# Captioning Your Videos: Options and Best Practices



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#### Captions and subtitles and audio descriptions, oh my!



#### **Captions:**

- Are particularly useful to people who are Deaf/HoH
- Includes background noises, speaker differentiation, and other information translated from sound to text
  - Closed Captions: Can be turned on and off by the viewer
  - Open Captions: Cannot be turned off



#### **Subtitles:**

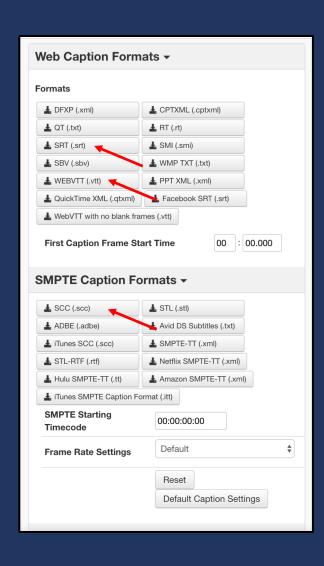
- Assume viewers can hear and are typically used when the viewer doesn't know the language
- Are timed transcripts of the audio files and are typically developed before the release of a movie or tv show



#### **Audio Description:**

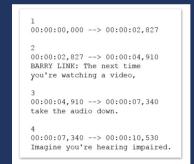
- An additional narration track intended primarily for blind and visually impaired consumers of visual media
- Describes the actions, motions, and other non-verbal information present in video
  - Example: <a href="https://www.youtube.com/watch?v=i">https://www.youtube.com/watch?v=i</a> GrYOruY7w

### Welcome to the Jungle: Caption Format Acronyms



#### **Most Common:**

SRT (.srt):
SubRip Subtitle



SCC (.scc):
Scenarist Closed Captions

```
01:00:00:00
                942c
01:00:01:19
                9420 9440 9723 c2c1
5252 d920 4c49 cecb ba20 5468 e520 6ee5
f8f4 20f4 e96d e580 94f2 79ef 75a7 f2e5
20f7 61f4 e368 e96e 6720 6120 76e9 64e5
ef2c 942c 8080 8080 942f
01:00:04:08
                9420 94f2 97a2 f461
6be5 20f4 68e5 2061 7564 e9ef 2064 eff7
6eae 942c 8080 8080 942f
               9420 94e0 496d 6167
01:00:06:16
e96e e520 79ef 75a7 f2e5 2068 e561 f2e9
6e67 20e9 6d70 61e9 f2e5 64ae 942c 8080
```

WEBVTT (.vtt):
Web Video Text Tracks

```
00:00:00.000 --> 00:00:02.827 align:middle line:84%
00:00:02.827 --> 00:00:04.910 align:middle line:90%
BARRY LINK: The next time
you're watching a video,
00:00:04.910 --> 00:00:07.340 align:middle line:84%
take the audio down.

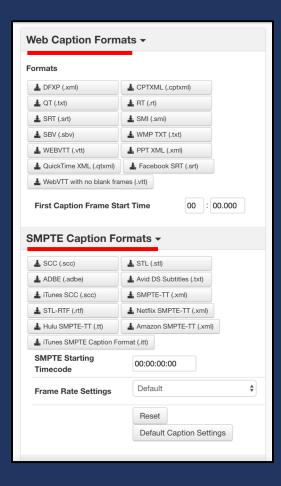
00:00:07.340 --> 00:00:10.530 align:middle line:84%
Imagine you're hearing impaired.
00:00:10.530 --> 00:00:14.400 align:middle line:90%
Think about that world
that we-- is so rich to us
```

3Play Media's breakdown of the most common types and their differences: https://bit.ly/2wPwa89

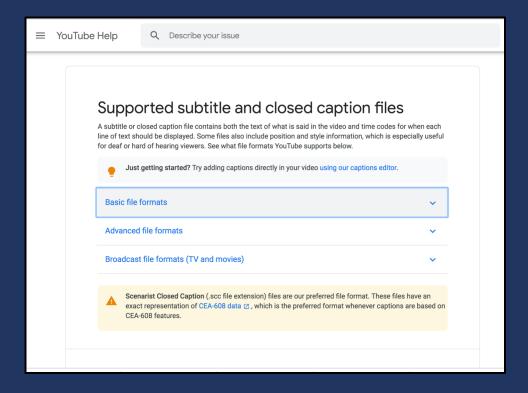
#### Captioning formats, con't

Caption file types are categorized under Web Caption formats and SMPTE Caption formats.

SMPTE is the acronym for **S**ociety for **M**otion **P**icture and **T**elevision **E**ngineers



YouTube prefers .scc. Check with your video player to see which file type is preferred.



