




RMTC-D/HH
Resource Materials and Technology Center for the Deaf and Hard of Hearing


Keeping It Accessible: Part 1 Captions for Everyone

TALive! December 11, 2019
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1




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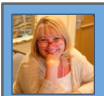
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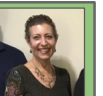
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2



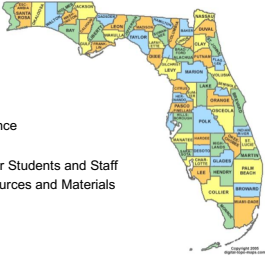
RMTC-D/HH
Resource Materials and Technology Center for the Deaf and Hard of Hearing

Statewide Resource Center


Providing:

- Professional Development
- On-Site Observation & Consultation
- On-Site Training & Technical Assistance
- Free-Loan Media & Materials Library
 - Captioned and Signed Videos for Students and Staff
 - Professional Development Resources and Materials
- Evaluations/Assessments
- Information & Referral
- Resources! Resources! Resources!

Services and Materials from RMTC-D/HH are provided by request and at no charge




800-356-6731 207 San Marco Avenue, St. Augustine, FL 32084 rmtcdhh.org




**Florida School for
the Deaf & the Blind**
Do More. Be More. Achieve More.

3




Livebinder




[Keeping It Accessible LiveBinder](#)

<http://bit.ly/AccessCaptions>



4




Rhett & Link Caption Fail

RMTC-D/HH recommends you watch this video before watching the recorded TALive!

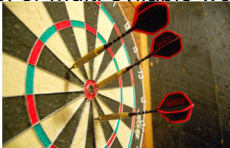
[Lady Gaga Putt-Putt Rally](#)

5




YouTube Automatic Caption Accuracy

"YouTube automatic captions typically provides about 60-70% accuracy, which means that 1 in 3 words can be wrong. This accuracy rate will be improved with good audio quality and simple content, but worsens when there is background noise, accents, or multi-syllable words."




6




Learning Objectives

1. Identify three captioned resources for learning content-specific vocabulary (in biology, history, literature, and other subjects) to increase literacy.
1. Explain at least two reasons captioned media will increase students' motivation to read
1. Identify at least three tools for creating captioned media in the classroom.

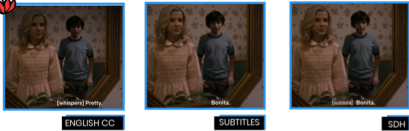


7




Subtitles vs. Captions vs. SDH

- Subtitles: Dialogue (intended for translation into another language)
- Captions: Dialogue, background sounds, speaker identification
- Subtitles for Deaf and Hard of Hearing (SDH): combine elements of both (also support newer digital connections like HDMI)





Example from Netflix's Stranger Things.

8




Open vs. Closed Captions

- Open captions are “burned in” when the video is created – cannot be turned off
- Closed captions are added as a separate track – can be turned on and off as needed, can change appearance in many players

9



A Glossary on the AEM Center Website

About AEM > Navigating AEM > Supporting Learners > Policies & Systems > Creating AEM >


Key Terms

Audio descriptions are added to a video by a voice-over narrator in order to describe important visual details that cannot be understood from the main soundtrack alone. The goal with audio description is to make the visual information in media accessible to people who are blind, but others may benefit from the explicit explanations as well.


CART (Communications Access Real-Time Translation) is usually provided for live events, such as conference presentations, classroom lectures, or webinars. Typically a stenographer types the captions in real time and the text appears on a separate screen near the speaker.

Closed captions are a text alternative for the audio portion of a video program. They are usually shown at the bottom of the screen (in the lower third) as light text on a dark background, but most video players now allow them to be customized. Closed captions are added to the video as a separate track that can be shown or hidden as needed for maximum flexibility. Closed captions include not just the dialogue, but also speaker identification and a textual representation of any sound effects and other audio that is important for understanding the video content (a police siren, an alarm clock going off, etc.).


10



Captions Create Equitable Access




11




AT, UDL, DI, and AIM - Captions Cover it All!

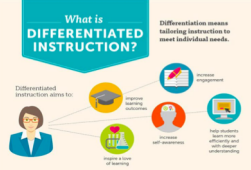
The Assistive Technology Continuum




UDL Principles




What is DIFFERENTIATED INSTRUCTION?




