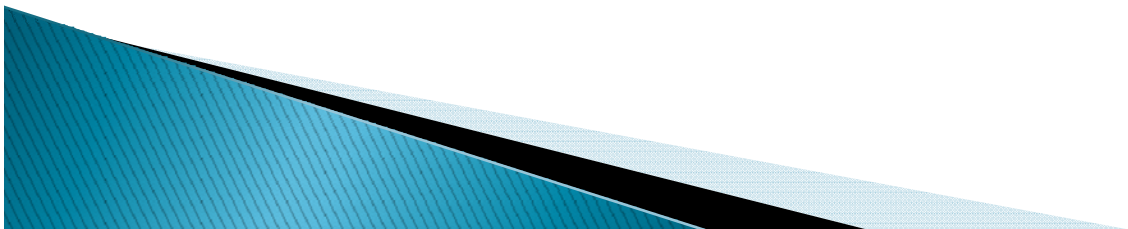
Additional Reasons:

- ▶ Benefits many users:
 - Individuals with disorders that affect concentration
 - Older users with some hearing loss
 - Individuals for whom English is a second language
 - When the listening environment is noisy
 - When an audio connection is lost



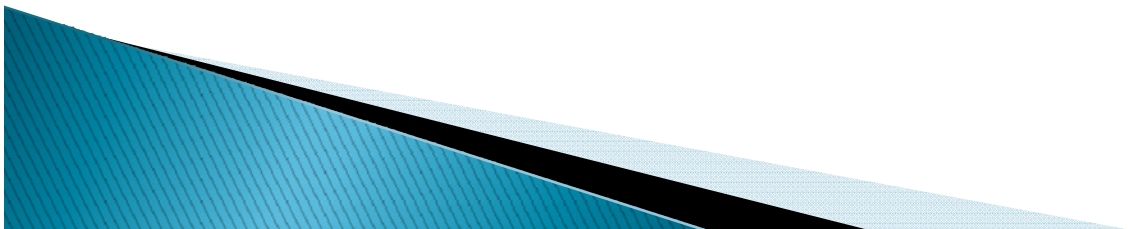
Lip Reading Exercise

- ▶ What did you understand of what was said?
- ▶ How did you feel as you tried to understand communication by speechreading only?
- ▶ What helped you to speechread?



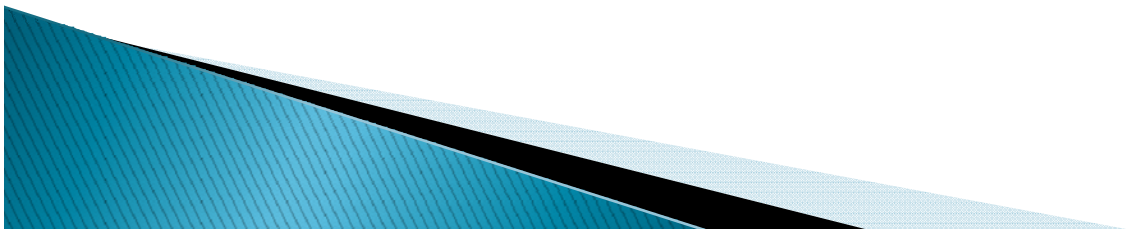
Anita Colyer Graham

- ▶ Manager of Access, World Campus
- ▶ Responsible for coordinating support services for individuals with disabilities who enroll in World Campus Courses



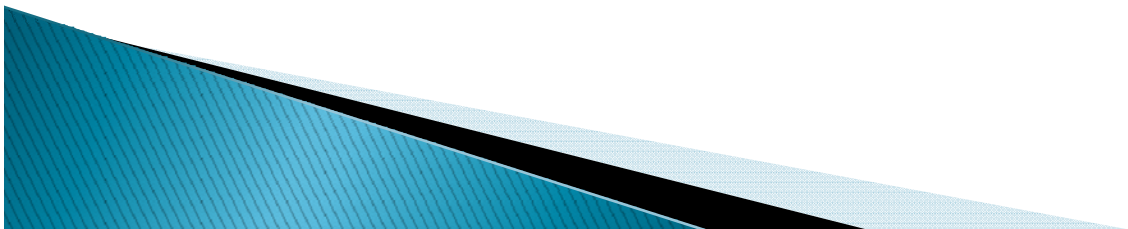
About the World Campus:

- ▶ Penn State's online campus
- ▶ Serves adult learners at a distance
- ▶ 609 distinct courses
- ▶ More than 8500 individual students
- ▶ Approx. 40K course enrollments
- ▶ 50 states, 3 territories, 50 countries



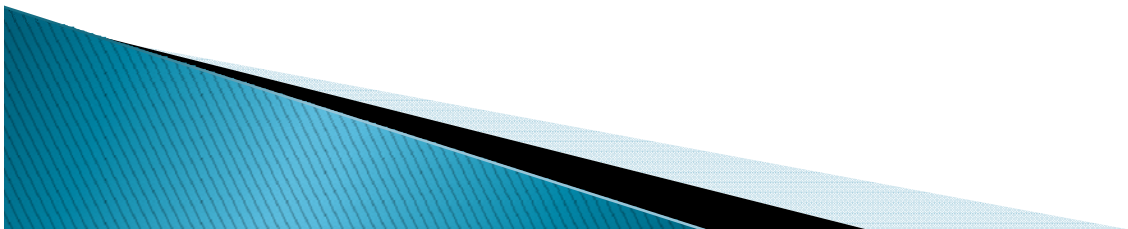
Typical Online Course Elements:

- ▶ Original content created at Penn State (don't forget exams)
- ▶ Learning management system (LMS) such as ANGEL
- ▶ Library materials, such as e-reserves, databases
- ▶ Third-party materials we link to, such as news stories, YouTube clips



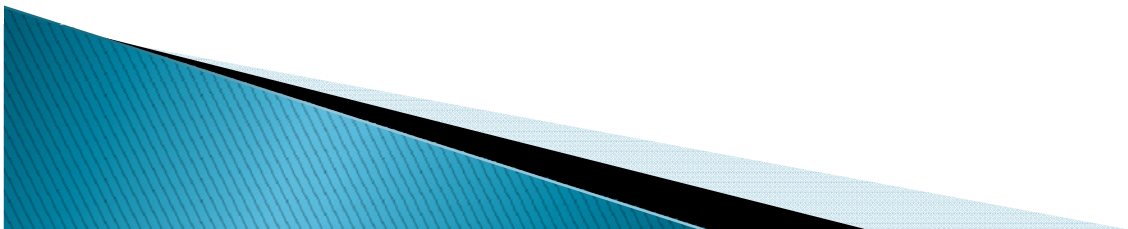
Online Course Elements (cont):

- ▶ Third-party materials we host under fair use or TEACH Act
- ▶ Purchased materials, such as texts, some with CDs and Web sites
- ▶ Software, apps, social media tools, either purchased or downloaded
- ▶ Interaction systems, such as E-Live or Adobe Connect
- ▶ Content/feedback generated during the course by students and faculty



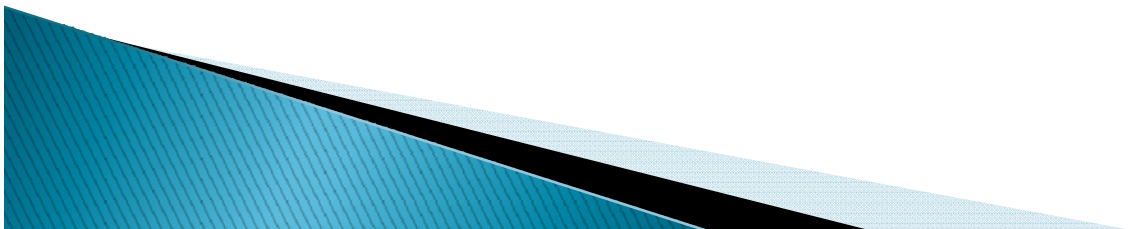
Mike Brooks

- ▶ Information Technology Consultant
- ▶ Usability and Accessibility
- ▶ Behind the Scenes