# How do I get a caption file?





#### Free:

Create the caption file in YouTube

Create the caption file in Panopto/Media Library in Canvas

#### Paid:

Two preferred vendors



#### 3Play Media

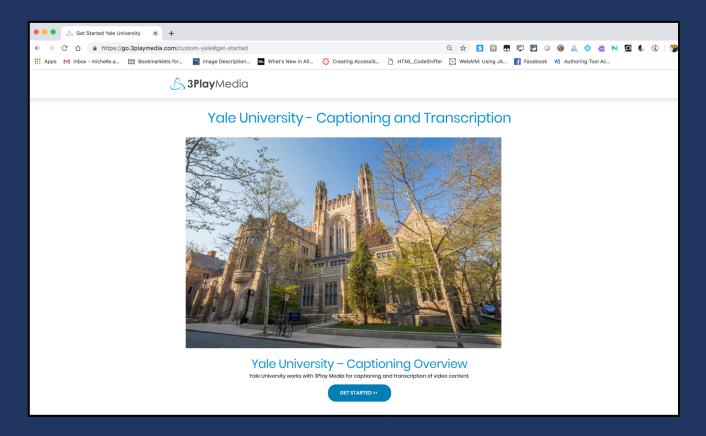
- Use for HIPAA protected information
- Extremely accurate captions
- Can audio describe your videos
- Many extra features



#### Rev.com

- Cheaper and faster than 3Play
- Fewer chances to correct and edit
- No Audio Description available

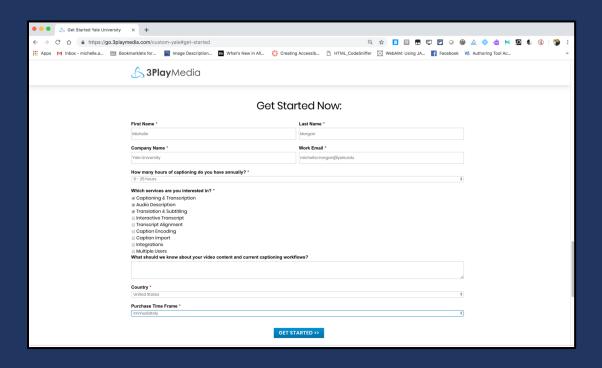
# Requesting Captions from 3Play Media: Step 1



1. Visit Yale's "Getting Started" page. This will ensure you receive the preferred captioning rate.

https://go.3playmedia.com/custom-yale#get-started

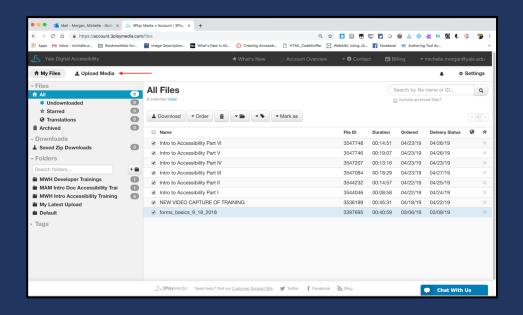
#### Requesting Captions from 3Play Media: Steps 2 & 3



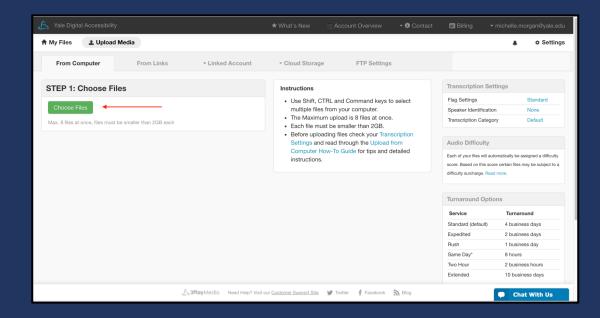
- 2. Enter the appropriate information in the Get Started Now form.
- 3. Wait! 3Play Media will email you shortly with your new account information.

#### Requesting Captions from 3Play Media: Steps 4, 5, & 6

- 4. Log into your new account according to the email instructions you've received from 3Play Media.
- 5. Your dashboard will look similar to the version here. Select the "Upload Media" button.

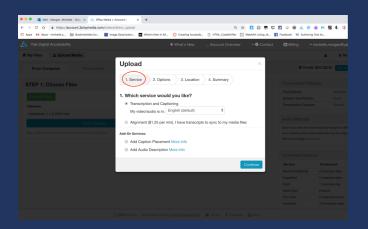


6. Select the "Choose File" button.

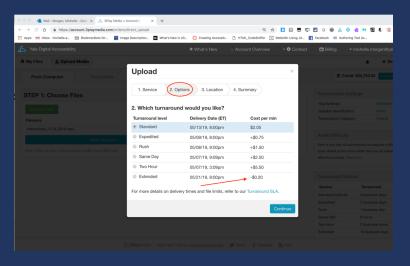


#### Requesting Captions from 3Play Media: Steps 7 -10

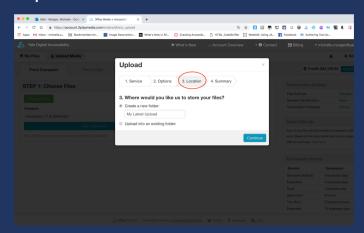
7. Choose the service.



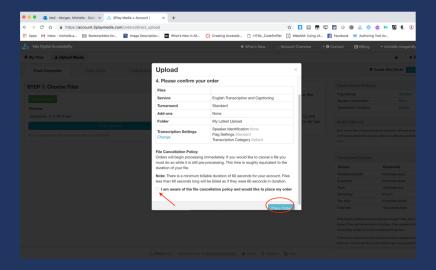
8. Choose your turnaround time. Please note that if you aren't in a rush, you can select a discounted rate!