Braille




Large Print




Audio



Digital Text






12




Universal Design for Learning

Multiple & flexible means of:

-  → Engagement
-  → Representation
-  → Action & Expression

For more information visit the [Center for Applied Special Technology \(CAST\) website](#).


13



Accessible Instructional Material (AIM)

“Providing **AIM** is an inherent component of the **provision of a free and appropriate public education (FAPE)** under the Individuals with Disabilities Education Act of 2004 (IDEA) for students with disabilities (section 300.210(b)(3) of Title 34, Code of Federal Regulations [CFR]). The IEP team is responsible for determining **if a student needs AIM**, the format of such materials and the necessary related accommodations the student may need to access standards-based instruction.” (Page 1 Florida AIM TAP)


14



When should AIM be provided to students?

As such, “... the SEA [State Educational Agency] must ensure that all public agencies take all reasonable steps to provide instructional materials in accessible formats to children with disabilities who need those instructional materials **at the same time as other children receive instructional materials.**” [34 CFR §300.172(b)(4)]” (FL AIM Tap, Page 3)

15




Required by Civil Rights Laws

- **ADA**
 - **Title II:** state and local government, including public schools and universities
 - **Title III:** places of public accommodation, including private colleges and universities, movie theaters
- **Section 504** of the Rehabilitation Act of 1973




16



Other Federal Legal Requirements


- **Section 508** (refreshed to reference the Web Content Accessibility Guidelines or WCAG)
 - **Guideline 1.2:** Time-based Media
- **21st Century Communications and Video Accessibility Act**

17



Strong Readers Visualize Stories

Visualizing

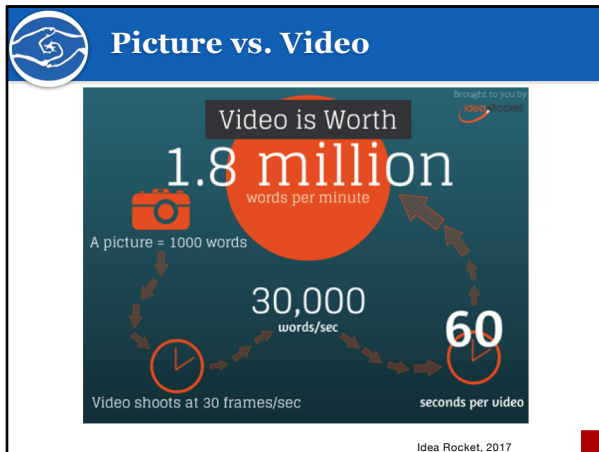


**I See What I Read
I Feel What I Read
It's Like a Movie in My Mind**

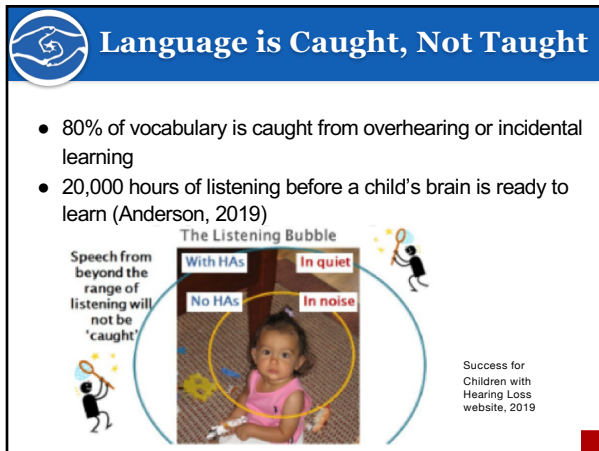
How do students create a mental picture?

- Mental pictures tend to reflect the person's own experiences.
- The language acquired during the experience can enhance the reading comprehension.

18




19




20




21




Describe a Wedding Ceremony



22



Have you ever?




90% of people watch video in the bathroom... on mute.

Rev

[Rev Closed Captioning Services](#)
Facebook Post


23




UK Study of Caption Use

- 18% of the population watches TV with captions (7.5 million)
- 80% are not D/HH (6 million)
- 20% are D/HH (1.5 million) (Griffin, 2019)


Captions benefit many more people than those who require them for accessibility.



