



What Does Accessibility Mean for Multimedia?



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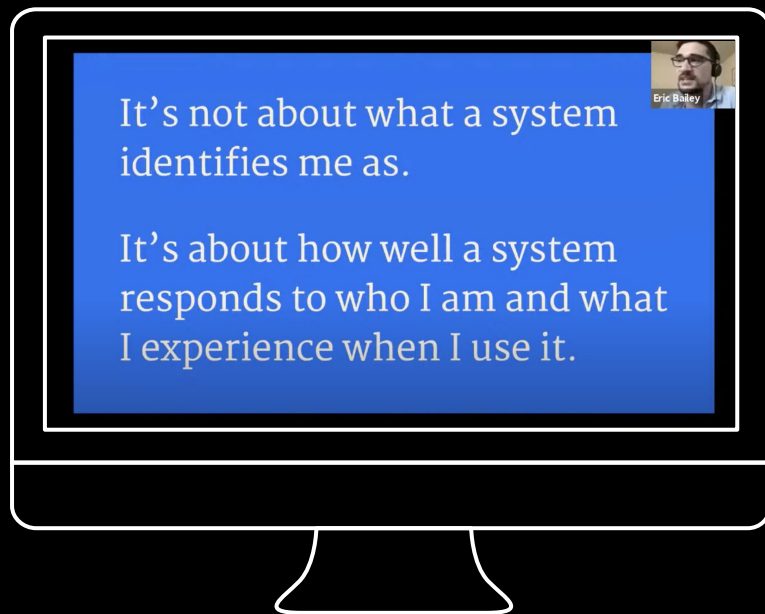
**Tips & Tricks for
Multimedia**

01

Intro to Multimedia & WCAG



Accessibility Talks (a11yTalks)



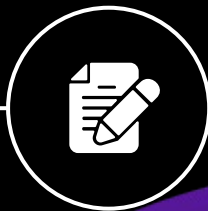
Website: a11ytalks.com

YouTube: youtube.com/c/accessibilitytalks

Multimedia Types & WCAG Requirements



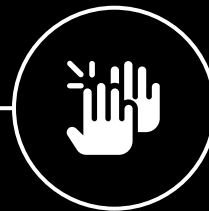
Captions



Transcripts



Audio
Descriptions



Sign Language
Interpretation



02

What Are Captions?



Captions...

Include text
synchronized
with multimedia

Are for people
who cannot
hear the spoken
words

Are not the
same as
subtitles

Are considered
either “open” or
“closed”



Example of Open & Closed Captions



This Month's A11yTalks

Accessibility-Focused Virtual Meetings

If It's Interactive, It Needs a Focus Style

Focus styles don't have to be ugly! Focus styles are an integral part of any mature design system.

This talk will discuss the intersection of WCAG compliance and Inclusive Design, as well as new focus-related CSS selectors. Additionally, strategies for how to effectively implement them in your organization will be discussed.



Eric Bailey

Designer + A11y Advocate
thoughtbot
Twitter : @ericwbailey

Join us to learn & share!

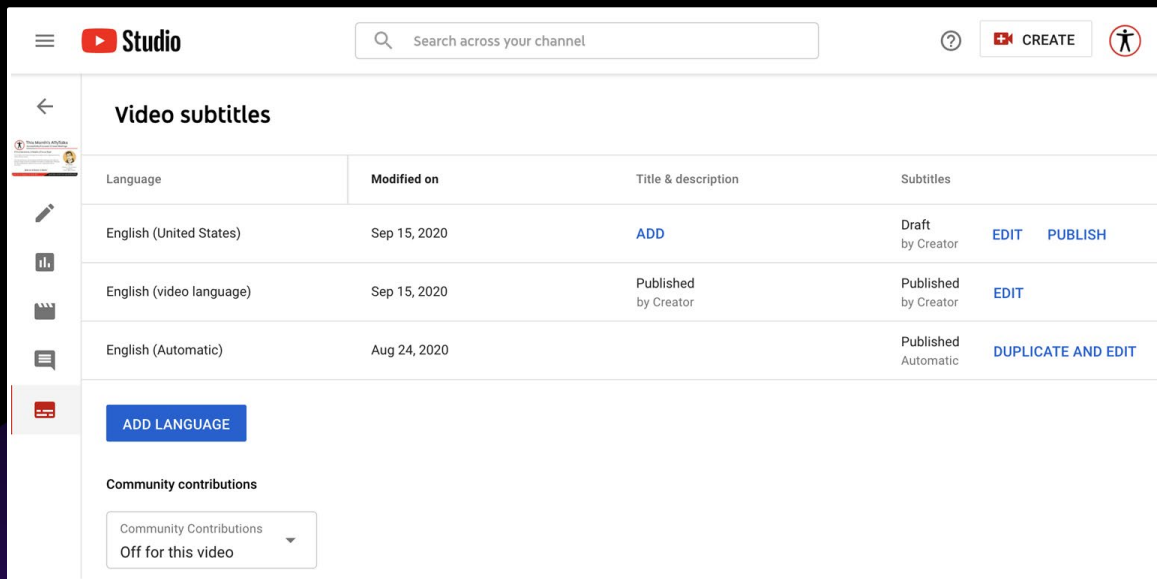
Join us on August 11, 2pm (ET)

youtube.com/c/accessibilitytalks



YouTube: youtu.be/XvA3ZjdCk7w

Example of Captions (Edit view)



