



## *Video Accessibility Workflow and Style Guide*

### **Overview**

The purpose of this document is to provide a workflow and style guide for the purposes of video accessibility within the Garland Independent School District (GISD). The aim is to provide a framework for an efficient workflow, a consistent end-user experience and quality control.

# Audio description

For pre-recorded videos where meaningful content is provided visually, the same content must be delivered verbally as well. This can be accomplished through appropriate dialogue and/or narration techniques or via a separate audio description track.

In most instances, appropriate dialogue and/or narration can meet the requirement. For example, for a recording of a presentation that displays PowerPoint slides, the speaker should convey all of the information that is displayed on the screen. It's not necessary to read the slide text verbatim, but all of the information and meaning must be stated verbally.

For a pre-recorded video where the narration and dialogue alone cannot adequately convey the meaning of the content, audio description is needed. This technique involves recording a separate audio track that provides descriptions of scenes, actions or other information necessary for someone who can't see the images to truly understand the video content.

Plans for how to address audio delivery of visual content in videos must be considered at the very beginning of a video project because it could impact how a script is written or a video is filmed and edited. Contact GRS-TV for guidance at the beginning of any video project.

# Transcripts

Pre-recorded videos with dialogue require a separate written transcript file be available with the presented video. Transcripts will be automatically generated for videos added to the district site. For this process to work, the videos must be added to the district's YouTube channel and the video captions must have been edited. See below for details on how to properly edit video captions.

# Captioning

## GISD Video Caption Workflow

### *Captioning videos*

The majority of videos posted online by GISD are hosted by YouTube. Therefore, the following workflow and best practices will reflect the workflow for captioning videos via YouTube.

### Uploading

1. Sign into YouTube and upload your video. Set privacy setting to either "Unlisted" or "Private."

Upload - YouTube

Secure | <https://www.youtube.com/upload>

Apps | Google | Mac Help Sites | News | Imported From Safari

YouTube Search



**Select files to upload**  
Or drag and drop video files

Public

**IMPORT VIDEOS**

Import your videos from Google Photos

Import

**LIVE STREAMING**

Set up your channel and stream live to your fans

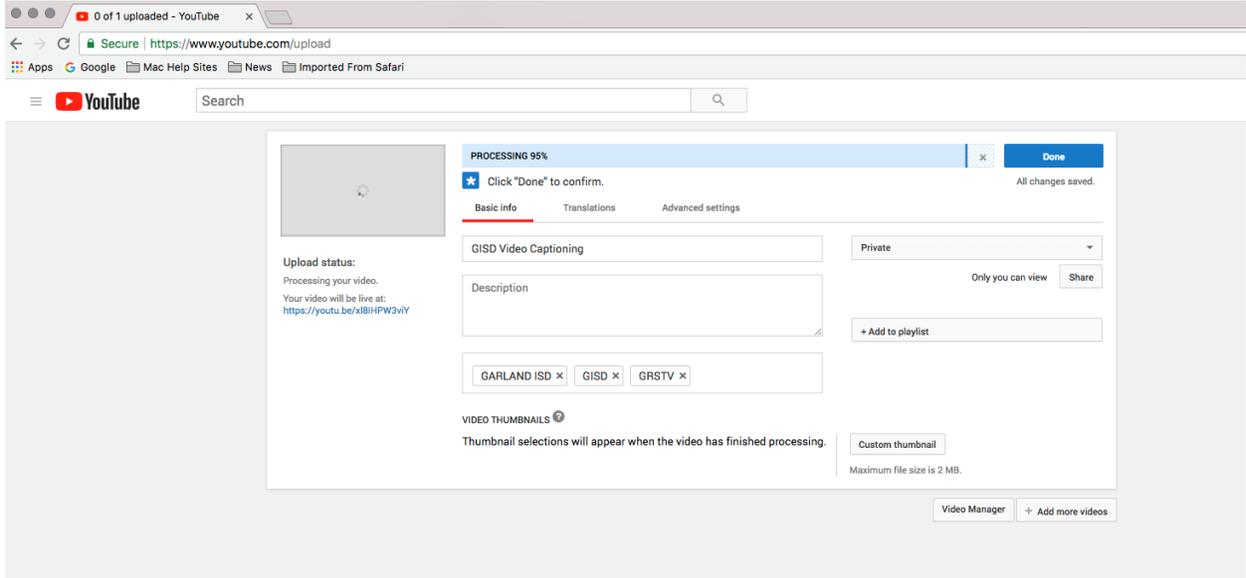
Get started

**HELP AND SUGGESTIONS**

By submitting your videos to YouTube, you acknowledge that you agree to YouTube's [Terms of Service](#) and [Community Guidelines](#). Please be sure not to violate others' copyright or privacy rights. [Learn more](#)

