



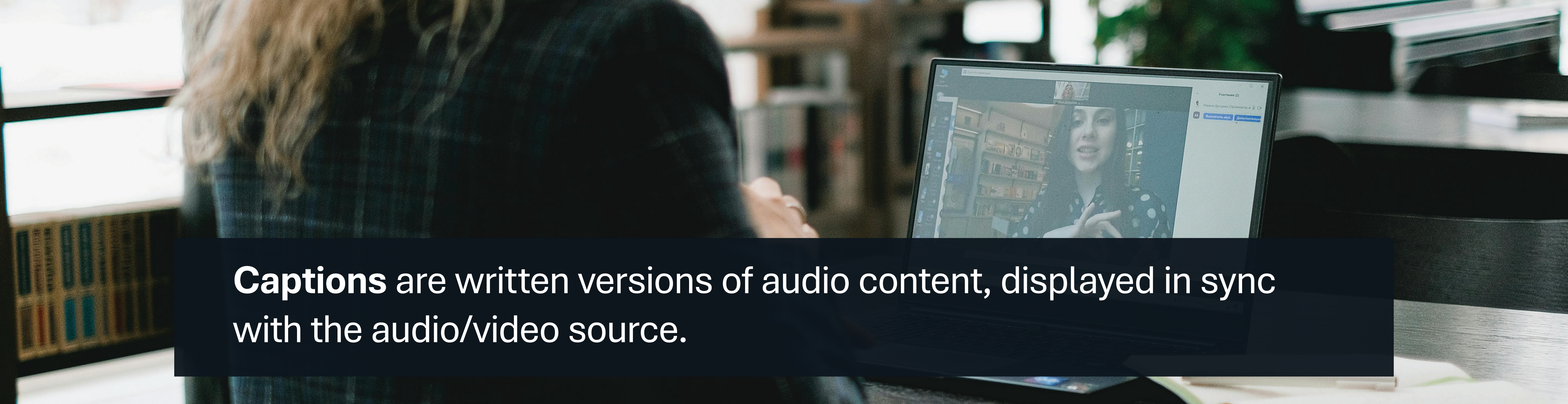
WRIGHT STATE ONLINE



Video Captioning: Best Practices

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Captions are written versions of audio content, displayed in sync with the audio/video source.

Captions ensure that audio/video material is accessible for *all* users, including, but not limited to:



Deaf or hard-of-hearing learners



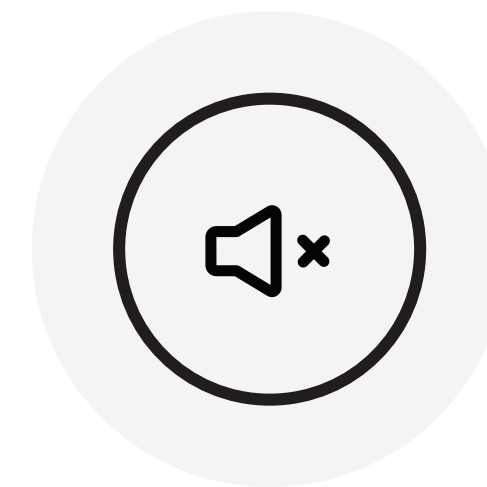
Non-native English learners



Learners with cognitive disabilities



Students working in loud environments



Those unable to turn their sound on

Captions are necessary in all classroom settings with audio/visual material!

Synchronous Online:

WebEx provides real-time automatic closed captions for online class sessions, which are improved with post-processing for recordings.

In-person:

Any audio/visual materials shared during a lecture should have closed captions enabled or added to the media.

Asynchronous Material:

Closed captions must be generated and added by the faculty to all audio/visual content in asynchronous course.

Note: Transcripts alone will not suffice unless the content is *audio only*.

Automatic Speech Recognition (ASR)

Developments in automatic speech recognition technology have made generating closed captions much easier, but it is important to take the time to ensure your captioned material meets the needs of your students.

The accuracy of automatic speech recognition technology is only 80-95% without proofreading.

Turn On Auto-Captions!

It's better than nothing and can benefit your students while you're reviewing and revising.

Closed Captioning Best Practices

- Accurate
- Consistent
- Clear
- Readable
- Equal

The following information is adapted from the [Described and Captioned Media Program's Captioning Key](#) and 3Play Media's [Ultimate Guide to Closed Captioning](#).