9. Choose where you'd like the caption file saved once it is processed.

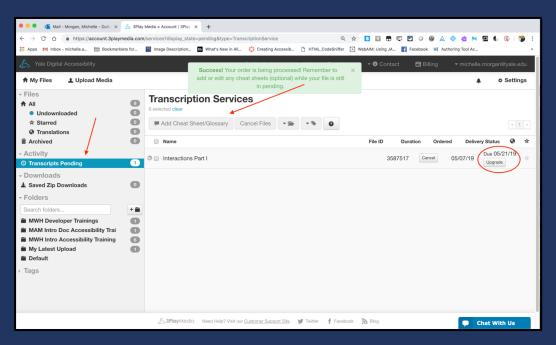


10. Agree to the cancellation policy & place your order.

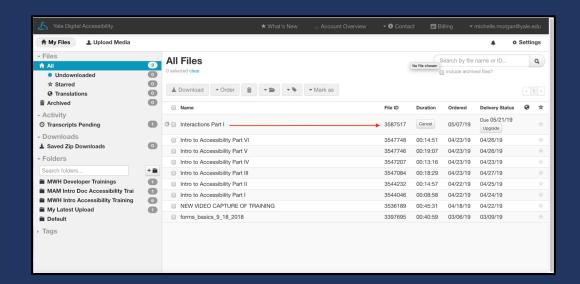


#### Requesting Captions from 3Play Media: Steps 11 & 12

11. As soon as your file is uploaded, you will see it in your dashboard. Please note that as long as the file status is "Pending" you can upload cheat sheets (of difficult names/spellings or specialized terminology) and also cancel or upgrade the service/delivery date.

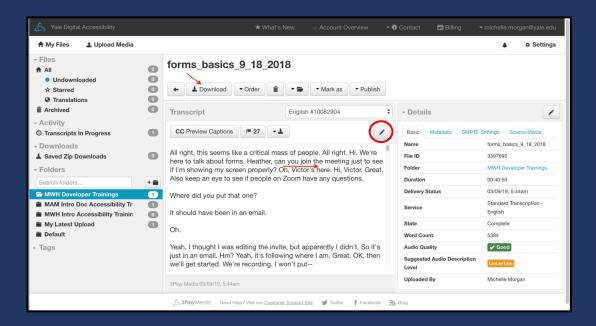


12. You'll receive an email from 3Play Media when your file is finished. You can also track its progress in the main dashboard.

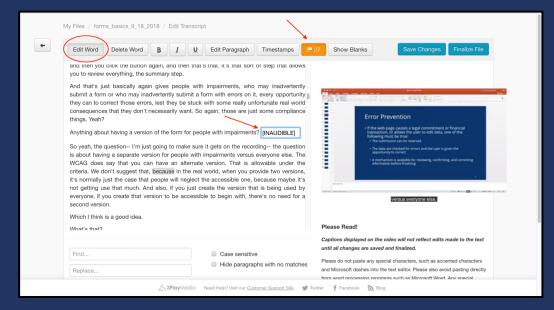


#### Requesting Captions from 3Play Media: Steps 13 & 14

13. Your finished caption file can be downloaded a bunch of different ways. If you select the file you'd like to download and select "Download," the editing screen will open. You will need to select the "edit" icon, which looks like a pen, to begin editing. A new screen for editing will open.

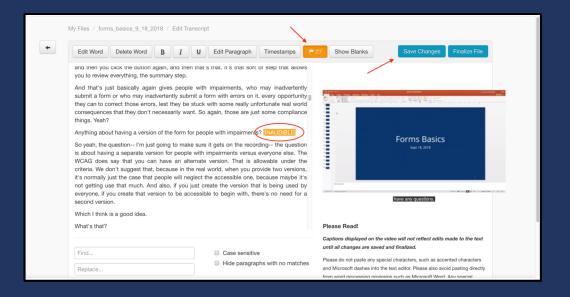


14. The first thing you should check for are Flags. 3Play flags anything the transcriber was unsure of or wasn't audible. Clicking the flag icon will walk you through all the flagged words in the transcript. When you arrive at one, choose the "Edit Word" tool to overwrite the caption. This will also bring you to the corresponding point in the audio file so you can listen to the word in question.

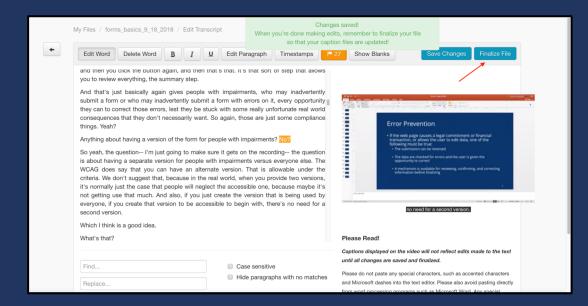


#### Requesting Captions from 3Play Media: Steps 15 & 16

15. You can now edit the word as needed. Save your changes when you're finished.

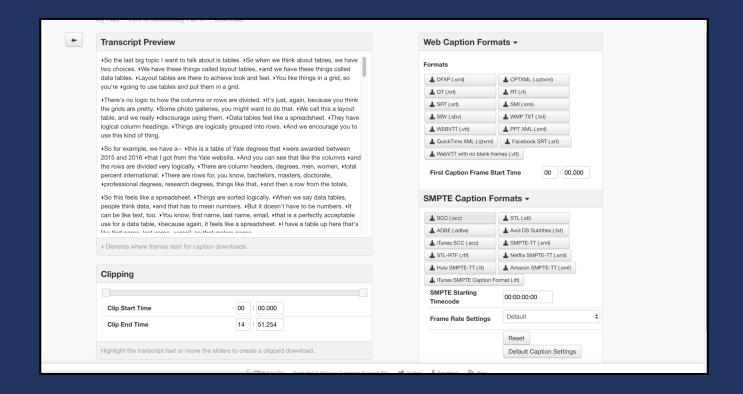


16. When you're done editing finalize your changes.



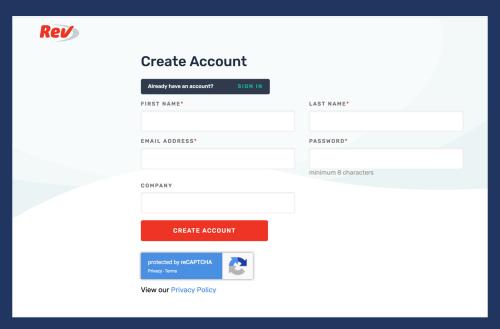
## Requesting Captions from 3Play Media: Step 17