[Upload instructions](#) | [Troubleshooting](#) | [Mobile uploads](#)

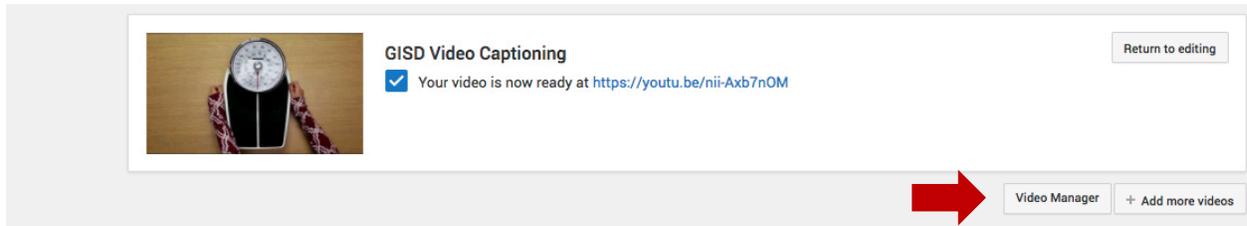
2. Generate an appropriate title and description and modify other necessary settings.



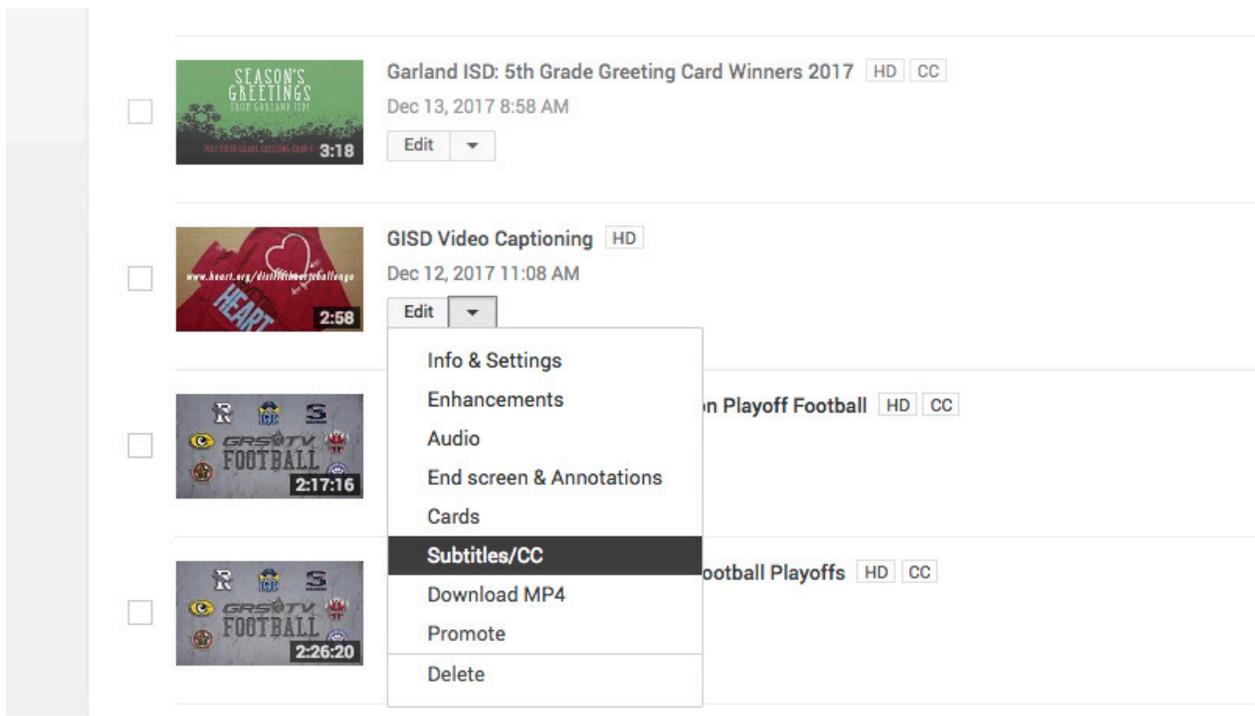
3. Upon completion select “Done” and allow the video to process.

