



Video Captioning

August Institute 2020



Objectives:

- Promote learning about how to caption through YouTube
- Who to connect with to assist with captioning questions
- Provide tools on how to search the MVCC Academic Video Library and how to embed the video into Blackboard. <https://webcaptioner.com/captioner/>
- Reach 100% compliance for providing closed-caption for all videos used in online and hybrid classes or in Blackboard Supplemental course sites. (By 2025)

Why we need captioning

<https://youtu.be/F4QxQiPHLPc>



COVID has increased video usage

Content Popularity

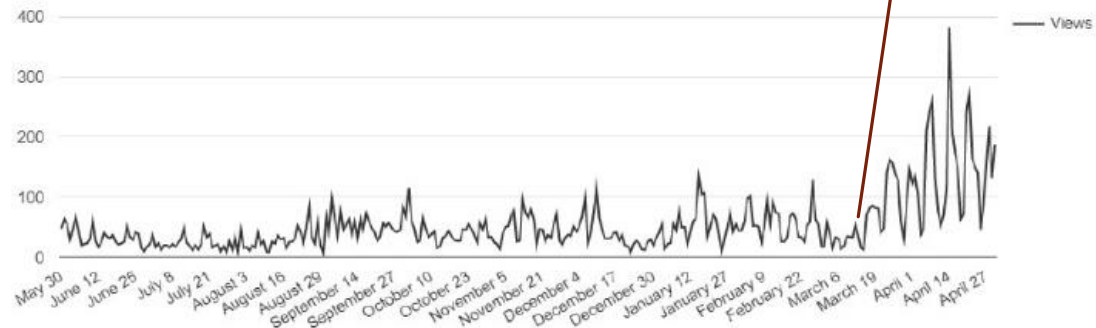
Overview

Institution: Ensemble Video

Organization: MVCC

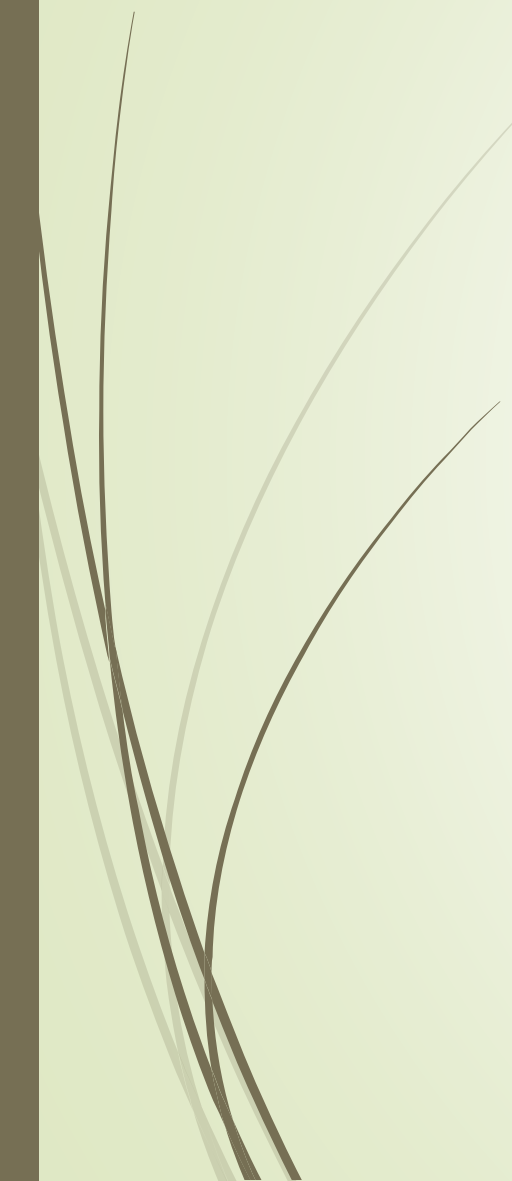
Library: EdTech

Jan 1, 2019 - Apr 30, 2020





Captioning history for MVCC

- ▶ Innovative Grant 2015 -Closed Caption & Signed Video-Podcasts' for online classes (Stacey McCall & OAR)
 - ▶ YouTube channel – Worked with work study students to caption videos for specific departments
 - ▶ Realized any video over 15 minutes is not worth doing in-house. Started sending them out for processing.
 - ▶ Future years: expand the academic video library by purchasing through departments.
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Three styles of Captioning