24




Benefits of Captions for ALL




- Comprehension of dialogue
 - Too quick, accents, mumbled, or background noise
- Provides clarity for the viewer
 - Full names, brand names, or technical terminology
- Can watch video in sound-sensitive environments
- Users report a better experience

25



Make Watching TV Like Reading a Book

THAT DEAF GUY



BY MATT & KAT DANGLE

[That Deaf Guy, 11/21/13](#)


26



Captions Help Teach Reading



27



Captions Support Learning and Literacy

Children who watch captioned video are better able to:

- Define content words heard in the videos
- Pronounce novel words
- Recognize vocabulary items

Captions increase the exposure to print and explicitly illustrate the mapping between sounds, meaning, and text.

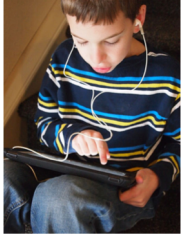



Image Credit: Brad Hixinger, Licensed Creative Commons 2.0 Generic on Wikimedia Commons.

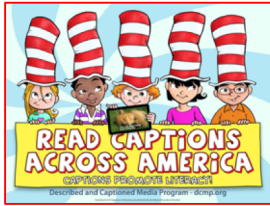
28



Research Shows Captions Can


- Improve reading and listening comprehension.
- Help students acquire new vocabulary.
- Enhance word recognition and decoding of words.
- Reinforce spelling and grammar.
- Provide overall enjoyment of reading.

(Kosiken, 1985)



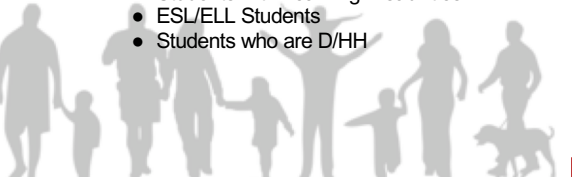
Described and Captioned Media Program - dcmp.org

29



Captions Can Benefit Everyone

- Emerging Readers
- Middle Schoolers
- Adolescents
- College Students
- Adults
- Reading Below Grade Level
- Students with Learning Disabilities
- ESL/ELL Students
- Students who are D/HH



30



1.5 to 8 Minutes Every Few Days




[Captions for Literacy 2019](#)

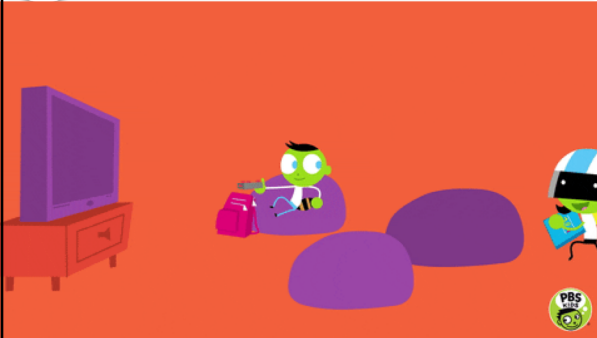
[image from MEME](#)


Just saying

31




Trick them into learning...






32



Captioned Media Makes TV a Talking Book



It's a sock bonanza!
said Erik

33



Read Captions Across America (RCAA)


Week of March 2, 2020

- **Order Your FREE RCAA Toolkit NOW** so you have it by March 2, 2020.
- Posters
- Bookmarks
- Reading Certificates
- DVD

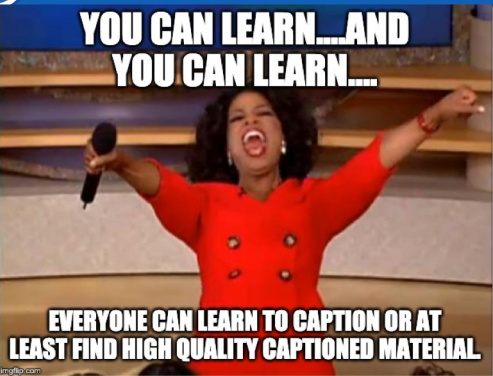
*You must register for an account.



34



Teachers and Captioned Media



YOU CAN LEARN....AND YOU CAN LEARN....

EVERYONE CAN LEARN TO CAPTION OR AT LEAST FIND HIGH QUALITY CAPTIONED MATERIAL

35



New Educator Online Training Teaching with Accessible Video

National Center on Accessible Educational Materials

Search

Home > Navigating AEM > Use of AEM > Teaching with Accessible ...