## Captioning

1. Select “Video Manager”



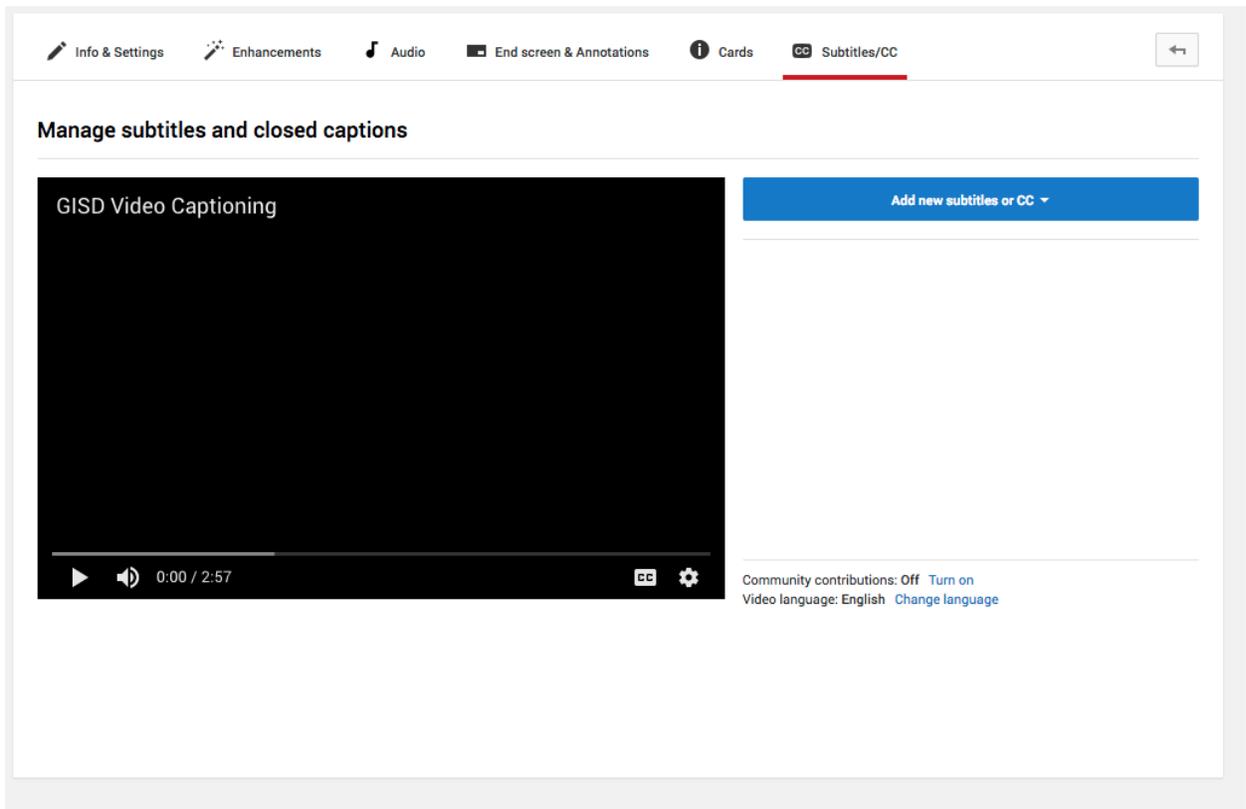
2. Navigate to your video. Click on the drop-down arrow next to “Edit.” Select “Subtitles/CC.”



