Creating captions for your videos will only widen your audience in greater numbers. With caption translations, this makes your material accessible to the world!

- As video and audio began to appear on the web, accessibility got worse compared to text-based websites.

- In addition to deaf and hard-of-hearing users, everyone can benefit from closed captions.

- In UK study, 20% of video caption users were hard of hearing or deaf. 80% of viewers used video captions for reasons other than hearing loss.

- Accessibility goes beyond disabilities. It really goes back to the fundamental definition of “accessibility” - the quality of being able to be reached, understood, and appreciated.

- Video captions provide the first step in making your videos available to international audiences. Captions can be translated into other languages and save you a large amount of money compared to translated overdubs or re-edited scenes.
The Ofcom study clearly indicates that once a user is aware of closed captions, their usefulness is universal. Here are just a few examples of the benefits of subtitles:

- Viewers who know English as a second language benefit from closed captions, because they make it easier to follow along with the speech.
- Closed captions help with comprehension of dialogue that is spoken very quickly, with accents, mumbling, or background noise.
- Video that mentions full names, brand names, or technical terminology provides clarity for the viewer.
- Closed captions help maintain concentration, which can provide a better experience for viewers with learning disabilities, attention deficits, or autism.
- Online videos with subtitles enjoy higher user engagement and better user experience.
- Captions allow viewers to watch videos in sound-sensitive environments, like offices and libraries.
- And, of course, captions also improve SEO, which helps more people find your videos and increases your views!
A BRIEF HISTORY OF CAPTIONS
VIDEO PLATFORMS

POPULAR PLATFORMS THAT SUPPORT VIDEO CAPTIONS:

▸ Blu-Ray and DVD media
▸ YouTube (Built-in caption editor)
▸ iOS/Android video engines
▸ Streaming servers
▸ And soon to be standardized… HTML5 native video
GOOD CAPTION DESIGN ENSURES YOUR VIDEO’S SUCCESS IN TODAY’S ONLINE WORLD

CREATION
OPEN VS. CLOSED CAPTIONING
"DESIGN IS A PLAN FOR ARRANGING ELEMENTS IN SUCH A WAY AS BEST TO ACCOMPLISH A PARTICULAR PURPOSE."

Charles Eames
BEST PRACTICES (AND ALTERNATIVES)
BEST PRACTICES (AND ALTERNATIVES)

IMPORTANT DESIGN CONSIDERATIONS FOR CAPTIONS

- The highest priority is always caption quality and accuracy: spelling should be at least 99% accurate.
- Both uppercase and lowercase letters should be used to make the content easier to read.
- Speaker Identification
- Non-Speech Sounds
- Punctuation e.g. Hi! vs. (Shouting) Hi
- Verbatim
- Placement - Never obscure on-screen text or important visual information.
AVOID OVERLAPPING TEXT

COMMENTS • 3

Add a public comment...

ArcadeAdam 7 seconds ago
Wait, how did my comment end up in the actual video? I've only just typed it!
Reply • /thumb

Peter Kirkby 11 seconds ago
First
Reply • /thumb

Caro 15 seconds ago
First
Reply • /thumb

because only the first first comments can be the first past comments or indeed
ACCESSIBILITY FOR ALL

SHARE IF WARSAN'S POETRY SPEAKS TO YOU

Cherif aggrave la poésie vous parle

Welcome to Making Your Case,
THE SHAPE OF CAPTIONS TO COME
maybe we could catch a movie some time
3D CAMERA TRACKING ON TEXT WITH THREEJS

JAVASCRIPT
FINAL Q&A