Captioning Video and Podcasts: Using “CC Tool”

A Best Practice / Case Study

► **Process Improved:**

Are you thinking that adding captions is too complicated, time consuming, and costly – or that you need to invest in more tools? Do you want your videos to be compliant with the campus web accessibility policy, but don’t know how or where to begin? The new CC Tool has taken the burden out of adding captions and made it enjoyable.

► **Unit:** Division of Information Technology (DoIT) and School of Journalism and Mass Communication

► **Problem/Opportunity Statement:** The use of visual and auditory media is growing exponentially. The Web has exploded with content that relies on images and audio. Webcasts, DVD’s, Streaming Video and Podcasts are just a few examples. How do the deaf, hard of hearing and aging populations access and use this media? How can we search the web to find the content? The answer to both is ‘captions’ – allowing the viewer to see the content, and all of us to search the web and find the multimedia we are looking for. The bigger challenge is how can captioning be done relatively easily and without undue costs?

► **Customers of the Process and Their Needs:** Deaf, hard of hearing, faculty, staff or students in a noisy environment, English as a Second Language, or children learning language, and anyone who is searching for web content that is video based, or auditory will benefit from captions.

► **Changes Made:** Brian Deith with the School of Journalism and Mass Communication has developed an open source tool that makes captioning relatively easy, and because it is open source, there are no costs. This application (tool) can be downloaded from: <http://www.journalism.wisc.edu/~bcdeith/cc/cc.dmg>. Note: this is for the Mac Platform only.

In order to caption your video or podcast, you will need a transcript. Several on-line resources, as well as a local Madison transcribing service were compared in terms of pricing, accuracy, and turnaround time. The results can be found at: http://www.doit.wisc.edu/accessibility/transcribe.asp

► **Results:** Several campus staff involved with creating multi-media have been successful with the new caption tool. Ongoing input has been given for improving the tool, including offering foreign language options. Many comment on the ease of using this tool. One person stated: “In 20 minutes I captioned a video, which would have taken me hours before.

► **Lessons Learned:**

- When tools exist that are easy to use, and affordable (to add captions to media), captioning will be done
- As more media is added to the web, the number one reason for captions is that search engines can find it.
Captioning Video and Podcasts: Using “CC Tool”

A Best Practice / Case Study

- Collaboration between Division of Information Technology and the School of Journalism and Mass Communication resulted in a synergy where more could be accomplished together than either could have done as separate Departments.
- Open Source allows others to participate in improving the captioning tool.

► **Next Steps:** Brian has developed another tool to help with transcribing media. With this tool, the media can be slowed down to a rate that is easier to transcribe without altering the voice or content. Discussion with the Help Desk is started regarding on-line help and FAQ’s.

► **Contacts:**

Alice Anderson  
University of Wisconsin-Madison  
Division of Information Technology  
alice.anderson@doit.wisc.edu  
(608) 262-2129  

Brian Deith  
University of Wisconsin-Madison  
School of Journalism and Mass Communication  
bcdeith@wisc.edu  
(608) 263-8892  

Daron Nealis  
University of Wisconsin-Madison  
School of Journalism and Mass Communication  
dwnealis@wisc.edu  
(608) 262-3690  

► **Include text, pictures, graphic and any helpful background information from the project.**
Captioning Video and Podcasts: Using “CC Tool”

A Best Practice / Case Study
Captioning Video and Podcasts: Using “CC Tool”

A Best Practice / Case Study

Brian Deith demonstrating the Captioning tool to Wisconsin Senator Dale Schultz
Captioning Video and Podcasts: Using “CC Tool”

A Best Practice / Case Study

Brian Deith demonstrating the Captioning tool to UW-Madison Chancellor Wiley
Captioning Video and Podcasts: Using “CC Tool”

A Best Practice / Case Study

Screen shot of Captioning Tool interface.