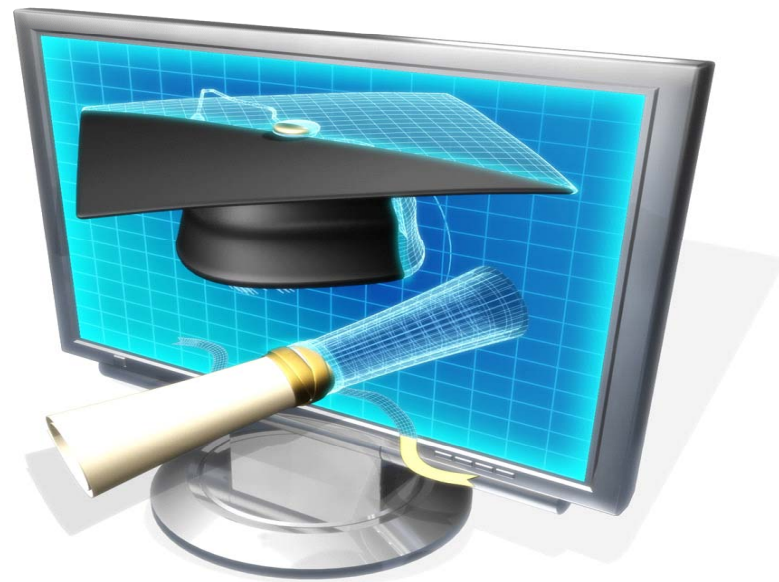


Captioning Process:

- ▶ Captioning Provider: 3PlayMedia, AST
- ▶ Submitting Video
- ▶ Receiving Transcripts and Captions
- ▶ Implementing Captions

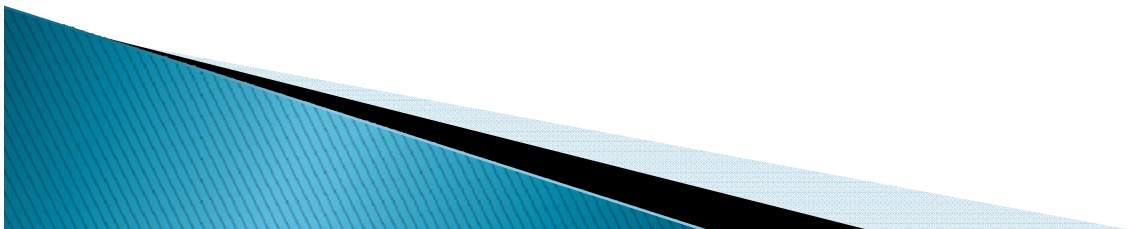


With Captioning Students with Hearing Impairments Can Participate Fully in Online Classes



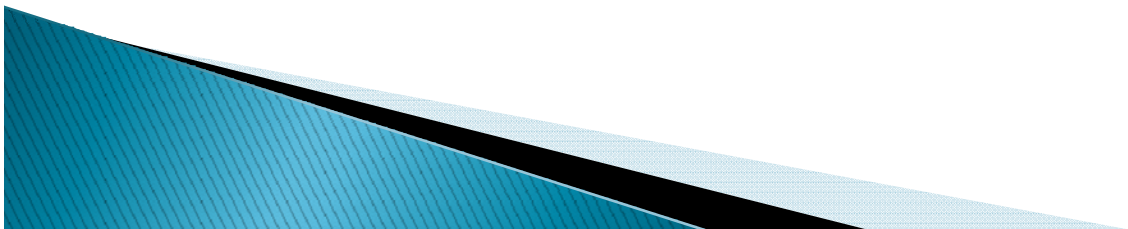
Captioning Providers:

- ▶ 3PlayMedia
Josh Miller
(617) 764-5189
josh@threeplaymedia.com
www.3playmedia.com
- ▶ Automatic Sync Technologies 1-877
AST-SYNC or Kevin Erler (510) 582-
3437 at: www.automaticsync.com



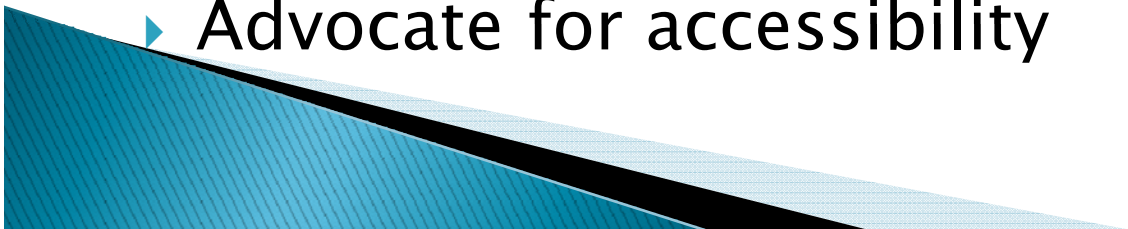
Lessons Learned (Keith):