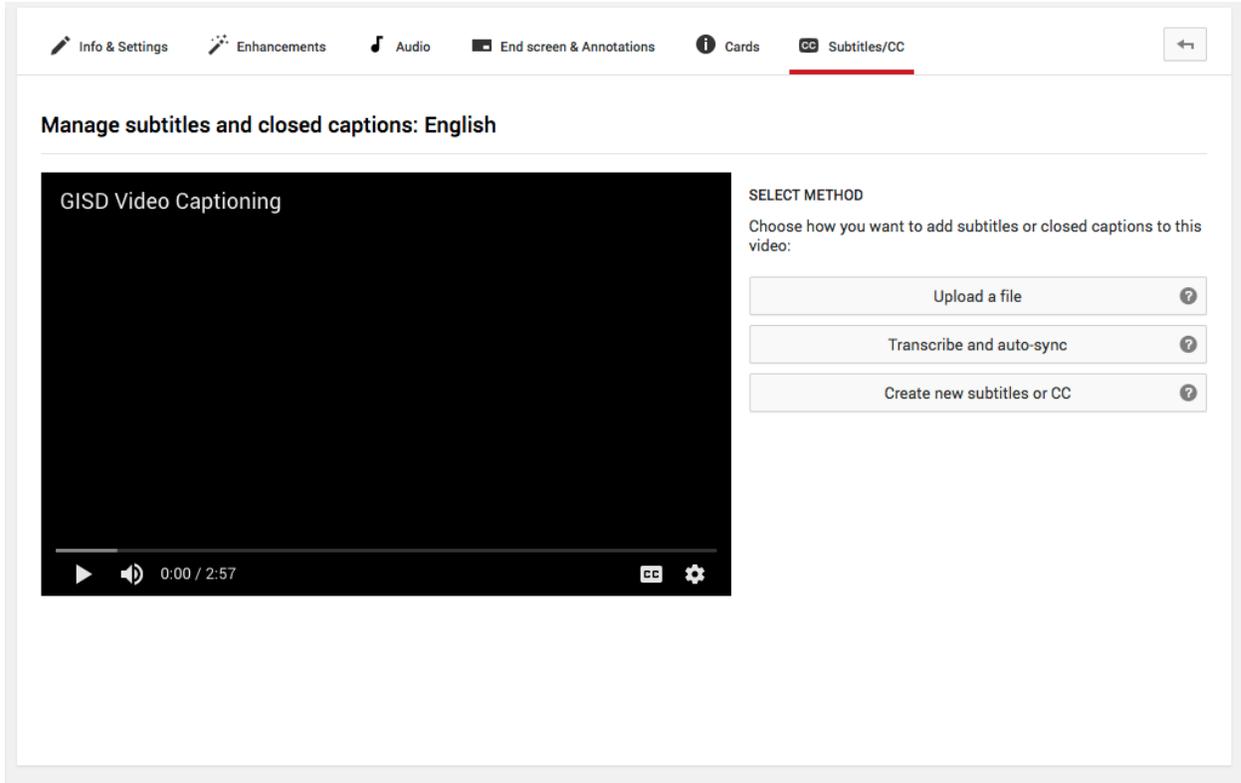
3. If YouTube has generated “Automatic” captions, then select the “Automatic” option under “PUBLISHED” and proceed to caption editing to edit and quality check the captions.

The screenshot displays the YouTube 'Manage subtitles and closed captions' interface. At the top, there is a navigation bar with tabs for 'Info & Settings', 'Enhancements', 'Audio', 'End screen & Annotations', 'Cards', and 'Subtitles/CC'. The 'Subtitles/CC' tab is selected and highlighted with a red underline. Below the navigation bar, the title 'Manage subtitles and closed captions' is displayed. On the left side, there is a video player area that is currently black with the text 'This video is restricted. Try signing in with a Google Apps account.' The video player controls at the bottom show a play button, a mute icon, and the time '0:00 / 0:00'. On the right side, there is a blue button labeled 'Add new subtitles or CC'. Below this button, the 'PUBLISHED' section is visible, containing a radio button selected for 'English (Automatic)'. At the bottom right, there are options for 'Community contributions: Off Turn on' and 'Video language: English Change language'.

4. If YouTube does not generate “Automatic” captions, then select “Add new subtitles or CC.”



5. Choose the appropriate language for the captions, and then select the method for creating captions. If you have a script, then you may choose “Upload a file” or “Transcribe and auto-sync” (refer to YouTube help options for greater clarification). If you do not have a script then you will select “Create new subtitles or CC” and begin editing your subtitles.