17. You can now download the caption file. 3Play presents you with multiple options. Whichever format you choose, it will download immediately to your computer. Upload the file alongside your video on whatever video player you're using.

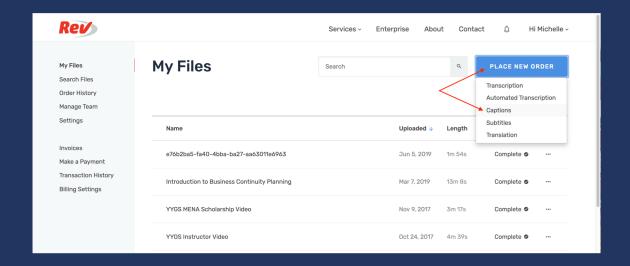


## Requesting Captions from Rev: Steps 1 & 2

 Create an account. Once you've been assigned an account from Rev, login.

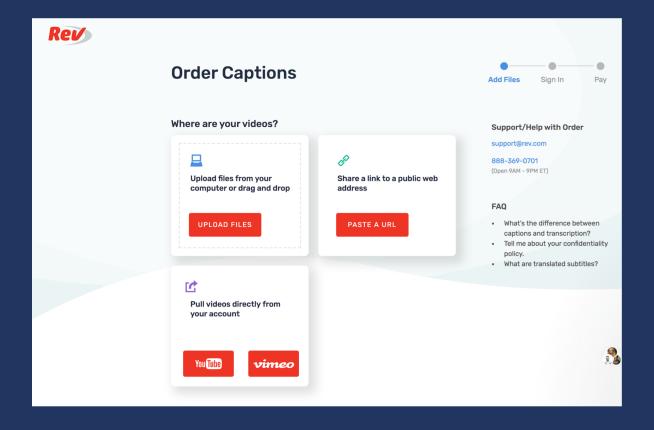


• Choose the service you need from the drop-down menu.



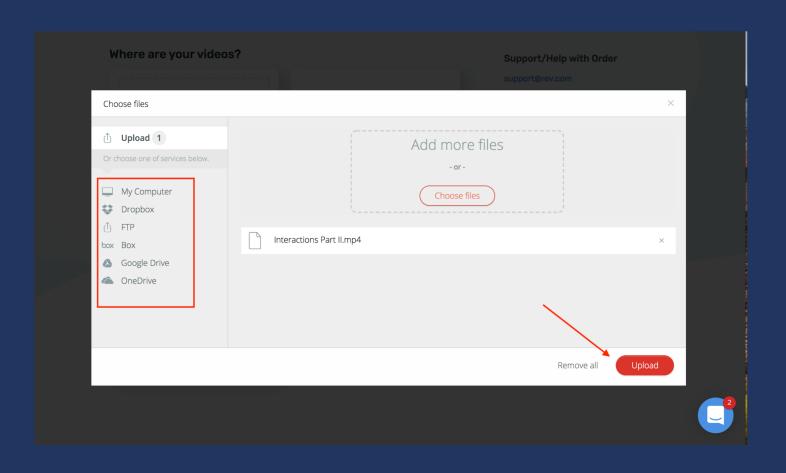
# Requesting Captions from Rev: Step 3

 Upload your media file. Note you can directly upload a file, share a URL from a public website, or pull videos directly from your YouTube or Vimeo account.



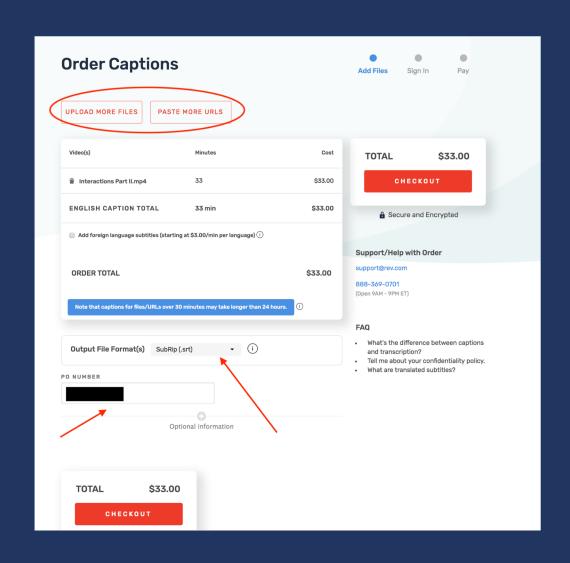
## Requesting Captions from Rev: Step 4

 In this example, I've uploaded a file directly from my computer. Note the other options available in the side menu on the left.