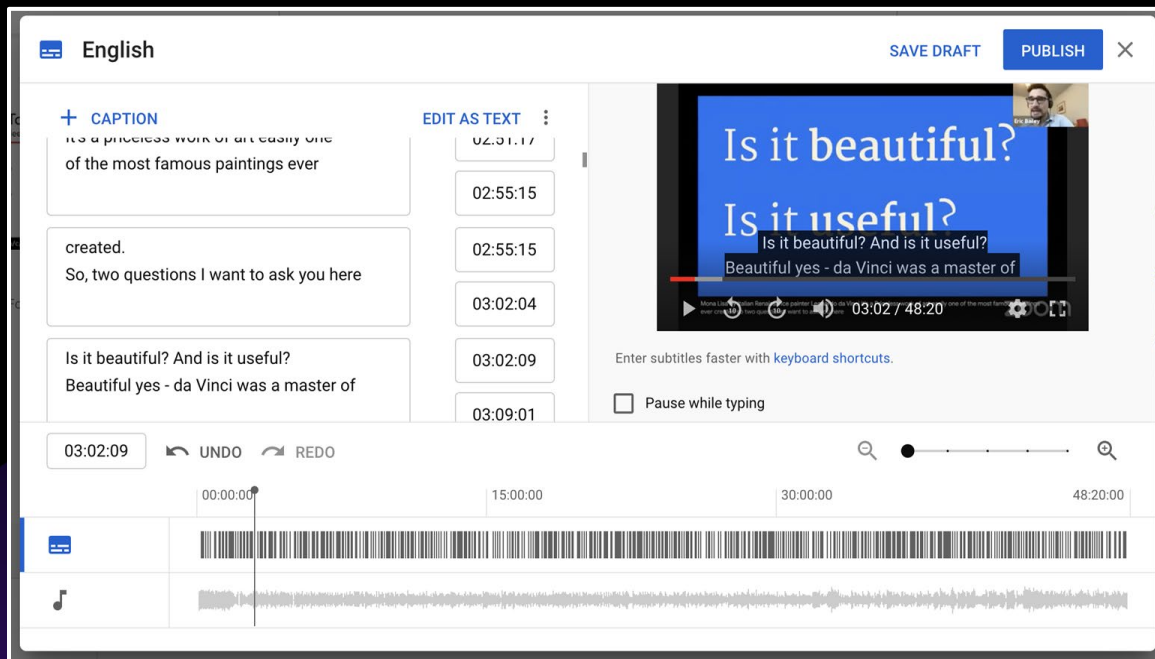
YouTube Studio interface showing the 'Video subtitles' edit view. The interface includes a search bar, a 'CREATE' button, and a sidebar with navigation icons. The main content area displays a table of subtitles with columns: Language, Modified on, Title & description, and Subtitles.

Language	Modified on	Title & description	Subtitles
English (United States)	Sep 15, 2020	ADD	Draft by Creator EDIT PUBLISH
English (video language)	Sep 15, 2020	Published by Creator	Published by Creator EDIT
English (Automatic)	Aug 24, 2020		Published Automatic DUPLICATE AND EDIT

Below the table, there is an [ADD LANGUAGE](#) button. At the bottom, the 'Community contributions' section shows a dropdown menu set to 'Off for this video'.



Example of Captions (Edit view continued)



The screenshot shows the YouTube Studio 'Edit view' for video captions. The interface is divided into several sections:

- Top Bar:** Includes a language selector set to 'English', 'SAVE DRAFT' and 'PUBLISH' buttons, and a close icon.
- Left Panel:** Contains a list of caption segments. Each segment has a text box for the caption and a time selection box. The segments are:
 - Segment 1: Text 'It's a priceless work of art, easily one of the most famous paintings ever' at time 02:51:17.
 - Segment 2: Text 'created. So, two questions I want to ask you here' at time 02:55:15.
 - Segment 3: Text 'Is it beautiful? And is it useful? Beautiful yes - da Vinci was a master of' at time 03:02:04.
 - Segment 4: Text 'Is it beautiful? And is it useful? Beautiful yes - da Vinci was a master of' at time 03:02:09.
 - Segment 5: Text 'Is it beautiful? And is it useful? Beautiful yes - da Vinci was a master of' at time 03:09:01.
- Right Panel:** Displays a video player with the video 'Is it beautiful? Is it useful?'. The video has a blue background with white text. The player shows the current time as 03:02 / 48:20.
- Bottom Bar:** Includes a time selection box set to 03:02:09, 'UNDO' and 'REDO' buttons, a search icon, a volume slider, and a timeline with markers at 00:00:00, 15:00:00, 30:00:00, and 48:20:00.