The screenshot shows the YouTube 'Subtitles/CC' settings page for a video. At the top, a navigation bar includes 'Info & Settings', 'Enhancements', 'Audio', 'End screen & Annotations', 'Cards', and 'Subtitles/CC' (which is highlighted with a red underline). Below the navigation bar, the page title is 'Manage subtitles and closed captions: English'. The main content area is split into two sections. On the left is a video player with a black screen and the title 'GISD Video Captioning'. The player controls at the bottom show a play button, a volume icon, a progress bar at '0:00 / 2:57', and icons for closed captions and settings. On the right, under the heading 'SELECT METHOD', there is a prompt: 'Choose how you want to add subtitles or closed captions to this video:'. Below this prompt are three buttons: 'Upload a file', 'Transcribe and auto-sync', and 'Create new subtitles or CC'. Each button has a small question mark icon to its right.

## **Caption editing**

### *Automatic captions overview*

Automatic captions generated by YouTube will require editing. Do not rely on these captions to be accurate or even acceptable. This process is critical to ensure a quality end-user experience. The caption editor must be mindful of spelling issues, capitalization issues, and punctuation because the YouTube process does not often address these issues.

### Workflow:

1. Make an initial pass editing the text only by correcting apparent capitalization errors, spelling errors and by adding appropriate punctuation.
2. Make a second pass editing the text while watching the video to adjust for timing and synchronization.
3. Make a final quality-check pass in which the editor proofreads the text and makes any fine-tuning adjustments to fix any timing issues.

## Editing Automatic captions in YouTube

1. Edit the text in the caption editor located to the left of the video viewer.

Info & Settings Enhancements Audio End screen & Annotations Cards Subtitles/CC

### View published subtitles and CC: English (Automatic)

Subtitles/CC source: Automatic

Actions

0:00.6	heart disease is the leading cause of
0:05.1	death for both men and women in the
0:05.1	United States accounting for one out of
0:10.8	every seven deaths 80 percent of the
0:10.8	risk factors are preventable by
0:14.5	following the American Heart
0:14.5	Association's life simple 7 you can keep
0:19.9	your heart healthy have you ever heard
0:19.9	you are what you eat it's not like
0:24.1	you'll turn into a carrot or a donut but
0:24.1	the nutrients contained in foods
0:27.8	determine the health of your body make
0:27.8	your plate have fruits and veggies
0:31.6	choose lean proteins pick whole grains
0:31.6	and consume low-fat dairy this will

GISD Video Captioning

0:00 / 2:57

heart disease is the leading cause of death for both men and women in the United States accounting for one out of every seven deaths 80 percent of the risk

0:00.6 heart disease is the leading cause of death for both men and women in the

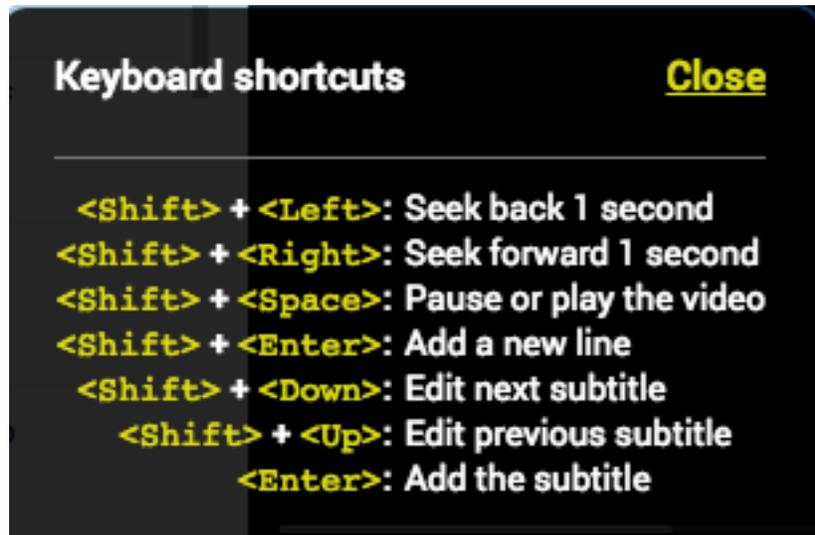
0:05.1 United States accounting for one out of every seven deaths 80 percent of the

