ADA Compliance Video Transcript

In case you were concerned, the title slide was a bad example of ADA compliance in video creation. Throughout this video, we will look at some examples of good and bad practices in video creation as they relate to ADA compliance, and we'll review what you can do to make your materials both instructive and compliant.

Let's have another look at the title slide. First, the background color was way too bright. Any individuals with visual impairments or colorblindness may not be able to see text on top of colors as bright as these. The contrast of the text on the background was also unappealing and unpleasant. The text animations were noisy and distracting, and the fonts were very difficult to read. It's important to keep your audience in mind when constructing your videos.

Today, we'll discuss video and audio quality, the use of appropriate text and descriptives, and the importance of captioning and transcripts.

But let's begin by asking the question, "what do your students need to see?" This will help you plan and proceed with ADA compliance. Will they need to see a screencast of your computer? Will they need to see tools or processes being demonstrated? Will they need to see your face or body language? Will they need to see simulations, graphics, or animations relating to your topics? Or will they need a combination of these?

For instance, in this example, do you think it's imperative that we see the gentleman introducing the tutorial, or is it more of a distraction? Let's have a look. "Hello, and welcome to the Centurywise blast cleaning tutorial. This is a short video where we'll be looking at a typical mobile blast cleaning setup." Take into consideration your audience and the goal of your video, so his face is probably not necessary here.

When aiming to build a quality video, keeping the camera steady and producing clear, high resolution images are extremely important to remember. Keep your movements slow and steady and limit the amount of zooming and panning you do so those with visual impairments are not aversely affected. This sample video has violated all of these design considerations.

Similarly, when producing quality audio for your videos, speaking slowly and clearly are key. Be sure to face the camera's microphone or record your audio with a lapel mic or following the video collection. Try to reduce background noise as much as possible. What are some of the issues you notice in this example? "Twist the knob and make sure it's in place. And again be careful with the probe that's in there; try not to damage it so just pull it out. Pull out the tray and then we're going to start adding all our, all our stuff in here."

Including text can increase your students' learning by providing additional information and instructions. Choose a simple font large enough to see clearly and whose color contrasts with your chosen background (such as black font on a white background). Limit the amount of text animation, flashing or blinking text, and brightly colored fonts. Also, try to limit the amount of words used to describe or instruct. It is difficult for our brains to read text, while simultaneously watching a video, and listening to instructions. What do you see challenging in this example video?

Finally, new regulations are requiring that video be closed captioned for the hearing impaired. Several video-sharing sites have closed captioning features but they very often transcribe your audio poorly. Captioning must be accurate and spelled correctly and timed appropriately. Printable transcripts must also be available for students with hearing or visual impairments.

Watch this final example and consider these questions related to ADA compliance. "We have a regular tongs. These do not have the rubber ends. I'm holding in my hand a meter stick, and if you look closely, you'll notice that it is in metric, that is centimeters and the other side also has millimeters. Another piece of equipment that we might use is this; some people used to call it the medicine bowl but it's actually known as a mortar and pestle."

Hopefully these tips will help you prepare your videos following ADA compliance regulations. For more information, click on any of the links below.