Teaching with Accessible Video

Video is the way many of us not only consume content for entertainment but also learn and access information. For students who have grown up in the age of mobile devices, with their powerful cameras and ubiquitous connectivity, video is also an important method of communication and self-expression. To be relevant to the interests of today's youth, education should incorporate a variety of media, including video.

In this section, you will find resources to help you enhance and enrich your teaching with accessible videos that include captions and/or audio description. Using a variety of media for teaching can support all three [Universal Design for Learning \(UDL\)](#) principles of multiple means of engagement, representation and action and expression.


- **Engagement:** Video can be a powerful tool for engaging learners by recruiting and sustaining their interest around a particular topic in a way that print might not.
- **Representation:** Video can provide another option for learners who struggle with print to access and interpret information.
- **Action & Expression:** Video creation can provide learners with additional options for demonstrating their understanding in ways that tap into their creativity and enhance relevance and authenticity.

This section includes the following pages:

- [Why is accessible video important?](#)
- [What makes for high quality accessible video?](#)
- [How do you create accessible video?](#)

Before you continue to the subpages of this section, there are a few key terms you may want to review to make sure we are all speaking the same language when it comes to accessible media.

36




The Glue that Makes Learning Stick

When students watch media before the instruction, it...

- Builds common background knowledge.
- Engages them at a deeper level.
- It increases retention.
- **It saves time.**

(Alber, 2019)

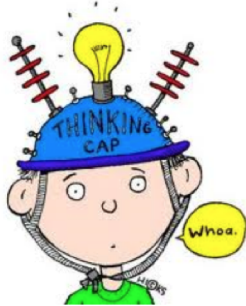


37




When to Use Video

- Minds-On Hook
- Inspire
- Listening Skills
- Predication
- Debate
- Comprehension
- Writing Prompt
- Information/Explanation
- Storytelling



38




Videos on Social Media

Videos on Social Media that are Captioned have an Increase in Views:

- Up 13% in first 2 weeks
- Up 7% over lifetime


(Discovery Digital Networks)

Why Provide Closed Captions in ENTERPRISE?




Accessibility

Accessibility is a key factor in providing content to a wider audience. Providing captions supports your potential audience's needs.



Improved ROI

Captions help the algorithm understand the content better, leading to higher visibility and engagement. This results in a higher ROI.



It's the Law

Under the ADA, businesses are required to provide accessible communication. Providing captions supports your potential audience's needs.

Infographic [cinfo24](#) (Flynn, 2017)

39



40

What constitutes quality captions?

DCMP Guidelines

- Accurate
- Consistent
- Clear
- Readable
- Equal

FCC Closed Caption Quality Standards

Accuracy
Captions must match spoken words to the fullest extent

Completeness
Captions run from the beginning to the end of the program

Placement
Captions do not block important visual content

Synchronization
Captions align with audio track & are at a readable speed

Way Grammar & Punctuation Matter

The image shows a sign that says "HUNTERS PLEASE USE CAUTION WHEN HUNTING PEDESTRIANS USING WALK, TRAILS". The sign is poorly placed and the text is difficult to read.

41

YouTube - Check It Before You Use it


Search for [YouTube](#) videos with captions

Videos with captions available will have a "CC" icon underneath the video summary in search results. If you'd like search results to only show videos with captions available, enable this search filter:

1. Enter your keywords in the YouTube search bar
2. Click the Filters button
3. Click CC (closed caption)


The image shows a YouTube search results page with a video titled "How to Use a Laptop". The video has a "CC" icon next to it, indicating that captions are available.

42




Youtube - Terms of Use

- You **cannot download** videos from YouTube unless there is a download button.
- Watching through YouTube's player is how the company is able to earn revenue to provide the service for free.
- If you download using software, you are breaking the [terms of service](#).
- The video will not download the captions, because it is a separate file.
- A company will not be able to caption the video unless you own the rights to that video.




43



100% Reliable

- Fully funded by the Department of Education
- Streaming TV and Movies, DVDs, Interactive Media, Resources
- PK-12 content searchable by subject area
- For the education of students with [Sensory Disabilities](#).



TA Live! Archive:
[Using Accessible Media with Students who are D/HH](#)
[DCMPH - January 10, 2019](#)

44



Media & Materials Loan Library








Florida offers a FREE loan video library service for educators, interpreters, and other professionals serving students who are Deaf and Hard of Hearing in Florida. These materials are only to be used in the state of Florida.

