MULTIMEDIA ACCESSIBILITY FOR OER

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"THIS WILL BE A DAY OF THE YEAR WHERE WEB DEVELOPERS ACROSS THE GLOBE TRY TO RAISE AWARENESS AND KNOW-HOW ON MAKING SITES ACCESSIBLE."

- JOE DEVON

Web Content Accessibility Guidelines

WCAG MEDIA RELATED SUCCESS CRITERIA

- For prerecorded audio-only content an alternative for the media is provided which presents <u>equivalent</u> information of its content.

- For prerecorded video-only content either an alternative for the media is provided or an audio track is provided which presents <u>equivalent</u> information of its content.

- Captions are provided for all prerecorded audio content in synchronized media (except when the media is a media alternative for text and labeled as such)

WCAG TIME-BASED MEDIA ALTERNATIVES

- **Captions**

- **Transcripts**

- **Audio descriptions**

- **Sign language**

WCAG COMPLIANCE LEVELS

- **Level A – minimal**

- **Level AA – acceptable**

- **Level AAA – optimal**

https://www.w3.org/WAI/WCAG2AA-Conformance

WCAG Pre-Recorded Media Compliance Levels

Media Type	Captions	Transcript	Audio Descriptions	Sign Language
Pre-recorded Multimedia	•A - must have •AA - must have •AAA - must have	•A - should have •AA - should have •AAA - must have	•A - must have •AA - must have •AAA - must have	•A - optional •AA - optional •AAA - must have
Pre-recorded Video-only	not applicable	•A - must have * •AA - should have •AAA - must have	•A - must have * •AA - must have •AAA - must have	not applicable
Pre-recorded Audio-only	not applicable	•A - must have •AA - must have •AAA - must have	not applicable	•A - optional •AA - optional •AAA - must have

* Transcript OR audio description is necessary for a pre-recorded video-only resource to be WCAG level A compliant.

https://pressbooks.library.ryerson.ca/iwacc/chapter/1-2-time-based-media-level-a/
https://pressbooks.library.ryerson.ca/iwacc/chapter/1-2-time-based-media-level-aa/

Making Multimedia Accessible

CAPTIONS

POST-PRODUCTION CAPTION CREATION

- Automated Services
  - [My Media (Kaltura) in Collab](#)
  - [Studio in Canvas](#)
  - [YouTube](#)
- Professional Services
  - [3PlayMedia](#)
  - [Cielo24](#)
  - [VerbIT](#)

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TRANSCRIPTS

- Basic – text version of speech and non-speech audio needed to understand the content.

- Descriptive – also includes text description of any visuals needed to understand the content.

- An example, [A11Y Rules Podcasts](#)

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TRANSCRIPT CREATION

- Automatic Service
  - YouTube – use free captioning tool to get rough transcript; then download and edit it
- Professional Services
  - 3PlayMedia
  - Cielo24
  - VerbIT

LIBRARY RESOURCES

- [Captioning & Transcription](#)
- [Professional captioning services and cost](#)

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AUDIO DESCRIPTIONS

Audio narration that describes the key visual elements, which should be inserted into natural pauses in the media's dialogue.

AUDIO DESCRIPTION EXAMPLES

- [WebAIM's audio description example](#)
- [American Council of the Blind's examples of audio descriptions](#)

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AUDIO DESCRIPTION CREATION

- [Web Accessibility Initiative: Making Audio and Video Media Accessible](#)

- [U.S. GSA Section 508: Create Accessible Synchronized Media Content](#)

