

**AaBbCC**

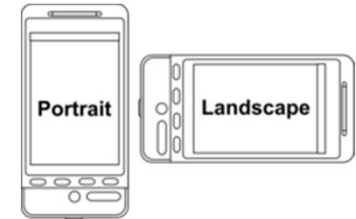
Sans serif font,  
size 12, left aligned,  
line spacing x 1.5



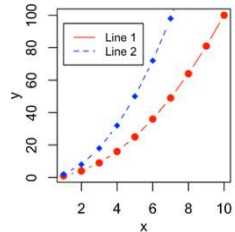
Alternative text for  
all images



Contrast ratio 4.5:1  
for all colours used



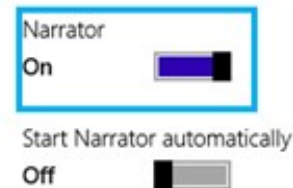
Can switch page  
orientation



Colour not used to  
convey information



Can zoom text and  
images to 200%



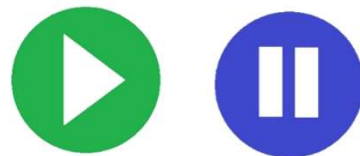
Compatible with  
screenreaders



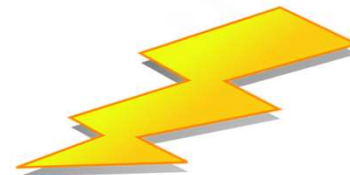
Avoid use of  
animations



Closed captioning for  
live/recorded videos



All videos can be  
paused and rewind



Don't use flashes in  
videos



Audio description for  
videos with no audio



**YouTube:** Can use automatic subtitling (if available) and edit for accuracy or enter a transcript and set timings.

Guide: <http://ncdae.org/resources/cheatsheets/youtube.php>

**otter.ai:** If automatic subtitling is not available, on YouTube you can set up create a free account with AI media to use their otter tool to automatically record audio and generate a transcript to upload into YouTube or other captioning tools. Go to: [otter.ai](https://otter.ai)

**Microsoft365:** The new office365 has the Subtitling Text Add-In for Microsoft Powerpoint (STAMP). Instructions can be found here:

<https://support.microsoft.com/en-us/office/add-closed-captions-or-subtitles-to-media-in-powerpoint-df091537-fb22-4507-898f-2358ddc0df18>



**N.B.** You only need to add audio description if your video has no audio at all or if images are not explained with audio. For most blended learning videos, this will not be the case.

**Guidelines:** The American Society for the blind have some good guidelines for audio description: <https://acb.org/adp/guidelines.html>

Best practise is to describe what you see for all images in clear simple language.

**3play plugin:** Free software for adding audio description and interactive transcripts that is compatible with most media platforms (including YouTube and Kaltura): <https://www.3playmedia.com/solutions/features/plugins/3play-plugin/>

Blog on use: <https://www.3playmedia.com/resources/popular-topics/audio-description/#howto>

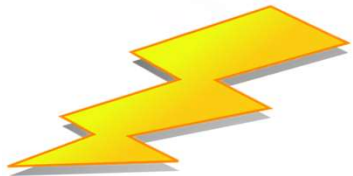
# Quick Checks



Contrast ratio 4.5:1  
for all colours used

<http://juicystudio.com/services/luminositycontrastratio.php>

<https://developer.paciellogroup.com/resources/contrastanalyser/>



Don't use flashes in  
videos

<https://ds.gpii.net/content/photosensitive-epilepsy-analysis-tool>