

# Accessible Videos



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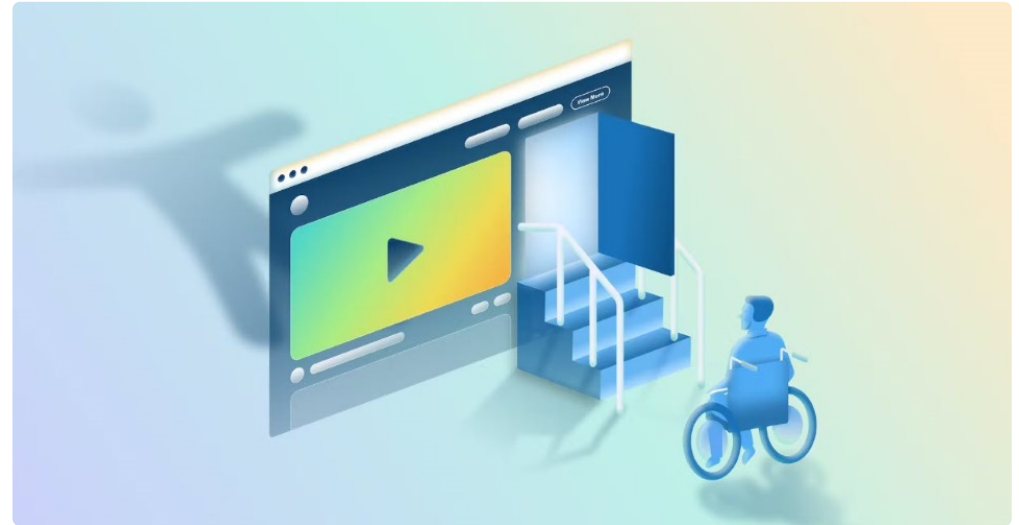
This page aims to answer the following questions:

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## Who benefits from accessible videos?

Accessible videos benefit **everyone**, especially:

- People with auditory disabilities who can't listen to the audio.
- People who don't want to listen to the audio, like someone in a loud room.
- People with visual disabilities who can't watch the video.
- People who don't want to watch the video, like someone who is driving.
- People who need extra time to read and process information, like someone with autism spectrum disorder, central auditory processing disorder, or attention deficient disorder.
- People who are in a hurry and prefer to skim text rather than watch a video.



We create videos to engage and help our learners. Are we unknowingly creating barriers for some of our learners?

## How do I make videos accessible?

### Do:

- Provide **accurate** closed captions.
- Use **accessible color combinations** for all on-screen text.
- Include a **description** of the important visuals.

### Don't:

- Get creative with closed captions. Black and white, simple captions are best.
- Use auto-generated closed captions without editing them.

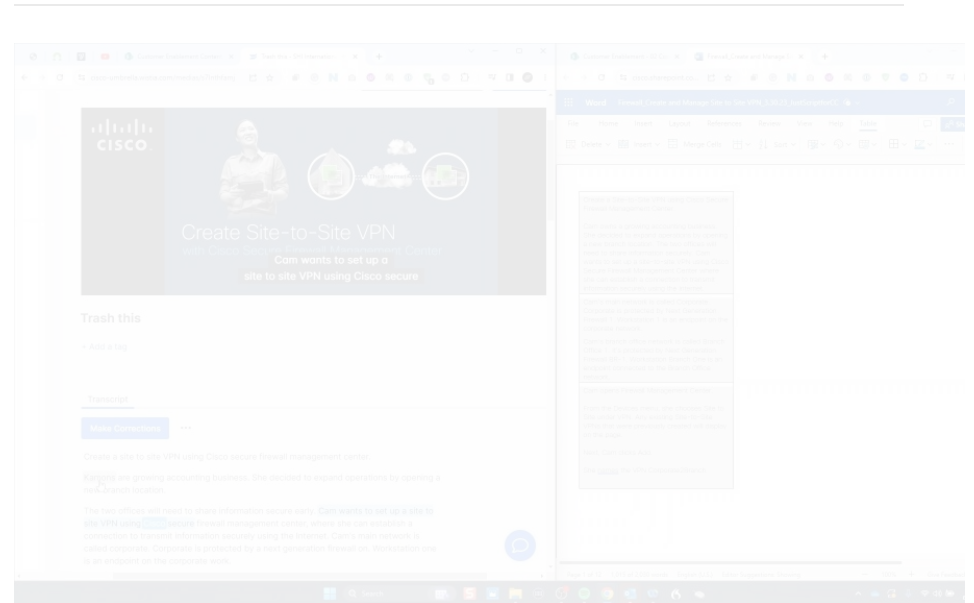
## ✓ Example: Don't get creative with closed captions

## How do I create and edit closed captions in Wistia?

**Note:** Wistia is the video hosting platform we use to house our videos. Videos are added from Wistia to our LMS, Skilljar. Closed captions that are added in Wistia appear automatically in Skilljar.

