Captioning Process for the College of Engineering

The College of Engineering is committed to providing support services for faculty who want to explore innovative teaching methodologies. There are several resources to help make the captioning process timely, less labor-intensive and friendly to faculty. The goal is to achieve 99% accuracy for captioned videos.

VIDEO DELIVERY AND MANAGEMENT

The Mediasite system has replaced Echo360 as the preferred video file delivery and management platform for the College’s online and blended course videos. Delivering videos through this platform enables data analytic capabilities, which provide faculty and administrators data on student usage of videos. Mediasite accepts most file types for current and future captioning.

TIPS FOR CAPTIONING

from Americans with Disability website: www.ada.gov

• Provide users the ability to turn the captions on and off.
• No more than three lines of text appear at any one time and no more than 32 characters are included per line.
• Captions should stay on-screen for three to seven seconds before being replaced with another caption and must be synchronized with the audio and video. Words within the caption need to be verbatim to the audio within the video.
• Captions should not cover graphics or other essential video elements.
• A font similar to Helvetica Medium is used (e.g. Arial).
• Use upper and lower case letters as well as correct spelling and punctuation.
• Music or other descriptions are added inside square brackets such as [music] or [laughter]. This also includes sound effects when necessary for the understanding of the video.
• Individual speakers should be identified when more than one person is on screen or when the speaker is not visible.

When captioning saved videos, College of Engineering faculty have several options:

• Rev Captioning Services (third party service; fee required)
• Cielo24 Captioning Service (third party service; fee required)
• YouTube™ Captions (accuracy must be manually checked to achieve 99%; for Intellectual Property rights and YouTube. See this URL: https://www.youtube.com/static?template=terms)
• TechSmith Relay (formerly Camtasia Studio Captions; fee required)

College of Engineering departments pay for captioning services from departmental budgets.

Note: Most captioning services use crowdsourcing to caption videos rather than relying on discrete employees. This process engages an employee pool that resides around the world, including countries for which the U.S. has export restrictions. Crowdsourcing is not an option for captioning videos that contain export-controlled content. Find more information about export restrictions on the Texas A&M Engineering Experiment Research Station web page at: http://tees.tamu.edu/researchcompliance/export-controls/.

For more information related to remote education, academic technology, and/or instructional design assistance within the College of Engineering, please contact us at engrlearntech@tamu.edu

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YOUTUBE™ FOR VIDEO DELIVERY AND CAPTIONS

If you are hosting videos on YouTube, captioning can be turned on for viewers when watching a video. Automatically generated YouTube captions may only be 50% accurate, which is unacceptable under state and federal law. YouTube captions need to be manually edited for 99% accuracy. YouTube caption files can be downloaded and associated with videos on other streaming services. Be sure to review the YouTube Terms of Service about sharing your intellectual property https://www.youtube.com/static?template=terms.

CAMTASIA STUDIO CAPTIONING

Camtasia Studio has been purchased by TechSmith and the captioning service is now called “Relay.” Consult the TechSmith website for more information regarding captioning videos https://www.techsmith.com/tutorial-techsmith-relay-caption-workflow.html.

Captioned videos need to be reviewed for accuracy. Faculty, graduate students or student workers can edit captions so they achieve 99% accuracy for students with disabilities.

OTHER CAPTIONING SOLUTIONS

There are also options for training your computer to understand your voice. When the video is exported, the option to export the caption file must be selected. The videos and caption files then need to be uploaded to your video streaming solution of choice.

ADDITIONAL INFORMATION

- For general guidance and details about compliance, please visit Texas A&M University IT Accessibility at itaccessibility.tamu.edu/.

- Export control restrictions are an important consideration. Information on export control can be found at tees.tamu.edu/researchcompliance/export-controls/.

- Export control in the remote classroom may require special consideration. Please refer to: vpr.tamu.edu/resources/export-controls/export-controls-basics-for-distance-education.

- Texas A&M University Disability Services provides resources and services for students with disabilities, primarily for on-campus classes. It is the student’s responsibility to request academic accommodations through Disability Services. More information can be found at: http://disability.tamu.edu/.

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