- ▶ Identify students needing captioning early
- ▶ Understand the communication needs of the students
- ▶ The simplest solution is often the best, e.g., purchase closed captioned version of film
- ▶ Obtain student feedback
- ▶ Have a backup plan, e.g., change order of films to show available captioned first



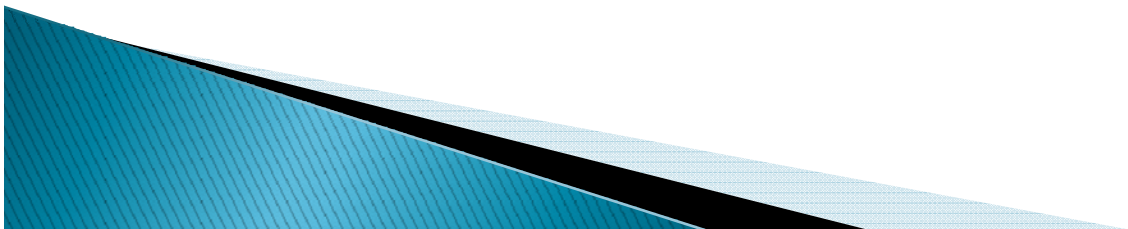
Lessons Learned (Anita):

- ▶ Know what media the course uses & tell students
- ▶ Be mindful and purposeful of what you include/link to
- ▶ Caption media you make; have a plan for what isn't yours
- ▶ If using films/media, buy & stream captioned clips
- ▶ Know how to get your hands on required items quickly
- ▶ Advocate for accessibility



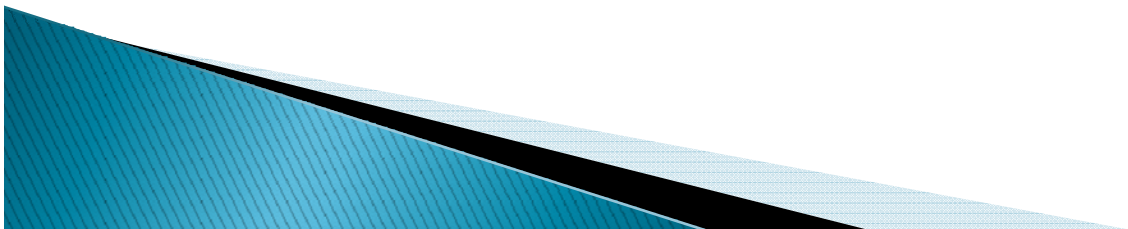
Lessons Learned (Mike):

- ▶ Record in a quiet environment with a good headset
- ▶ Focus on first week or two of a course rather than tackling it all at once
- ▶ Have a work-flow in place
 - May be specific to each file type and video source
- ▶ Review the accuracy of your captions



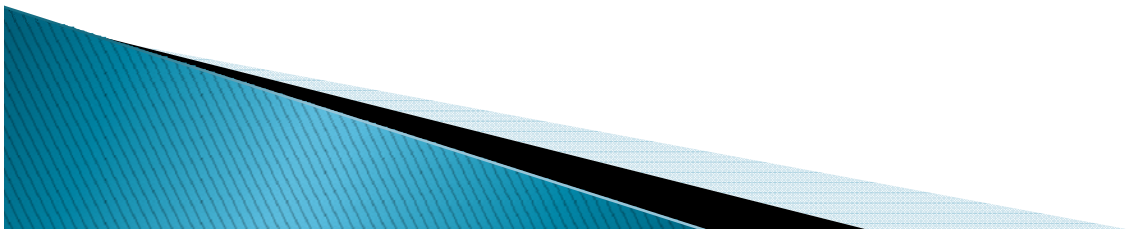
Penn State Resources:

- ▶ Webstandards, Accessibility and Usability at Penn State:
- ▶ <http://webstandards.psu.edu/>
 - Some Caption How Tos:
 - <http://webstandards.psu.edu/content/some-captioning-how-tos>
 - Audio and Video Files:
 - <http://webstandards.psu.edu/accessibility/tech/audio>



Online Accessibility Training:

- ▶ Web Developer Brown Bag Lunches (3rd Tuesday each month):
<http://webstandards.psu.edu/node/159>
- ▶ Online Accessibility Training Modules:
<http://www.accesselearning.net/>
 - Making Videos Accessible:
http://www.accesselearning.net/mod4/4_01.php



