

The **3Ps** of Creating Accessible Instructional Videos

Instructional videos are a great resource for instructors to provide content in online courses. To comply with the Americans with Disabilities Act and the U.S. Rehabilitation Act, all videos must include accessibility features. Following this three-stage approach to creating instructional videos will save time and money, while ensuring all students can access the material.

PLAN

Audience Analysis

- What education level? Undergrad or graduate?
- Typical number of students?
- General education course or upper division course?
- Will you provide fundamental content or get straight to the point?
- Will you need visual or other supportive materials?
- Consider Universal Design of Learning elements. (www.ttu.edu/accessibility/UniversalDesignofLearning.php)

Purpose and Objectives

- Define objectives to organize content.
- Video should focus on content, and be independent from textbooks.
- Create outline and/or storyboard.
- Consider recording the unchanging core content separately from content subject to change.
- Current events should be independent videos so they can easily be removed when no longer relevant to objective.
- Use specific dates/years instead of mentioning an age (i.e., “The book was published in 1966” instead of “the book is 50 years old.”)
- When working problems, such as math, science or business, have the problems solved ahead of time to eliminate time for calculating or errors.

Slide/Visual Design Considerations

- Contrasting colors; black and white is best.
- Avoid flashing and blinking content.
- Limit transitions and animations.

Script

- Prevents you from stammering or saying “uh” too often.
- Keeps you on topic.
- Accessibility: Include audio descriptions, describing any images on video that include content. (www.ttu.edu/accessibility/AccessibleAudioDescriptions.php)
- Accessibility: Can be used later for captions and transcript.

Technical Considerations

- Select season neutral clothing.
- Avoid prints and patterns.
- Plan time to practice.
- Identify location.

Interactivity

- Add interactive pop-up questions.
- Use interactive graphics for interest.

Copyright

- Consider copyright issues while using visuals and other materials. (www.depts.ttu.edu/infotech/laws/copyright/)

Video Length

- Keep video length under ten minutes.
- Consider attention spans of learners.
- Shorter videos are easier to record.



PRODUCE

Technical Considerations

- Lighting
 - Keep light in front of person recording.
 - Don't sit in front of a window.
- Audio
 - High quality microphone.
 - Don't depend on built-in microphone on computer.
- Background/environment should not be distracting from recording.

Recording Software Options at TTU

- Mediasite (www.depts.ttu.edu/itts/services/mediasite)
 - Available at TTU.
 - File saved on TTU server.
 - Creates instructor recording.
 - Allows for screen capture.
 - Can voice over PowerPoint.
 - Upload caption files easily.
 - Easy to embed link into BlackBoard course.
- Adobe Presenter (www.depts.ttu.edu/elearning/production/presenter.php)
 - Can voice record over PowerPoint slides.
 - Can write transcript in notes section for accessibility.

Accessibility with Audio Descriptions

(www.ttu.edu/accessibility/AccessibleAudioDescriptions.php)

- Verbally talk through your steps if you are demonstrating.
- Talk through your PowerPoint slides.
- Describe any visuals that are important for content.

Editing

- Add titles and references, as needed.
- Insert chapters and tags (metadata for search functions).
- Review product by watching video.

PUBLISH

Captions

- A file that accompanies the video file (.srt or .sml.)
- Includes a transcript that is synchronized with audio on the video.
- Federal law requires accurate word for word and grammatically correct.
- Tools to create caption file:
 - Movie Captioner (synchrmedia.com/tutorials.html)
 - YouTube (support.google.com/youtube/answer/2734796?hl=en)
 - Camtasia (support.techsmith.com/hc/en-us/articles/222245307-Captions)
- TTU Online Accessibility Lab – In-house and third-party vendors (www.ttu.edu/accessibility/online-accessibility-lab.php)

Adding a Transcript

- Useful if the video cannot be played.
- Accessible for all students, not just those with disabilities.
- Assists students who are not native English speakers.
- Creates a study guides.
- Searchable for a certain subject to find time in video.
- If including voiceover on PowerPoint, consider creating a text-only document with both PowerPoint and transcript. (www.ttu.edu/accessibility/TextOnlyDocumentsForPowerpoints.php)

Sharing

- Upload to a video server, such as Mediasite.
- Embed and link to a video server.
- Avoid adding directly to Blackboard.
- Contact TTU Worldwide eLearning for assistance from our Instructional Design Team. (www.depts.ttu.edu/elearning/production/index.php)