- ▶ Open Captions -always are in view and cannot be turned off
- ▶ Closed Captions -can be turned on and off by the viewer
- ▶ Descriptive Videos -the accessible use of narration for the blind and visually impaired

Sample Descriptive Video





MVCC Video Procedure

- ▶ When purchasing new video, check to see if a captioned version is available
- ▶ When your syllabus, DGV or other college programs includes the use of DVDs, or online and digital media, it is necessary to determine if they are closed captioned
- ▶ It is not acceptable to ask an ASL interpreter to interpret a movie that is not captioned
- ▶ If you provide a transcript to a student, provide it to all students



How to determine if videos are closed captioned

- ▶ When using “[Films on Demand](#)” click the CC button on the bottom right corner of the video screen.
- ▶ [VAST](#) Academic Video Online: (only has TRANSCRIPTS)
- ▶ [Ensemble Video](#) (MVCC’s Academic Video Library) allows instructors to embed captioned videos to blackboard, and connect with 3play media to get videos captioned, or descriptive captioning.



Current MVCC Captioning Process

August 2020



When using self-video for Instruction

- ▶ Self-made videos should be uploaded to a YouTube account and the automatic captioning is used. You MUST go back and check your work to make changes to those words that are not accurate. Directions can be found here: <https://www.mvcc.edu/accessibility-resources/universal-design/optimizing-access.php>
- ▶ You do not need to make these videos public. You can make them “unlisted” and only the people with the link are allowed to view the video
- ▶ Be patient because uploads can take time, and then allowing the automatic captioning system takes time as well.
- ▶ Your video links can be embedded in Blackboard through the link



MVCC's Academic Video Library

- The Academic Video Library is a designated central repository for archiving, organizing, and searching MVCC academic videos
- Digital libraries are large in memory size and easier to retrieve in different settings on the campus


MVCC's Academic Video Library can be found:

- <https://www.mvcc.edu/academics/online/video-library.php>
- Start by searching the Academic Video Library for your video. If you find one you want to use, check to see if it is captioned.
- MVCC needs an educational license in order to put a video into the academic video library. If purchasing a video make sure Bobby Rogen in the IT department (AB 142) gets access to the video.



Email one of system administrators to initiate captioning.

- ▶ Email should contain the exact title and link that is in the Academic Library to initiate the captioning process.
- ▶ **Robert “Bobby” Rogan**, 315-731- 5774 – IT Department, AB 142
rrogan@mvcc.edu
- ▶ **David Beck**, 315-792- 5644 – Accessibility Resources, WH 129E
dbeck@mvcc.edu
- ▶ **Tamara Mariotti**, 315-731-5702- Accessibility Resources, WH 129A
tmariotti@mvcc.edu
- ▶ **Jocelyn Ireland**, 315-792-5372- Learning Commons, WH 129
jireland@mvcc.edu
- ▶ **Norma Chrisman**, 315-792-5398 Educational Technologies, WH 143
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How to Embed an Academic Video into Blackboard

- <https://www.mvcc.edu/accessibility-resources/universal-design/optimizing-access.php>
- Currently most videos are in “Edtech”
- The system administrators created an organizational system for captioned videos. The organization is set up by the MVCC department (ex: Marketing, Humanities, etc.).
- If the video is not in your designated department folder this means it is NOT captioned and it needs to be requested for captioning. Contact Bobby or David to request captioning.
- Once it is returned, David or Bobby will email you the embed code and link.



Troubleshooting...

- ▶ If you have difficulty with blackboard, contact Norma Chrisman in the Learning Commons.
- ▶ If you can't find a video, contact Jocelyn Ireland for Library videos, David Beck or Tamara Mariotti for the MVCC Academic Video Library.
- ▶ Questions about uploading to and from YouTube, contact Bobby Rogan or David Beck
- ▶ Captioning requests will be processed on a first come, first serve basis
- ▶ Specific videos for students that are taking a class who are deaf or hard of hearing/ or visually impaired have a priority.
- ▶ MVCC has a contract with 3Play Media to caption videos for a cost