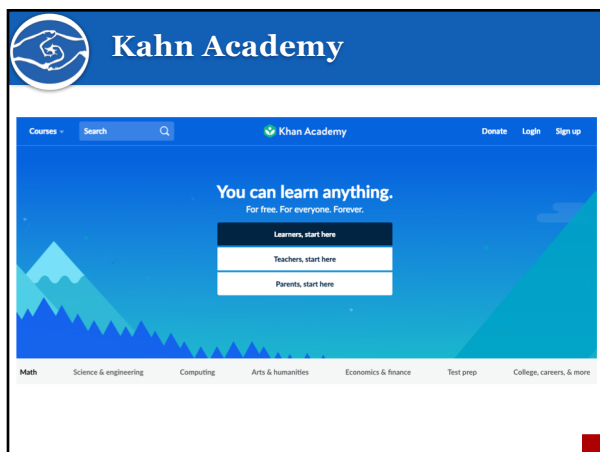
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46



47



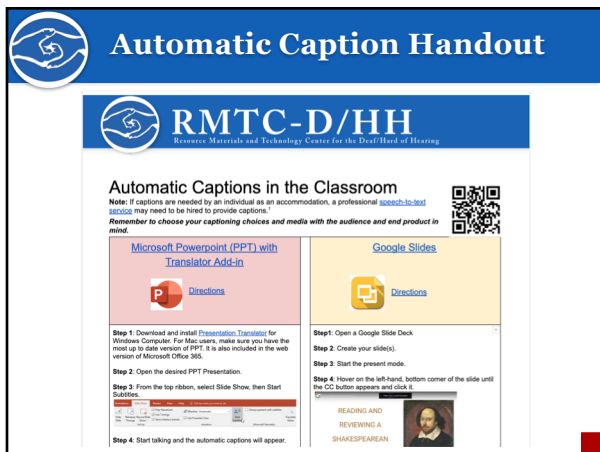
48




49



50

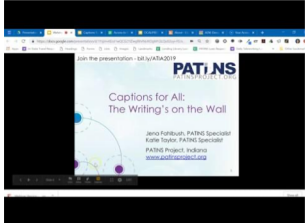


51



Google Captions in Slides

- Automatic captioning while presenting with Google Slides
- No transcript or editing
- Requires internet
- Can use a slide with just a picture



52




Microsoft Translator

- Free Add-in for PowerPoint
 - Must download > Search "Presentation Translator"
- Automatic subtitles require internet
- Customizable speech recognition
- Editable transcript provided
- Only for PC at this time. Mac coming soon....

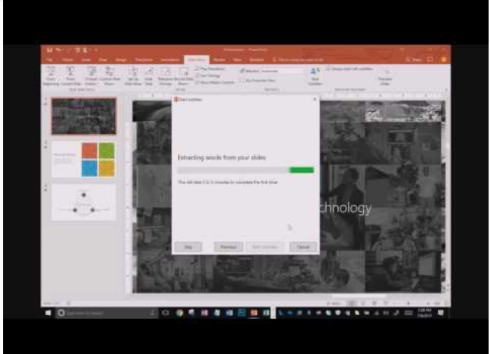


Sample Introduction slide. For demonstration purposes only.


53



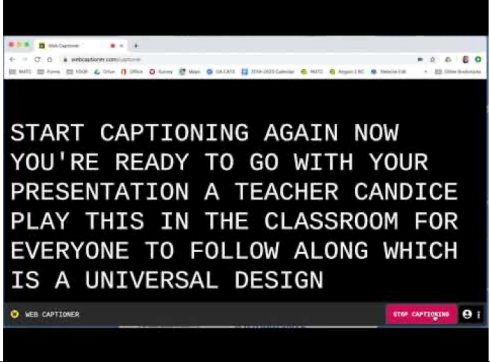
Microsoft Translator




54



Web Captioner



55




Interact Streamer

Speech-to-text automatic technology.


Monthly or Annual Subscription

Can connect with RMHAT technology.

Teachers can train their voice.

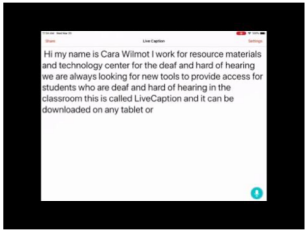


56




Live Caption App

- App for IOS and Android
- Real time text-to-speech for live conversations.
- Can save the transcript to notes and then edit.
- Costs \$2.99 a month.
- Other similar products like &Ava.