0:00.6 Heart disease is the leading cause of death for both men and women in the

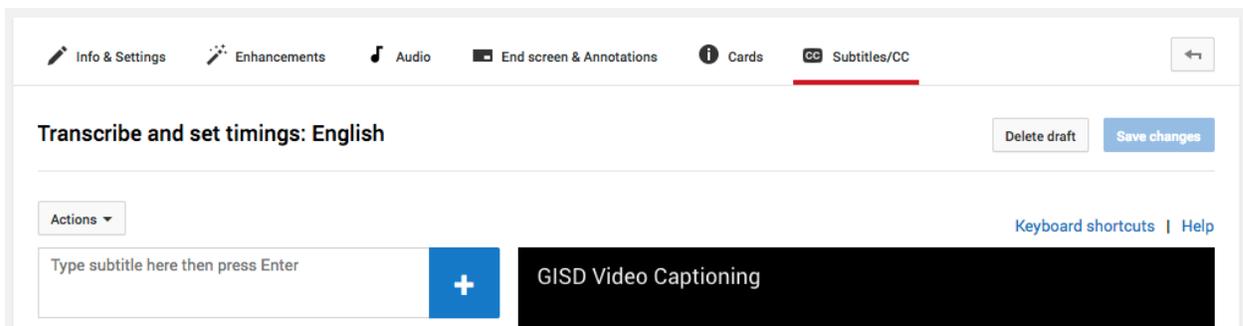
0:05.1 United States, accounting for one out of every seven deaths. 80 percent of the

2. Play back the video while adjusting for timing. Timing for onscreen appearance can be adjusted by typing in a numeric value in the caption editor or by adjusting the text boxes located beneath the video viewer.

*It is helpful to be familiar with keyboard shortcuts to assist the editor in navigating the caption editor and timeline.*



3. Make a final pass to ensure a high-quality experience for the end-user. This final process of proof-reading should include attention to spelling, capitalization, punctuation, and proper timing.
4. Once it has been determined that captions have been edited accurately and appropriately, select “Save changes” located above the video viewer. The “Automatic” captions will now be published.



5. Navigate to “Info & Settings” and change privacy settings to “Public” if necessary.

## *Editing manual captions*

The YouTube caption editing interface includes four main components:

1. New subtitle field
2. Caption editor
3. Video viewer
4. Timeline

The best practice workflow for manual captions is as follows:

1. Play the video and insert captions in the “New subtitle field” as the video plays. Do not worry about being perfect the first time through. The goal is just to get in as much as possible.

*Helpful Hint: Keep the “Pause video while typing” function enabled during the process to stop the video from playing while inserting new text.*

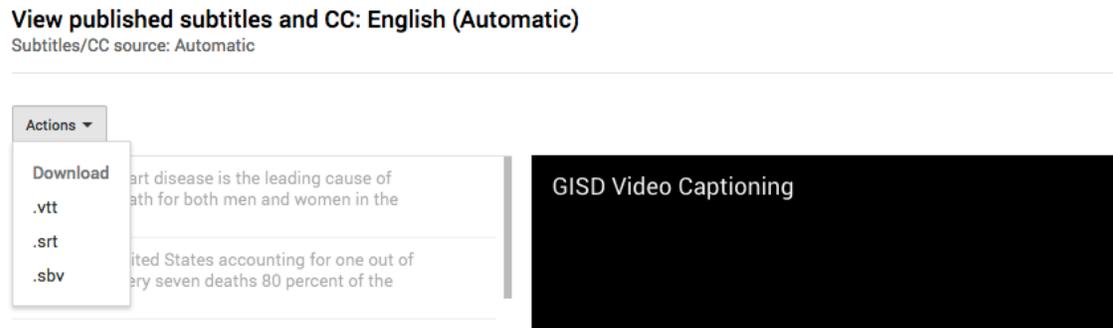
2. Make a second pass through the text in the caption editor in order to clean up spelling, capitalization and punctuation issues.
3. Make a third pass focused on adjusting for timing and synchronization.
4. Make a final pass to ensure a high-quality experience for the end-user. This final process of proof-reading should include attention to spelling, capitalization, punctuation, and proper timing.