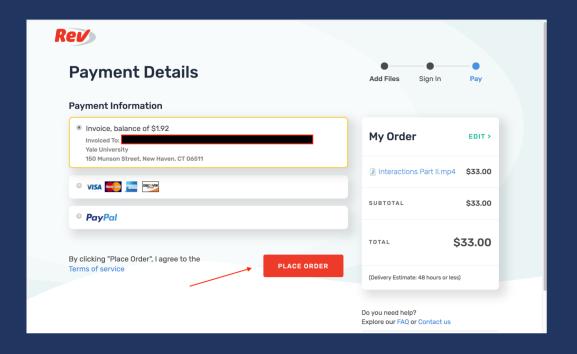
### Requesting Captions from Rev: Step 5

After you've uploaded your file, you are given multiple options. You can upload more files or paste more URLs. You can choose the caption format type. And, if you have a PO, you can enter that, as well.

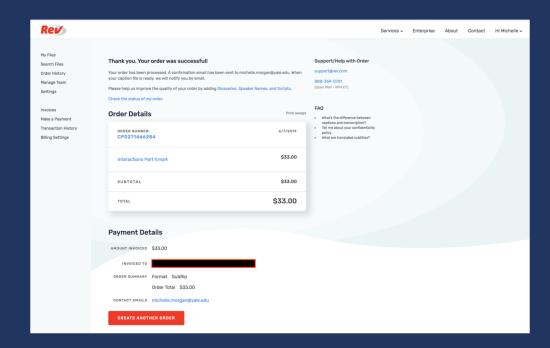


## Requesting Captions from Rev: Steps 6 & 7

 Rev offers 3 ways to pay— by invoice, credit card, or PayPal.

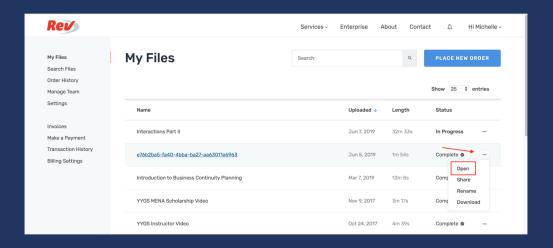


 Rev will contact you when your caption files has been created.

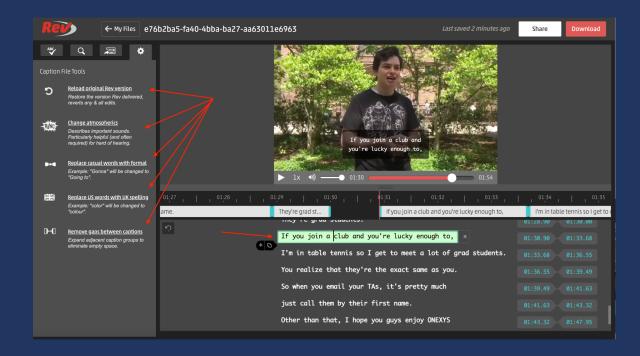


#### Requesting Captions from Rev: Steps 8 & 9

 From your Files area, you can open a finished caption file for editing, share it, rename it, or download it.

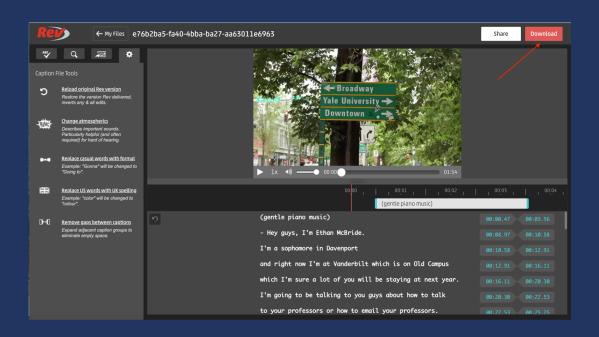


• To edit the captions, click "Open." Your media will open in the editor as shown below. You have a lot of options here. For basic editing place your cursor in the text. Rev autosaves like Word.

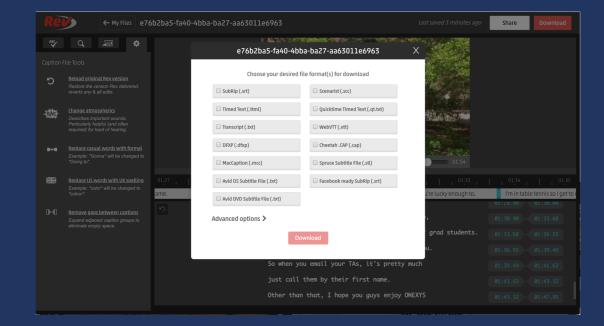


#### Requesting Captions from Rev: Steps 10 & 11

 When you've finished editing the file, choose Download.

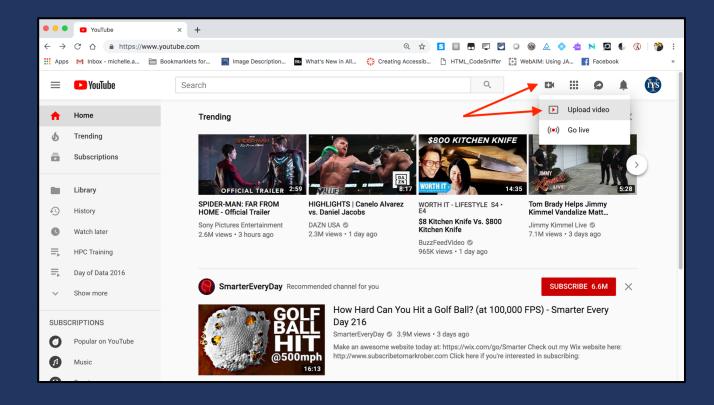


• You'll be given many options for file types. Choose the type you need, and then upload them to your video player as appropriate.