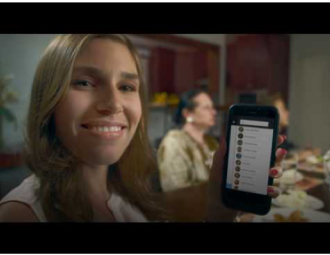
57



& Ava

**Ava - Communication
Beyond Barriers**
iPhone, iPad, iPod Touch

FREE to download
FREE 1st month full
access trial
FREE basic plan (1-on-1
conversations/5 hours
per mo)
\$29.99/mo for unlimited
plan



58



Apps for Phone Captions



InnoCaption
iPhone, iPad, iPod Touch,
Android
FREE




Hamilton CapTel
iPhone, iPad, iPod Touch,
Android
FREE




Clear Captions
iPhone, iPad, Android
FREE for qualified users




59




Clips for iOS




- Free app for iOS
- Adds automatic captions to videos
 - Captions are editable
- Choose caption styles, filters, & scenes on the iPhone (on the newest iPhones)
- Trim Videos



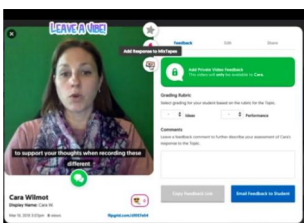
60




Flipgrid



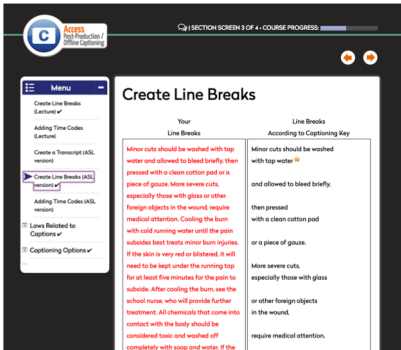
- Free app & web-based program
 - www.flipgrid.com
- Grid Settings > Activate Captions
- Full transcript > Educator Admin.
- Editable captions coming soon.




61



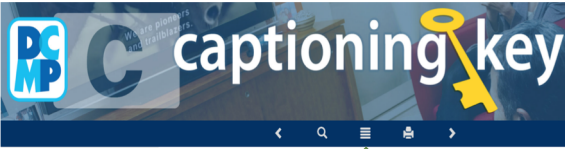
Access: Post-Production/Offline Captioning Module (DCMP)



62



DCMP



Information on specific captioning practices for:

- Text (line division, caption placement)
- Language: spelling and capitalization, punctuation
- Sound effects and music
- Speaker identification
- Special consideration: slang, dialect


63

64

[illegible]

65

66



Pay Someone Else to Do It

Live Webinar CART Provider

- [AI Media](#)
- [Alternative Communication Systems](#)

Post Production Video:

- [AI Media](#)
- [Alternative Communication Systems](#)
- [CaptionSync](#)
- [Dotsub](#)
- [Rev](#)
- [3PlayMedia](#)

CC

CAPTIONING MATTERS

WHO IS LOOKING AT YOUR VIDEO?

67



RMTC-D/HH Website




68



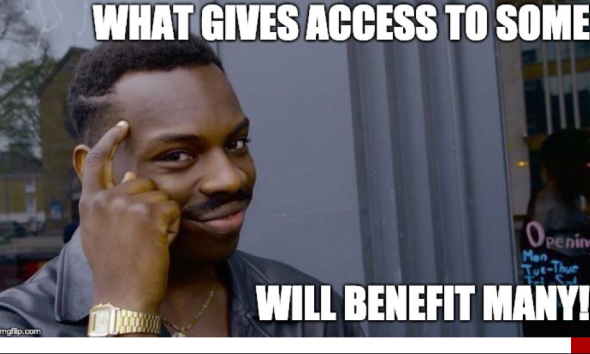
Print and Distribute



69



Remember...



70



RMTCD/HH

Resource Materials and Technology Center for the Deaf and Hard of Hearing

Keeping It Accessible with Captions

Please fill out our Survey
<http://bit.ly/RMTCEval>




rmtcdhh.org
 800-356-6731
info@rmtcdhh.org







71



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72



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