To add and edit captions in Wistia:

1. Log in to [Wistia](#).
2. Upload your video.
3. Wistia will automatically generate a transcript.
4. Click **Edit Transcript**.
5. Copy the script you used to create the narration in WellSaid.
6. Paste it into the transcript field in Wistia.
7. Click **Save**.



### How to make CC in Wista

cisco.sharepoint.com

A video tutorial on how to create and edit closed captions in Wistia.

## Which color combinations are accessible?

The following Cisco Secure color combinations are accessible:

- Midnight Blue and White
- Midnight Blue and Green
- Midnight Blue and Sky Blue
- Ocean Blue and White

**Note:** Other color combinations like Green text on White fill or Sky Blue on White fill are used frequently, but do not have sufficient contrast to meet accessibility standards. These combinations should be avoided if possible. Consider using Midnight Blue or Ocean Blue text.

To check the accessibility of other color combinations, use the [Contrast Checker](#).

## Where do I add descriptions of important visuals for my video?

Include descriptions of important visuals in a **text alternative**.

A text alternative includes all the **important information** communicated in the video **in text form**.

This text can then be converted to speech or braille by assistive technology.

## How do I create a text alternative?

**Note:** Writing text alternatives is more of an art than a science. Two people could write two different alt texts and both be correct and helpful for the learner.

**Do:**

**Don't:**

- Locate the text alternative as close on the webpage to the video it pairs with as possible.
  - Begin with the phrase “**Start of text alternative.**” This is so someone using a screen reader knows a text alternative is being read to them.
  - For the same reason, end with the phrase, “**End of text alternative.**”
  - Alternate lines of **narrator** speech with **descriptions**.
  - Give the option of a downloadable text alternative when you can. Options are never bad!
- Make users go searching for the text alternative.
  - Describe every aspect of the video in detail. Stick to what's important for the learner.
  - Repeat the narration in the description.

## ✓ Example of a text alternative

### How do I know what to describe in my text alternative? What's an “important visual”?

Deciding what to describe in a video is more of an art than a science. There's not one correct answer. Consider the following:

- What is the context of the video?
- Would a learner who is **only listening** to audio have a different experience than one who is watching the video?
- When in doubt, play the video, but don't watch it. Do you understand everything you need to meet the lesson objectives? If not, fill in the blanks with descriptions in your text alternative.

**Note:** It's possible for a text alternative to include **only narration**; this is also known as a transcript. This would occur when visuals in a video are entirely decorative. This is more likely to occur in videos that are more marketing focused.

## ✓ Example: Decorative video (no need to describe visuals)

### What tool is available to help me make videos accessible?

[An alt Decision Tree](#): This decision tree is specifically for images, but you could also use it to help you decide if certain visuals should be described in a text alternative.

### Where can I learn more about making videos accessible?

- [Meryl Evans' LinkedIn Profile](#): Meryl Evans is a deaf accessibility marketing consultant and trainer. She was a LinkedIn Top Voice in Disability Advocacy in 2022. She regularly posts thought-provoking content on accessible content creation.
- [6 Reasons Why Automatic Captions Are a Big Problem](#): Meryle Evans explains why auto-generated captions, or "autocraptions," are a problem.
- Cisco Learning & Development has several courses available that tie to International Association of Accessibility Professionals (IAAP) certifications:
  - [Fast Track to Accessibility for Non-Technical Roles](#)
  - [MS PowerPoint Accessibility Techniques](#)
  - [Accessibility Fundamentals - Disabilities, Guidelines, and Laws](#)
  - [MS Word Accessibility Techniques](#)
- Watch Amanda and Rebecca's presentation "[Creating Accessible Videos](#)" from Accessibility Summer Camp 2023 :)