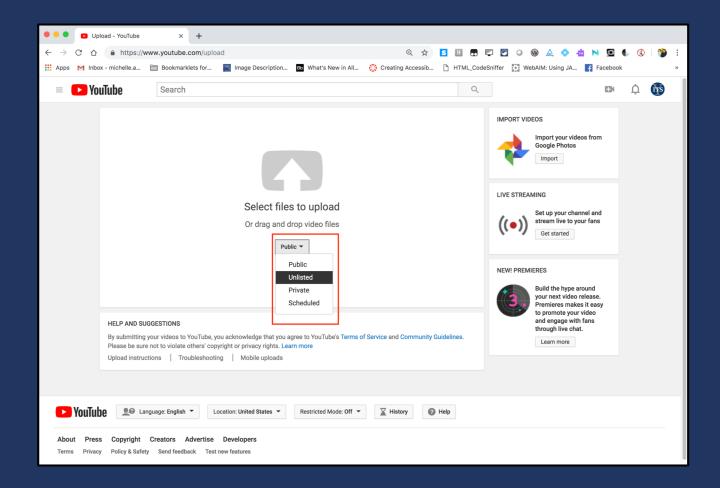
## Captioning on YouTube: Steps 1 & 2

- 1. Open up your YouTube account
- Select the Upload Video Icon and "Upload Video" from the Drop Down Menu



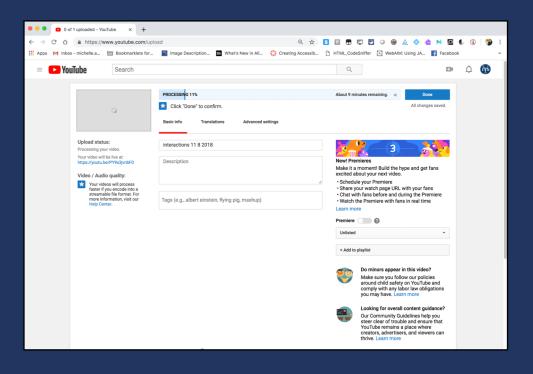
#### Captioning on YouTube: Steps 3 & 4

- 3. Select the correct listing for your video.
  - Public will be visible to everyone.
  - Private will only be visible to you.
  - Unlisted will only be visible to people with the exact link.
  - Scheduled will allow you to que a video for publication on YouTube at a later date.
- 4. Drag the video file you want to caption into the file area, or upload it via the upload button.

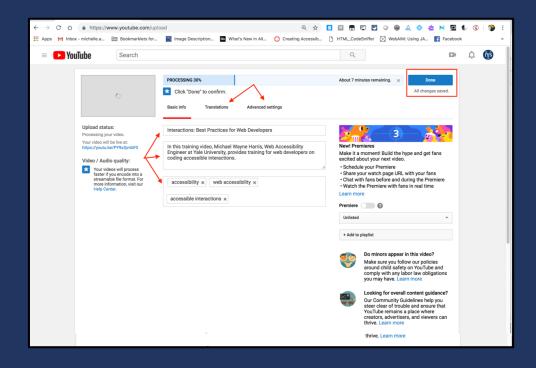


# Captioning on YouTube: Steps 5, 6, & 7

5. As soon as you upload your file it will automatically start processing.



- 6. While the video processes, you can enter the correct Title, Description, and Tags in those fields.
- 7. Select the "Done" button when the video has finished processing.

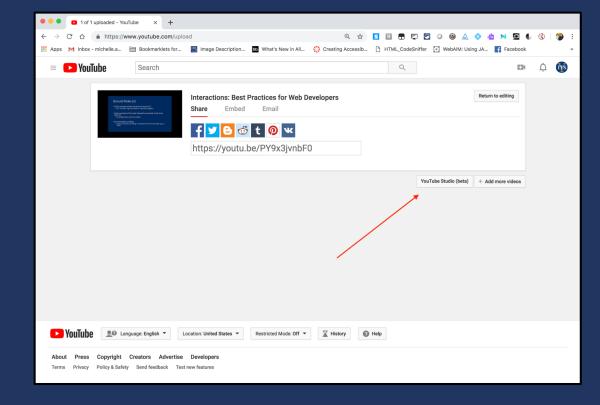


# Captioning on YouTube: Steps 8 & 9

8. As soon as you click "Done" a new screen appears. This screen provides a link to your video. You can also "Return to editing" on this page.