Additional Resources:

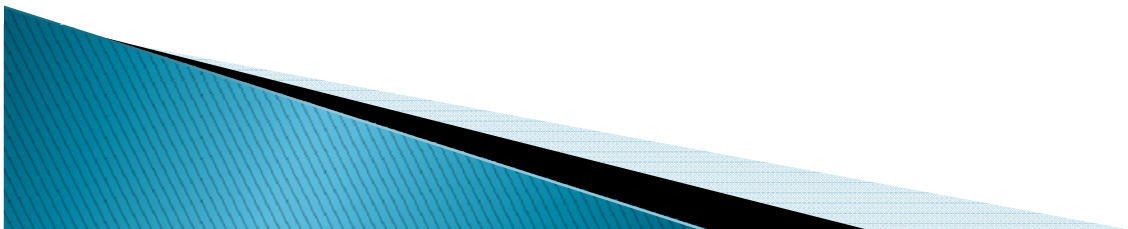
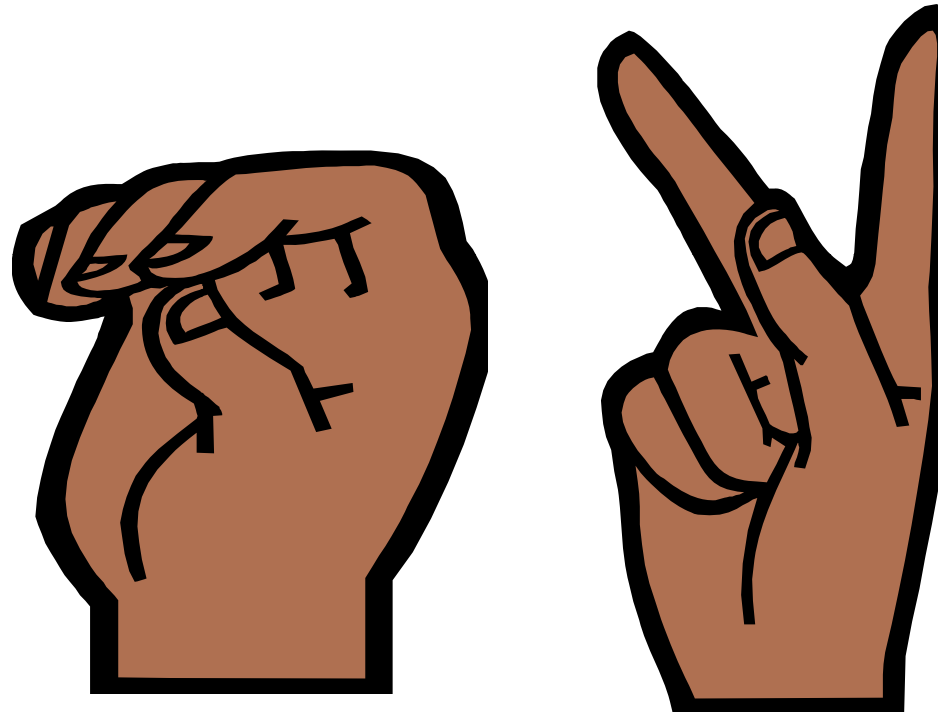
- ▶ DO-IT serves to increase the success of individuals with disabilities in challenging academic programs and careers. It promotes the use of computer and networking technologies to increase independence, productivity, and participation in education and employment (online course information: <http://www.washington.edu/doit/Resources/accessdl.html>)
- ▶ PEPnet-Northeast: The mission of the PEPNet-Northeast is to assist secondary and postsecondary institutions to improve educational access and enhance educational opportunities for students who are deaf or hard of hearing: <http://www.netac.rit.edu/>



Questions



Okay?



Contact:

- ▶ Keith Jervis, Disability Specialist
 - ▶ Office for Disability Services
 - ▶ kej11@psu.edu
 - ▶ 814-863-1807
 - ▶ Anita Colyer Graham, Manager of Access
 - ▶ World Campus
 - ▶ afc1@psu.edu
 - ▶ 814-863-8297
 - ▶ Mike Brooks, IT Consultant
 - ▶ mlb354@psu.edu
 - ▶ 814-865-5357
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