CART: Communication ACCESS Real-time Captioning

- ▶ A speech to text interpreting services where text is displayed for all to see by the professional provider who is translating speech to text immediately and accurately due to special skills, training and experience.
- ▶ Most CART writers are court stenographers and use transcription software.
- ▶ Most students who require the captioning will view the captioning on their own computer through an over lay app, typically we use 1 fusion through the agency we coordinate through
- ▶ You may have an extra person “listening in” on the course to type the captioning or you may have to assign them to caption:

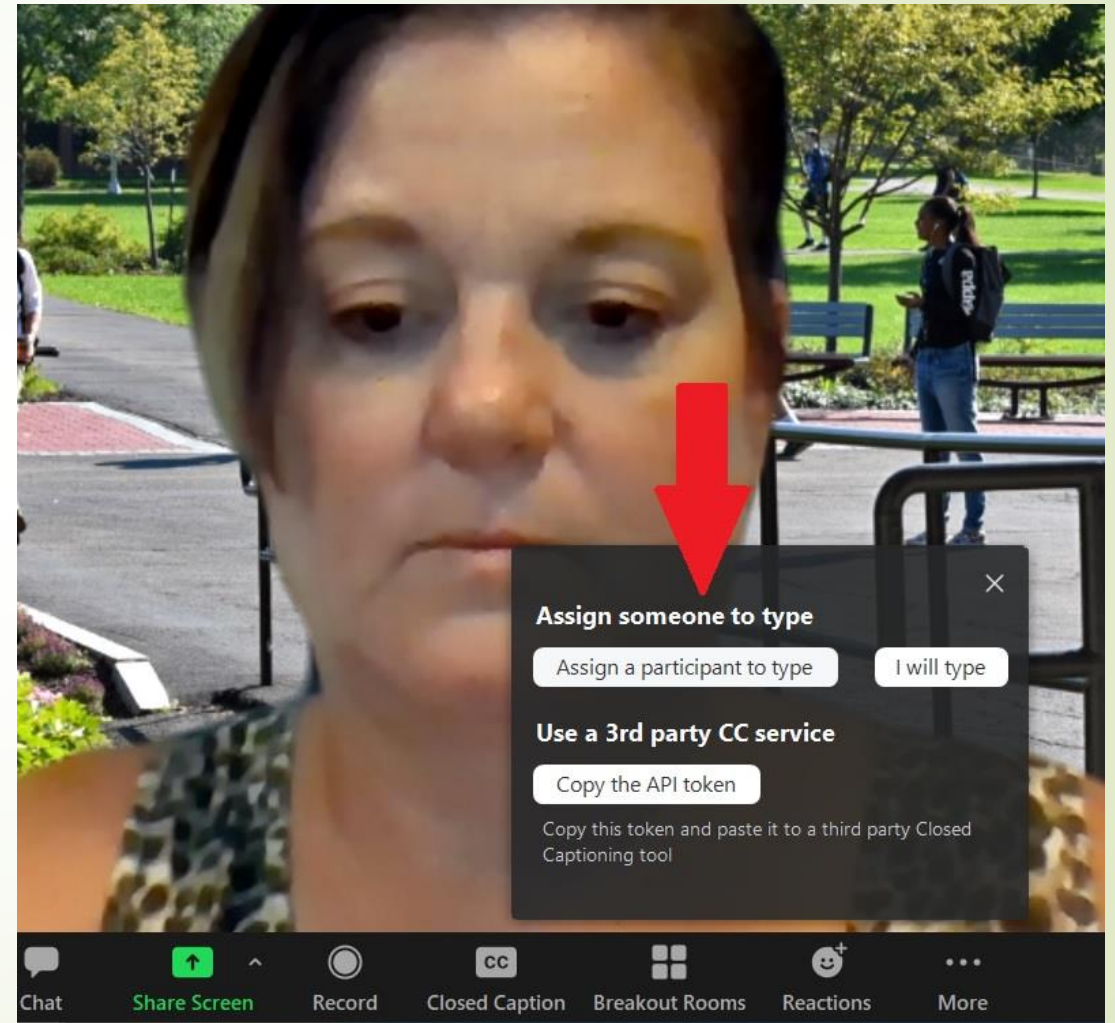
Assigning the person to caption in Zoom

Click on the CC button and this pop-up will come up.

Click on the assign a participant to type

Click on the captionist name and "MORE" and you will see where you can assign a person to a captionist.

Anyone will be able to view the captions.






Captioning allows students to be included, to learn and understand just like everyone else.



Thank you!



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