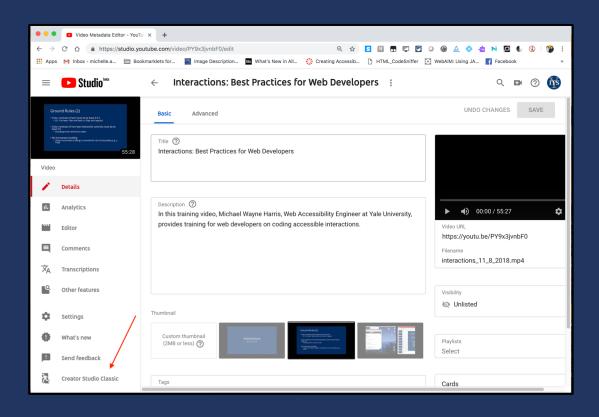
Interactions: Best Practices for Web Developers https://youtu.be/PY9x3jvnbF0 YouTube Studio (beta) + Add more videos 

9. Click on YouTube Studio (Beta)

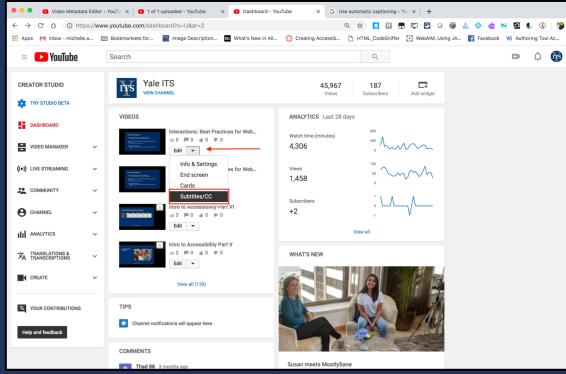


# Captioning on YouTube: Steps 10 & 11

10. YouTube Beta does not yet support autocaptioning. You'll have to choose the Creator Studio Classic option from the side menu.



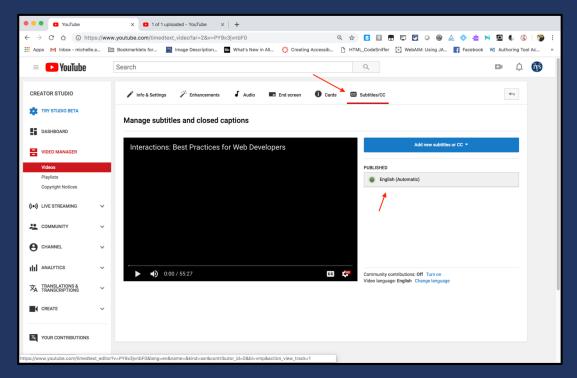
11. Once you're in Creator Studio Classic, find the video you'd like to auto-caption and select the down arrow next to Edit. Choose Subtitles/CC from the drop-down menu.

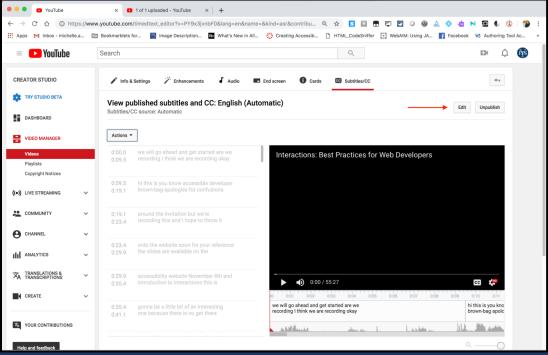


## Captioning on YouTube: Steps 12 & 13

12. Your video will open in the Video Manager, and Subtitles/CC will be underlined in red. To add autocaptions, select "Published: English (Automatic)."

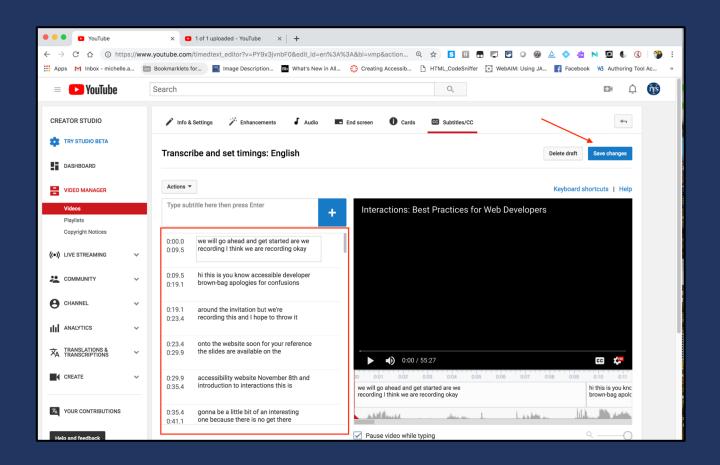
13. Your video will open in the Subtitles/CC Editor. From here, select the Edit button to edit the autogenerated captions.





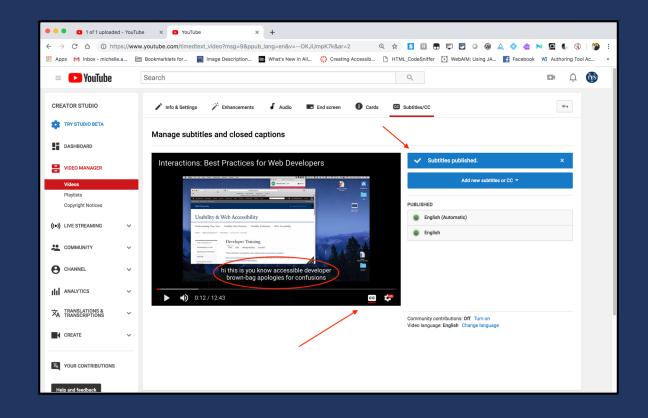
# Captioning on YouTube: Step 14

14. In the editor you can now edit the captions and adjust the timing. When you are finished editing the captions select "Save Changes."



