

Title

The Expanding World of Classroom Media: How Does It All Get Captioned?

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How Do We Get it All Captioned? *Today's discussion...*

1. Understanding the lingo/"Nuts and Bolts"
2. Captioning and Universal Design
3. Understanding legal mandates
4. The Process
5. Do it ourselves or contract out?
6. New media = new headaches?
7. Get a system: Coordination issues, timeliness and communication with faculty

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<http://www.pepnet.org>



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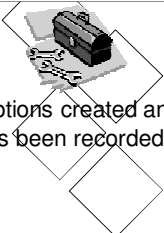


1. Nuts and Bolts

Basic types:


Postproduction (Off-line) : Captions created and added after a video segment has been recorded and before it is aired or played.

Real time (on-line): Captions created and displayed at the time of program origination.



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1. Nuts and Bolts




Closed captioning:
Hidden unless they are made visible by a decoder or TV with a decoder chip, usually white letters encased in a black box.

Open captioning:
Part of the video image and are always visible—no decoding is needed.

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1. Nuts and Bolts



Subtitles:
are similar to open captions, may or may not indicate information such as sound effects, speaker identification

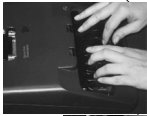
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1. Nuts and Bolts

Technology for Creating Texts:


Steno Based

CART (Communication Access Realtime Translation)




Laptop/Software Based

- Regular keyboarding
- C-Print
- TypeWell
- Voice recognition




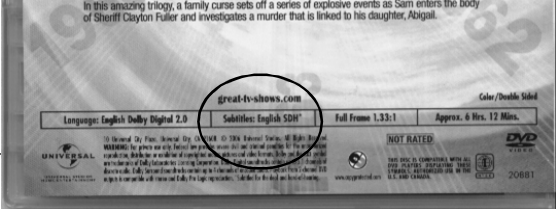
Voice Writing



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1. Nuts and Bolts


How do we know if it is captioned ?

1. Nuts and Bolts

What equipment do we need to display captions?

TV chip built into TV or external decoder box




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1. Nuts and Bolts

How about new digital equipment?

- V-G is a Closed-Caption Decoder w/RCA Jacks HC-DECODER/RCA \$159.95
- A closed-caption decoder designed for TVs, plasma screens, and monitors that do not have an RF coaxial input, but do have an RCA video input connection
- **Digitized VHS tape:** will not display captions unless captions are converted as well




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1. Nuts and Bolts

How about new digital equipment?

You can purchase a multimedia projector with a built-in decoder but...



WARNING!!! Don't Assume they all can display captions!

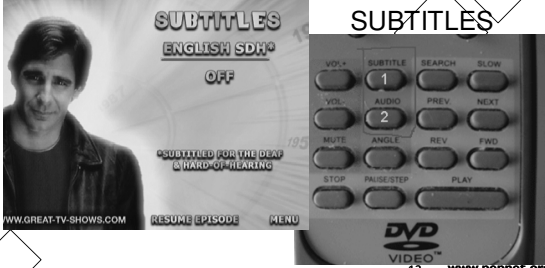
With the increase in Smart Classrooms, we can no longer assume that a closed-caption decoder is "built into" the system.

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1. Nuts and Bolts

Captions: how do we turn 'em on?

1. Nuts and Bolts



www.great-tv-shows.com RESUME EPISODE MENU

DVD VIDEO


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1. Nuts and Bolts

Captions: how do we turn 'em on?

Instructions for turning on captioning on PC media players:

<http://www.captionkit.com/switchoncaptions.php>



Over 3,000 years ago

Audio Descriptions On/Off
Captions On/Off
Customize the font

There are countless insect species, many still undiscovered.

Open captioned web video

Captioned QuickTime video

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2. Captioning and Universal Design


Deaf & hard-of-hearing	28 (8-15%)
Children & adults learning to read	45 (13-20%)
Learning 2nd language	15 (4-10%)
Patrons of public places	50 (12-30%)
Users of exercise facilities	30 (8-20%)
Total of all categories	168
Overlap (est.30%)	50
Estimated caption users	118

information is derived (i) primarily from a series of statistical surveys conducted by independent authorities including National Institute of Deafness and Other Disorders (NIDCD), National Institute of Health (NIH), Centers for Disease Control (CDC), National Center for Health Statistics (NCHS), and the National Association for Hearing and Speech Action (NASHA)

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2. Captioning and Universal Design

Captioning: Effective for all?



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2. Captioning and Universal Design

Whether captioning media yourself or contracting out to be captioned...

upfront captioning (when media is produced) should be the cardinal rule!