Please refer to *Editing Automatic captions in YouTube* for interface screenshots and further context as well as to the YouTube help options for further assistance.

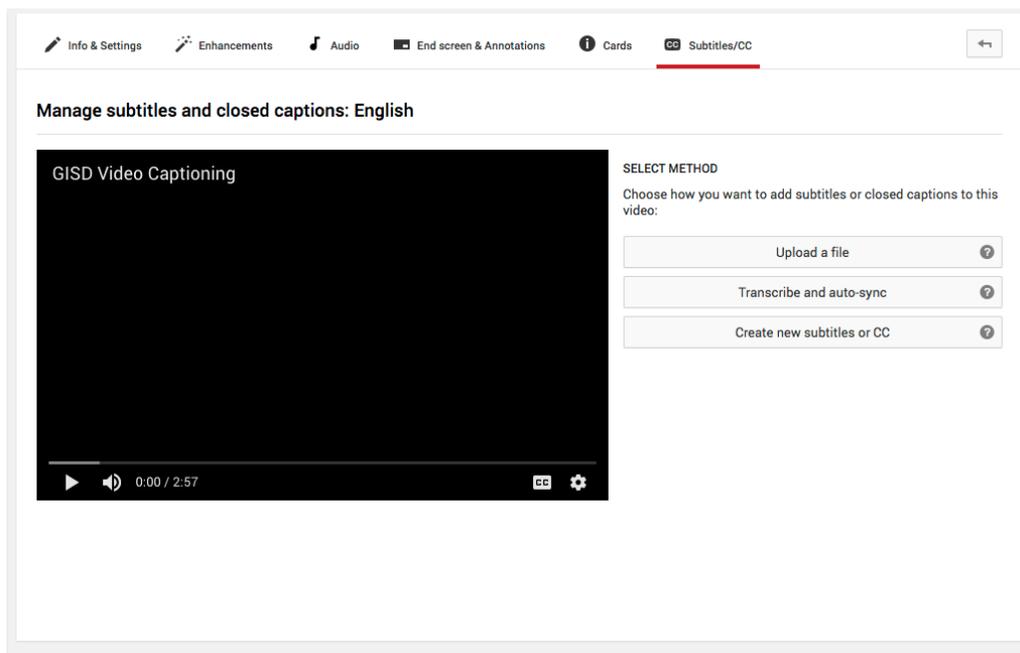
## Offline editing

In the event of a long transcript, it may be desirable to edit the text portion of the captions offline.

1. Click on the “Actions” dropdown menu located directly above the “New subtitle field.”



2. Select .srt. An .srt file will download to your system.
3. Open the .srt file in a text editing application such as “Notepad” (PC) or TextEdit (Mac).
4. Make necessary changes to the text.
5. Upload the file to YouTube.



6. Continue the workflow best practices by adjusting for timing and synchronization and proceeding with a final quality check.

7. Select “Save changes” to publish the transcript.

## *Purpose*

The aims of this style guide are to provide uniformity and quality controls with the end goal being a consistent, high-quality experience for the end-user. The guide should also provide to the caption editor a model to increase efficiency.

## *General Guidelines*

This style guide follows guidelines set forth by *The CBC Captioning Style Guide* (2003). There are two forms of captioning: off-line roll-up captions and pop-on captions. YouTube provides “pop-on” captions. This style guide will provide guidelines that generally comport with “pop-on” captions. Further, not all guidelines are pertinent to the workflow for GISD caption editing. In sum, this style guide seeks to provide only relevant information to the GISD video caption editor.

## *Style Guide*

### **Editing and timing**

#### *Editing text*

A caption line should end at a period or comma. New captions should be created at the beginning of a new sentence where possible. Use discretion where sentences are unusually long and/or timing may be compromised.

#### *Timing*

Captions should be in sync with the audio track whenever possible. Caption changes should also be in sync with scene/shot changes whenever possible to eliminate confusion and to provide the most accurate experience as possible.

The standard onscreen duration for single words and short sentences is one second ten frames (1:10) and the minimum duration is 1:00.

The standard duration for one full line of text is 2:00 and the minimum duration is 1:20.

