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Guide to Creating Accessible Videos

Introduction

It is a legal requirement that content published on a public sector website is accessible from 23 September 2020.

Any video and audio content published on Glasgow City HSCP internet and intranet websites must meet accessibility standards. This means everyone should be able to get the same information, including those with disabilities.

This guidance covers the main things that you can do to create an accessible video.

Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018

The Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018 came into force on 23 September 2018. The Regulations require that public sector websites and mobile apps be made more accessible to all users, especially those with disabilities. This includes all their design, coding and content. The Regulations build on existing obligations to people who have a disability under the Equality Act 2010, where all UK service providers must consider reasonable adjustments for disabled people.

Websites (including intranet) and mobile apps will meet the newer legal requirements if they:

- meet the international WCAG 2.1 AA accessibility standard and
- publish an accessibility statement that explains how accessible the website or mobile app is.

How to Create Accessible Videos

This guidance covers the main things you can do to make any video accessible.

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Content and Layout Guidance

Follow the steps below to make sure any videos you create are accessible.

If you have any questions, contact GCHSCP_Communications@glasgow.gov.uk

1. Use contrasting colours when filming

Use colours thoughtfully and with good contrast to avoid blurry images.

2. Avoid fast-flashing content

Do not use videos that have more than three flashes within a period of 1 second, as this can affect people with seizure disorders.

3. Add captions to your video

To meet web content accessibility standards, always include captions to pre-recorded videos or provide real-time captions for live videos. According to [WebAIM](#), captions should be:

- **Synchronized** - the text content should appear at approximately the same time that audio would be available
- **Equivalent** - content provided in captions should be equivalent to that of the spoken word and
- **Accessible** - caption content should be readily accessible and available to those who need it.

Captions are text alternatives of the audio content, synchronized with the video. Popular video hosting sites such as [YouTube](#) and [Facebook](#) have specific captioning options available.

4. Add a transcript to your video

Transcripts can be thought of as text versions of your video. A transcript should include not only what is spoken in the video, but also descriptions of actions or important information on-screen.

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Usually, a fully-accessible video should include both captions and a transcript. If captions are not possible, a transcript should be available (or vice versa).

5. Create high quality audio

- Use high-quality microphone(s) and recording software.
- When feasible, record in a room that is isolated from all external sounds.
- Avoid rooms with hard surfaces, such as tile or wood floors.
- When the main audio is a person speaking and you have background music, set the levels so people with hearing or cognitive disabilities can easily distinguish the speaking from the background.

Additional Guidance

Further information and guidance on creating accessible videos can be found at:

- <https://www.w3.org/WAI/media/av/>
- <https://www.boia.org/blog/checklist-for-creating-accessible-videos> and
- <https://www.w3.org/WAI/WCAG21/quickref/?showtechniques=121#time-based-media>