Auto -Captioning



"What's your special prom to prevent fraud reform reform" to you..."

Example of Bad Captions



YouTube: youtu.be/7MuDgfX9C2w



WCAG Requirements for Captions

	A	AA	AAA
Pre-recorded Multimedia	Required	Required	Required
Live Multimedia	<i>Encouraged</i>	Required	Required



03

What Are Transcripts?



Transcripts...

Are text-based documents with spoken words and important visual info

Include sound effects and other visual descriptions

Are similar to captions but include more details and time-stamps

Are helpful for many people and Search Engine Optimization



Example Transcript



The screenshot displays a Zoom video player interface. The main video area shows a blue background with the text "Beautiful?" in white. A small video inset in the top right corner shows a man wearing glasses and a headset, identified as "Eric Bailey". A transcript panel is overlaid on the right side of the video, titled "Transcript" with a close button (X). The transcript contains a list of time-stamped text segments:

- 03:17 Useful from a societal perspective undoubtedly
- 03:22 however, it's just a wood panel with some paint applied to it
- 03:26 it's fragile brittle and it needs a controlled environment and constant
- 03:30 conservation efforts. You know what we can do with that not a
- 03:34 whole lot. This is a leg splint made by the husband
- 03:39 and wife design team Charles and Ray Eames, they were
- 03:42 commissioned by the US Navy during World War II
- 03:44 to design a lightweight splint to get wounded soldiers out of the field
- 03:48 without causing them additional injuries. You see the metal splints of that period

Below the transcript list is a language selector set to "English". At the bottom of the transcript panel is a button labeled "SHOW CHAT REPLAY".

Below the video player, the video title is "Talks - August 2020)". Interaction buttons include "Like" (33), "Comment" (0), "Share", "Save", and a menu icon (three dots). The menu is open, showing options: "Report", "Open transcript" (highlighted with a purple box), and "Add translations". Below the menu are buttons for "ANALYTICS" and "EDIT VIDEO".

At the bottom right, there is an "AUTOPLAY" toggle switch and a recommendation for "chill beats to quarantine to" by Will Smith, marked as "Recommended for you".



WCAG Requirements for Transcripts

	A	AA	AAA
Pre-recorded Multimedia	<i>Encouraged</i>	<i>Encouraged</i>	Required
Live Multimedia	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>





04

What Are Audio Descriptions?

Audio Descriptions...

Include a narrator who explains visual information verbally

Convey visual information that dialogue and other sounds cannot

When very detailed are called extended audio descriptions

Primarily help people who are blind or have low vision



Example Audio Description



YouTube: youtu.be/O7j4_aP8dWA



WCAG Requirements for Audio Descriptions

	A	AA	AAA
Pre-recorded Multimedia	Required*	Required	Required
Live Multimedia	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>

** or media alternative*





WCAG Requirements for Extended Descriptions

	A	AA	AAA
Pre-recorded Multimedia	<i>Optional</i>	<i>Optional</i>	Required
Live Multimedia	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>



05

What Is Sign Language Interpretation?



Sign Language Interpretation...

Is when you add
a video or live-
stream of an
interpreter

Is very
important for
people who are
Deaf

Can be cost-
prohibitive to
many
organizations

Includes 300
different
versions
throughout the
world



Example of Sign Language Interpretation



YouTube: youtu.be/8GNh_u26E9o



WCAG Requirements for Sign Language

	A	AA	AAA
Pre-recorded Multimedia	<i>Optional</i>	<i>Optional</i>	Required
Live Multimedia	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>



06

Tips & Tricks for Multimedia



Steps for Making Your Multimedia Accessible



Create captions
and work on
accuracy



Add transcripts
and audio
descriptions



Leave sign
language to the
pros





Presentation Tips

**Speaker Info
& Sharing**

**Text & Font
Families**

**Color &
Contrast**

**Images &
Visual Aids**





“Inclusion is not bringing people into what already exists — it is making a new space, a better space for everyone.”

George Dei



Questions?

Slides: noti.st/cariefisher

Article: cariefisher.com/a11y-media

LinkedIn/Twitter: [cariefisher](#)