- [3PlayMedia: Ultimate Guide to Audio Description](#)
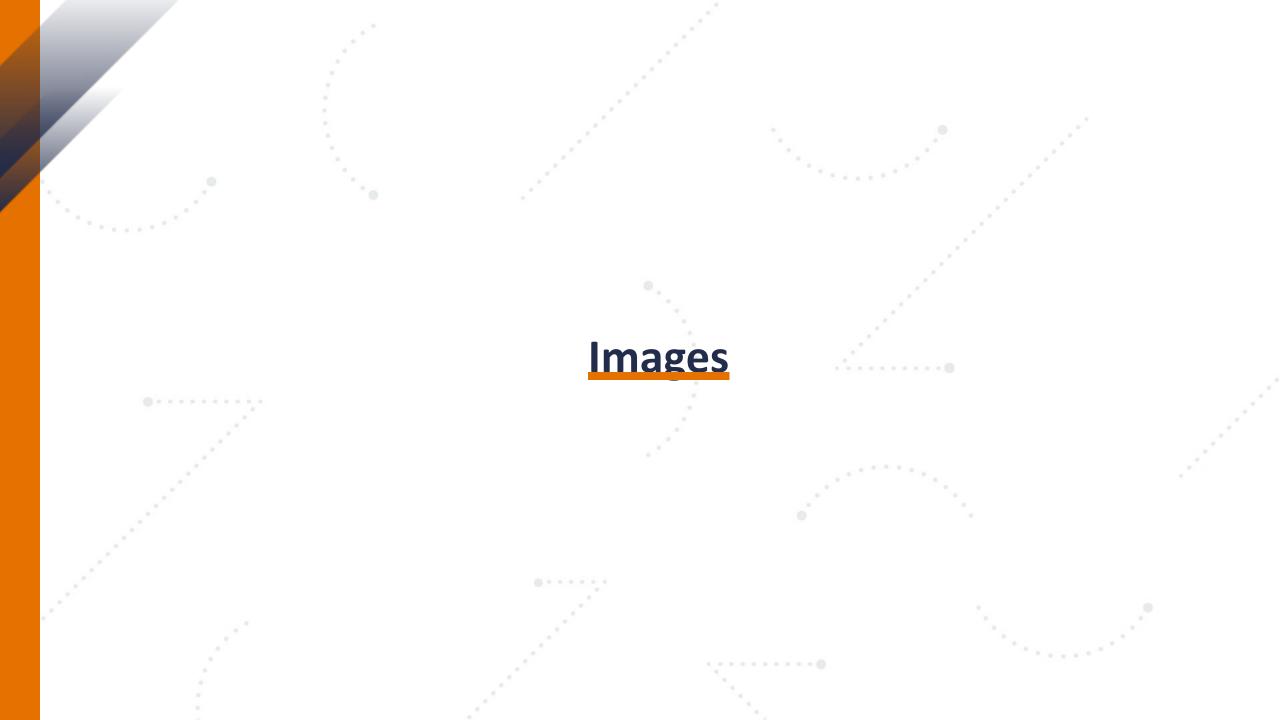
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OTHER MULTIMEDIA LEVEL AA ACCESSIBILITY REQUIREMENTS

- Avoid creating video that contains anything that flashes more than 3 times in any one second period which can cause some to have a seizure.

- Avoid auto-play media resources.
  - If media auto-plays and lasts more than 5 seconds provide a way to stop, pause, or hide it.
  - If audio auto-plays and lasts more than 3 seconds provide a way to pause, mute, adjust its volume, or stop it.

Images

ALTERNATIVE TEXT FOR IMAGES

- Decorative images should have null alt text.

- Images of text should have that same text as their alt text.

- If text near an image provides equivalent information for it, then consider it decorative.

- Images should have a short description that conveys its content.

- Take advantage of the image alt decision tree that WAI offers when needed
  - https://www.w3.org/WAI/tutorials/images/decision-tree/

Extra! Extra! What About Hyperlink Text?

APPROPRIATE LINK TEXT

- Avoid things like "learn more," "click here," or "read more"

- Provide as much text as needed to be clear about what the link is for

- Do not use URL strings as link text

- When using an image for a link make sure the image has good alternative text

https://webaim.org/techniques/hypertext/link_text#text

HOW LINKS LOOK

- Take advantage of the browser underline default
  - If using color alone to identify links, make sure there is sufficient color contrast
    - https://webaim.org/resources/linkcontrastchecker/

- Try to utilize the same style for both keyboard focus and mouse hover
  - Color contrast is important for focus and hover states
    - https://webaim.org/resources/contrastchecker/

https://webaim.org/techniques/hypertext/link_text#appearance

Questions & Answers