CAPTIONING FOR WEB VIDEO--
WHY AND HOW

Paul E. Burrows
Media Solutions, University of Utah, Salt Lake City, Utah USA

Pre-workshop Summary:
(Half-day) The quantity of the content we post to the Internet is enormous. More websites have become the primary "point of access" for vital information and rich media used for education and training. Its greatest benefit allows end-users to read or view web content whenever they choose, often wherever they choose. This flexibility is even more important to people with impairments and disabilities, including hearing and vision loss. A value that can be added to video and audio media items is captioning and transcripts. These can be beneficial to any user. This half-day workshop will begin with a brief overview of the mandates and laws in place internationally regarding accessibility. Because accessibility issues are so broad and deep, the presenter will focus on methods and tools for captioning web-based video. The first step is to transcribe audio (e.g., with HyperTRANSCRIBE). The next step is to synchronize the transcript into readable chunks, timed to existing audio (e.g., with MAGpie). The final process is to output the synchronized captions for QuickTime, WindowsMedia, Real, or Flash Video formats. This workshop, although not hands-on, will demonstrate the entire workflow for creating and posting captioned video for the web. No-cost/low-cost tools, as well as a high end captioning tool (MacCaption), are used.

Pre-workshop’s Objectives:
Review the scope of accessibility issues. Focus on the creation of captioned video for web-based distribution.

Pre-Workshop’s Benefits:
If you are thinking about adding captioning to your web-based video, this workshop will help you understand the steps to be taken as well as some low-cost tools to use in the workflow.

Pre-Workshop’s Pre-requisites:
No prior video acquisition, editing, or captioning experiences are necessary.

Pre-Workshop’s Intended Audience:
Anyone interested in enhancing the video materials they deliver over the web with captions.

Paul E. Burrows
Manager, New Media Integration Group
Media Solutions/University of Utah
Office of Information Technology
101 So Wasatch Blvd 215EBC
Salt Lake City UT 84112 USA
801-581-7908
801-585-3584 fax
pburrows@media.utah.edu
http://www.media.utah.edu