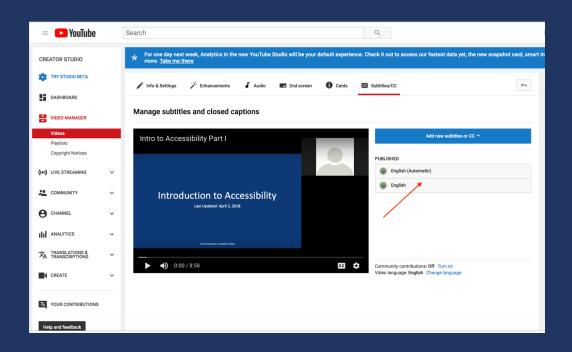
# Captioning on YouTube: Step 15

15. "Save Changes" will open your video back up in the Video Manager. "Subtitles Published" will be checked off. You can select the "CC" icon at the bottom of the video to make sure the subtitles appear.

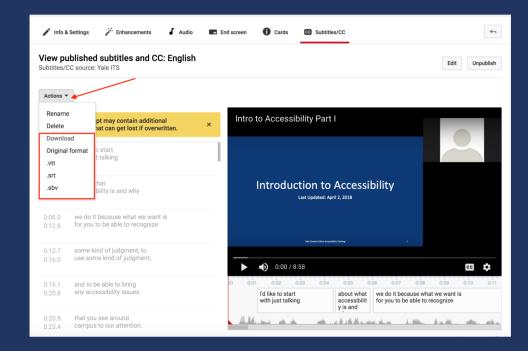


# Captioning on YouTube: Steps 16 & 17

16. If you want to download a caption file created by YouTube, choose the published version.



17. Under Actions, you can download the caption file for your video and use it in whatever player you want.

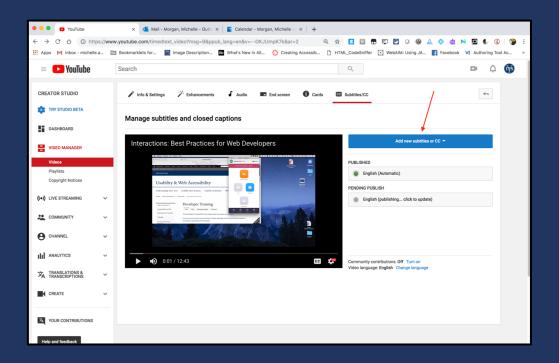


# Uploading a caption file to YouTube: Step 1

Use this option when you've had a vendor professionally caption a video you want to post to YouTube.

Follow steps 1-10 to upload your video to YouTube.

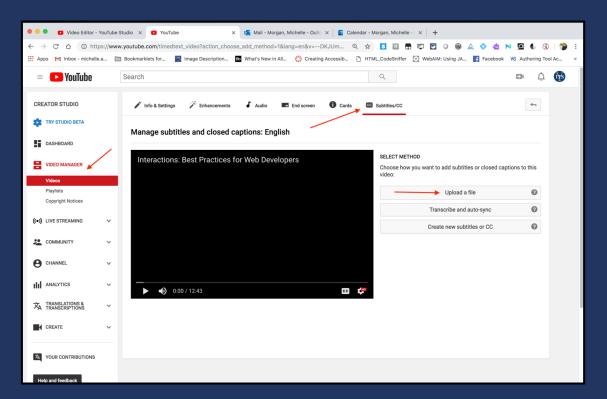
Then, instead of selecting "Published: English (Automatic)," select "Add new captions or subtitles."



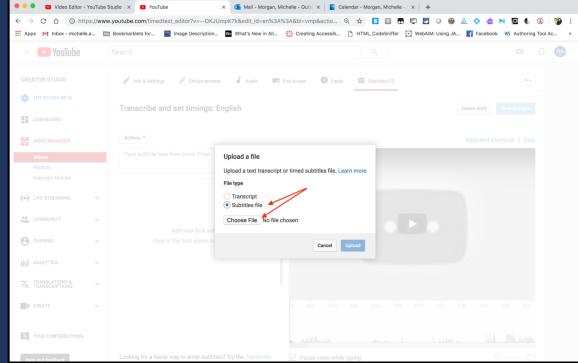
#### Uploading a caption file to YouTube: Steps 2 & 3

#### 2. Select "Upload a file."

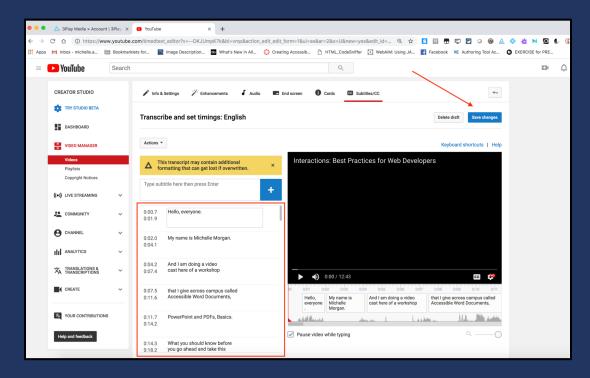
You'll notice that you can also create new subtitles or CC.
 This option allows you to type in your own text and timings. We don't recommend this option.



3. In the pop-up box, select "Subtitles file" and "Choose File."



# Uploading a caption file to YouTube: Step 4



4. After you've uploaded a caption file, your video will open immediately in the caption editor. Make any changes you need to make and choose "Save Changes."

This will publish your captions to your video.

# Voila! You've Captioned Your Video

There are a million other editors and players—this is just a beginning!

For more information or guidance:

Email: accessibility@yale.edu

Web: accessibility.yale.edu