**Access Tips**

**Week of September 7-14, 2017**

When you are using pictures to present important information and you are sharing that electronically, e.g., flyers or charts and graphs in PowerPoint slides, include alternate text.  Only pictures that have pertinent informational value need to include a text alternative.  Please take time to view a short video on the [process of adding alternate text](https://www.youtube.com/watch?v=DzDa0An-0nk&index=1&list=PLh6JImpFYUE3mOhkWT3iXZ6AKfB2OgSqf) presented by Jimmy Williams and Bill Burgess from MTSU’s Faculty Instructional Technology Center.

**Week of September 14-21, 2017**

When creating and/or using videos consider audio description (an explanation of audio description is attached).    If you would like an example of audio description and its importance, watch this [trailer for the movie Frozen without audio description](https://www.youtube.com/watch?v=-WdC4DaYIeQ) and then watch the [same trailer with audio description](https://www.youtube.com/watch?v=O7j4_aP8dWA) (the clips are about a minute and a half each).

**Week of September 21-28, 2017**

The vast majority of videos MTSU creates and/or uses must include closed or open captions (the only exceptions would be a video with no words or lyrics included, a performance by an orchestra for example).  Captions can be created [on your own](http://www.mtsu.edu/fitc/accessibility/audio_video.php) or you can contact MTSU’s [Center for Educational Media](http://cem.mtsu.edu/) (CEM) to use a contracted vendor, [Cielo24](https://cielo24.com/) (there is a cost for using this service).  If it is a 3rd party video, search for a captioned version, contact the creator of the video to inquire if a captioned version exists or can be created, or contact CEM about working with Cielo24.  The vendor can create a [dynamic transcript](https://mdps.cielo24.com/ld11ef) that is on par with captioning and does not infringe on copyright.

**Week of September 28 – October 5, 2017**

Do not forget to include a transcript when providing information through audio only, a podcast for instance. A transcript can be self-generated or a vendor can be used. The university does not have an official vendor for this service; however, the same vendor the university uses for video captioning, [Cielo24](https://cielo24.com/solutions/), can also provide transcripts – contact the [Center for Educational Media](http://cem.mtsu.edu/) for more information on working with Cielo24.

Transcripts can be helpful when captioning the videos you are creating since it gives you a script to use when establishing the captions in your videos. Transcripts can be a good fiscal choice. The cost for video captioning is greater than the cost for a transcript and having a script is the biggest hurdle to cross when attempting to caption one’s own videos. So, it may be worth considering a professional transcript and then “do it yourself” captions for a video that you were planning to send off for captioning.

A transcript is NOT a reasonable alternative to captioning videos. If everyone who visits your website attends your event, or is in your class watching a video, asking someone to read a transcript is not an equivalent experience.