The editor may use discretion in timing when/if the speaker speaks quickly to allow for an acceptable reading time.

Captioning verbatim is the standard, but fast speakers may not proceed at a comfortable reading rate. It is incumbent upon the caption editor to use language skills to ensure readability, consistency and the best possible experience for the end-user.

## **Positioning and appearance**

The YouTube caption position default is to the bottom of the video viewer. However, the user has the ability to change the caption position if so desired.

If the default position of the caption obscures an onscreen super-imposed image (super), then it might be necessary to include the obscured information in the caption. An example would be that of a name super used to identify a speaker. The caption editor should provide the same information provided by the super including name, title, etc. using the following format:

>> John Smith (Teacher):...

Other caption notes might include location or URL notes provided by obscured graphics. Examples:

(Location note: Garland, TX)  
(URL note: [www.garlandisd.net](http://www.garlandisd.net))

Captions should generally be only one or two lines in length.

Spacing should be limited to one space. It is unnecessary to use two spaces after a period.

## **Speaker Identification**

Identify speakers using the following convention: two chevrons followed by a space, speaker identification and a colon.

Example:

>> John Smith: That's why I choose GISD!

Off-screen speakers must be identified by their whole name when off-screen, and then by either their first or last name upon their appearance on screen.

Captions for on-screen conversations and interviews between two or more people need to indicate who is speaking.

Multiple speakers or groups speaking at the same time should be indicated by three chevrons, a space, description of speakers and a colon.

Example:

>>> All: That's why we choose GISD!

## **Abbreviations**

Spell out all words fully unless the abbreviation is actually spoken.

## **Quotation marks**

Use quotes around titles and to indicate deliberate puns.

Place commas and periods inside of quotes.

If a quote spans multiple captions, place quotation marks at the beginning of each caption except for the final caption containing the quote, which should contain a closing quotation mark.

## **Numbers**

Numbers under ten are spelled out. The number ten may be spelled or displayed numerically depending on spacing and aesthetics.

Common fractions are preferred to be spelled (e.g. 1/2 should be one half) out whereas uncommon fractions may be represented numerically (e.g. 1 1/32).

Dollar signs (\$) are acceptable.

Years when expressed as decades may be spelled or represented numerically (e.g. the '80s or the Eighties). Actual years should be expressed numerically (e.g. 1980).

Times of day should be represented numerically (10:00 a.m. or 10:00).

Temperatures should be captioned as spoken.

## **Line and caption breaks**

When determining where to break a line and start a new line, the editor must keep in mind readability and understandability. Do not break modifiers from the words they modify, conjunctions nor a person's name.

Interruptions are illustrated by a double dash.

Example:

>> Jane Smith: Good morning! It's nice –  
>> Jill Jones: Good morning!

Hyphenated words should remain on one line.

Unfinished sentences and long pauses should be indicated by an ellipsis (...).

## **Descriptive captions**

Descriptive captions are used to describe non-spoken portions of the audio track. This includes non-verbal utterances, sound effects and music. All relevant sounds should be described in a caption to provide a high quality experience.

Descriptive captions are all lower-case and set apart by brackets.

Examples:

[whispering]  
[applause]  
[silence]

If speech is indiscernible, a descriptive caption is helpful.

Examples:

[muttering]  
[speaking Esperanto]

## **Music and song lyrics**

Instrumental music is captioned by displaying two music notes separated by a space (e.g. ♪ ♪).

On a Mac, the music note is located in “Emoji and Symbols” which is accessed under “Edit” in the menu bar or by using the keyboard shortcut “Control – Command – Space Bar.”

On a PC, the music note may be typed by using the keyboard shortcut “Alt - 1 – 3.”

The caption editor should provide descriptions of the music where possible, including style, title and artist. Examples:

♪ [emotional electronic dance music]

♪ [“Greatest Love of All” by Whitney Houston]

All lyrics must be captioned fully. If lyrics are indiscernible, use an appropriate description in accordance with previous guidelines for indiscernible speech. Caption lines are generally derived from the lyric lines, and a musical note should be placed at the beginning and end of each caption. Avoid using punctuation unless necessary for clarity. Example:

♪ I believe the children are our future ♪

♪ Teach them well and let them lead the way ♪

♪ Show them all the beauty they possess inside ♪