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3. Understanding Legal Mandates

There oughta be a law, right?

There is!

- **ADA** says (guides public and non-religious institutions):
Institutions must give "primary consideration" to communication preferences of the individual with a disability except if the institution can show that another effective accommodation exists.
- **504** says (guides almost all institutions):
Institutions must provide effective accommodations.

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3. Understanding Legal Mandates

There oughta be a law, right?

There is!

FCC

- ads over five minutes
- candidates receiving federal funding
- most TV programming

ADA

- requires decoders on TV

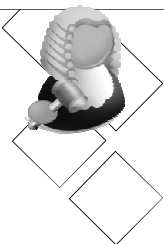

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- requires that electronic and info technology developed by or purchased by Federal Agencies be accessible

Copyright issues

- Catch 22

<http://www.htctu.fhda.edu/divisions/altmedia/captioning/cc/permission1.pdf>

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3. Understanding Legal Mandates

There oughta be a law, right?

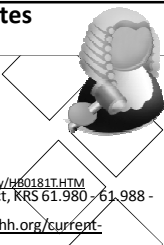

There is!

A. State Laws

- Missouri House Bill 181
<http://beta.house.mo.gov/content.aspx?info=/bills/071/biltxt/truly/H80181T.HTM>
- Kentucky Accessible Information Technology (AIT) Act, KRS 61.980 - 61.988 - www.lrc.ky.gov/KRS/061-00/980.PDF
- Minnesota: HF 1744 and SF 1600 <http://www.mncdhh.org/current-legislation/>

B. System policies i.e. California Community Colleges
www.htctu.net/divisions/altmedia/captioning/cc/LO_M_02-22.pdf

C. Campus policies i.e. Gavilan College
<http://www.gavilan.edu/drc/Gavilan508.html>






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4. Captioning: What's the process?

Components

- Media File
- Transcript
- Captioning Software and Hardware

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4. Captioning: What's the process?

The Transcript Process:

- Obtain copy write permission if necessary.
- Create a transcript.
- Perform line division: Break up the transcript into lines of captioning.
- Adding captions: Encode closed captions or prepare files for digital media.

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4. Captioning: What's the process?

The Transcript:

Follows the standards of DCMP Captioning key - <http://www.dcmp.org/captioningkey/index.html>

i.e.

- Captions are only as good as the transcript.
- A transcript should be verbatim.
- Spelling, capitalization, and grammar must be correct.
- Punctuation follows standard rules, but also special rules unique to captioning.
- All essential sound effects are included, either in words or symbols (e.g., "buzz" or ♪).
- Examples of captions- the good, the bad and the . . .

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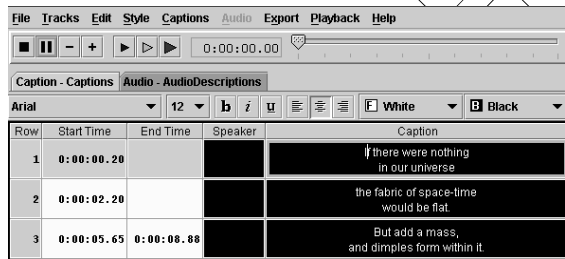
4. Captioning: What's the process?

Software and Hardware: For Digital Media

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4. Captioning: What's the process?

Software :



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5. In-house or contract out?

In-House or Out-House??

Consideration NEED, VOLUME, COST

- What is the length of the project and how quickly does it need to be done?
- up-front vs. long-term costs?
- Will it require more time and personnel to accomplish the project in-house rather than outsourcing?

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4. In-house or contract out?

In-House or Out-House??

In-house labor costs:

- For a 30-minute video
- 3-4 hours to transcribe
 - 3-4 hours to digitize
 - 2-3 hours to do line breaks
 - 2-3 hours to sync the captions to the audio

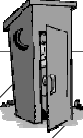
10-14 hours total!

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5. In-house or contract out?

In-House Options:

1. Occasion digital captioning using Magpie or creating video overlays with common video editing software (i.e. Quicktime, Windows Media)
<http://deafness.about.com/cs/accessibility/a/webvideoccc.htm>
2. Purchase software (i.e. Camtasia, CPC)
Low end/cost solution - <http://www.techsmith.com/camtasia.asp>
High end/cost solution <http://www.cpcweb.com/cpc-700/>
3. Combo In-House/Out-house: separate digital audio files and send out (i.e. Autosynch Technologies)
<http://www.automaticsync.com/>



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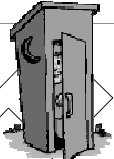
5. In-house or contract out?