Accurate



Closed Captioning Best Practices

Strive for errorless captions. ADA and FCC require at least 99% accuracy. The accuracy of automatic speech recognition technology is only 80-95% without proofreading.

- **No spelling errors.**
This is especially important for technical and discipline-specific terminology.
- **Correct punctuation.**
(e.g., commas, quotation marks, exclamation points, question marks)
- **Proper capitalization.**
- **Accurate grammar.**
- **Use of the Oxford comma in lists.**



Uniformity in style and presentation.

- **All captions must have the same visual style (color, font, location on screen).**

White text and a black background are the default and recommended choices.

- **If a word can be spelled multiple ways, choose one and stick to it for all your media.**
- **Maintain consistency in use of acronyms.**
- **Choose a method of writing out numbers and be consistent with it.**

For more information on best practices with captioning numbers, check the [Described and Captioned Media Program's guidelines](#).

Clear



Closed Captioning Best Practices

Create a complete textual representation of the audio.

- **If multiple speakers are present in the media, identify who is speaking and when.**
 - Use parentheses to indicate speaker information.
 - Speaker identification should be on its own line above the caption.
 - If the speaker's name is known, use their name for the identification.
 - If the speaker is unknown, use a descriptive title. (e.g., (Child) or (Narrator #1))
- **Include slang, quirks of speech, or profanity exactly as spoken**



Create a complete textual representation of the audio.

- **Hesitation or stuttering should be included in the closed captions.**

This can be cleaned up for better pacing and clarity in instructional material.

- **Use an ellipsis when there is a significant pause or the speaker trails off.**

- **Relevant music is given objective descriptions in brackets**

(e.g., [upbeat pop music])

- **Pertinent non-speech information is depicted in brackets**

(e.g., [dog barking])

- **Only use all-caps text if the speaker is shouting, not for emphasis.**

An option for emphasizing text is to place the word you'd like to /emphasize/ in-between a set of backslashes.



Ensure users can easily follow and understand the captions.

- All captions are synchronized with audio from start to finish.
- Captions must be displayed long enough to be read completely.
- Use no more than two lines of text on screen at once.
- Unnecessary “um” or “uh” filler sounds may be omitted for clarity.



Complete parity of user experience for all audio/visual material.

- Caption the entire video
- Foreign language is captioned as-is, not translated.
- Do not paraphrase or omit any spoken or meaningful sounds.
- If captioning a completely silent video, include a single caption that says [silence] for the first five seconds.
- Include descriptive words in brackets to convey the style of speech as needed.
(e.g., [sarcastic], [laughing], [angry], [whispering])
- Make captions readily available without requiring an accommodation request.

#WVERAW

Show-stoppin'
is just what
State Fa

**“When I
rip him to
pieces...”**

>> DON'T YOU WORRY ABOUT ME.
WHEN I RIP HIM TWO PIZZAS, IF

- Two clearly defined speakers
- Accurate and equal representation of speech using punctuation and preserving a stumble in speech
- Overlapping speech conveyed clearly



- Emojis can make for fun accents, especially with social media captioning, but should not be the sole means of conveying information.
- Emojis can cause problems for screen readers.
- Alternate caption:
[D] Who [clap] is [clap] the [clap] former [clap] employee that made this?



Concern: Too Much Material

Take inventory of your course.

- Does every video contribute to your course objective and outcomes?
- If it's too much material for you to caption, it might be too much material for your student to cover.

Do the videos in your class benefit your students, or add to their plate?



Concern: 100% Compliance

The compliance deadline for Wright State is **April 24, 2026**.

- There must be **demonstrated, continuing** effort towards compliance.
- Continue to contact ODS for specialized accommodations per student request.
(e.g. braille printing, audio description, note taking assistance, sign language interpreters)

Concern: YouTube/External Sources

- YouTube videos included in your course should be captioned.
- YouTube's auto captioning does *not* meet compliance standards.
- YouTube and other external videos should be a **low-priority concern** owing to the additional complications presented by copyright and attribution when rehosting those videos.
 - To rehost video material in your course, you should obtain permission from the video creator, and videos should be properly attributed.

Note: If you're using publisher material, check that you are using the latest updated content, which will likely be captioned and accessible already.

Captioning Content in Panopto

Step 1: Access and organize your media in Panopto

Step 2: Generate Automatic Speech Recognition (ASR) captions

Step 3: Quality review

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