Out-House

Outsourcing Options:

Captioning agencies approved by the U.S. Department of Ed & Described and Captioned Media Program (DCMP)

<http://www.cfv.org/caai/nadh11.pdf>




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5. In-house or contract out?


In-House vs. Out-House Expenses

- In-house Hardware costs: \$11,000 - \$14,000
- Cost of sending out VHS
\$500/hr of media with transcript provided
Add \$3/min. of video if CPC transcribes.
- Sending audio or complete web video out for captioning
i.e. Automatic Sync Technologies
Automatic Sync Technologies \$70/hr if you supply transcripts (requires less hours)



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6. Captioning New Media

Taming the Wild Wild West: 


NEW MEDIA
(media that can only be created or used with the aid of computer)

Oh, to keep up with it all!

Podcasts?
Blackboard/D2L
U Tube?
Streamed videos

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6. Captioning New Media

Considerations for Captioning New Media 

- Is the content live or archived?
 - Sample of a live webcast
(<http://mediabeast.ites.utk.edu/mediasite4/Catalog/?cid=c1953026-0f6b-4bc5-a3b5-42e71c8fe2b5>)
 - Archived content
(<http://mediabeast.ites.utk.edu/mediasite4/Catalog/?cid=662fc03a-59f0-42a5-a1f0-24cd42cc50d7>)
- Does the software/hardware used to create video/media or webcasts have accessibility features built-in?

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6. Captioning New Media

Taming the Wild Wild West: 

Examples of software for adding captioning:

CPC Software
<http://www.cpcweb.com/products/>

Hi-Caption Software (\$400-\$500)
<http://hisoftware.com/hmcc/index.html>.

CaptionKit
<http://www.captionkit.com/index.php>

Magpie: Free Download to Add Your Own Captions to a Video: <http://ncam.wgbh.org/webaccess/magpie/>
"MAGpie Training Kit"
<http://pec.nhmccd.edu/magpiekit.htm>

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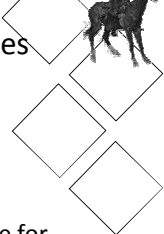

6. Captioning New Media

Uploading SMIL & SAMI Files

- QuickTime files
- Real Media files
- Windows Media files

*MAGpie does not create a .qtl file for QuickTime.

*Make sure to reference the full URL in the files so that the captioned file is viewable

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6. Captioning New Media

Taming the Wild Wild West:


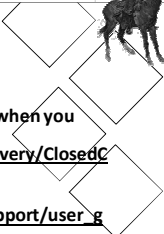

General info:

Directions for downloading the captioning when you save a video file
<http://www.mentortogo.com/discovery/ClosedCaptioning.pdf>

Recording voice files from video
http://applian.com/freecorder3/support/user_guide.php

How to caption using different video editing programs:
<http://deafness.about.com/cs/accessibility/a/webvideocc.htm>

Powerpoint with explanations of technology:
http://www.htctu.fhda.edu/publications/conferences/head/encore07/web_data/slides_and_notes.htm

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6. Captioning New Media


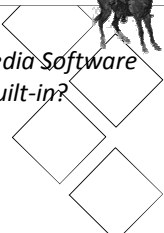

Does the Webcasting/Streaming Media Software Have Accessibility Features Built-in?

YES:

- QuickTime
- Flash

NO:

- Real
- WindowsMedia Encoder
- Accordent Video Streaming
- MediaSite

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6. Captioning New Media

For Online Courses . . .

Look for software that can incorporate captions into a section/window of the program (remember, you may have to be creative)

- Accordent Video Streaming
- MediaSite
- Wimba

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6. Captioning New Media

Example of Fully Accessible Online Class

- Project Adept
- <http://www.ualr.edu/adept/>

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6. Captioning New Media

You CAN Caption YouTube Videos!

- www.overstream.net
- <http://www.tubecaption.com/>
- <http://youtubedownload.altervista.org>

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7. Captioning New Media

Captioning "New Media"

Help is on the way...


AOL, Google, Microsoft and Yahoo! have joined together with WGBH Boston to develop:

Internet Captioning Forum: address the technical challenges presented by online video and video created specifically for the Web.

- A database for online media distributors
- Establish best practices for accomplishing pervasive online video captioning.
- Demonstrations of innovative practices

<http://ncam.wgbh.org/icf/>

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7. Get a System

Captioning Media...

It is not just technology!

Educating the key players in your organization is half the battle.


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7. Get a System

Get a system...

- **Timeliness**
- **Who does the work?**
- **Research to avoid unnecessary costs**
- **Campus policies**

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Contact us!	
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