

# Creating an Accessible Video or Presentation

At least [1 in 5 people in the UK have a long term illness, impairment or disability](#), and many more suffer with a shorter term condition. This includes, but is not limited to, those with:

- Visual impairments.
- Hearing impairments or deafness.
- Limited dexterity or motor difficulties.
- Cognitive impairments or learning disabilities.

Accessible videos and presentations allow more people to engage with your content. It also allows people to access the content in different ways.

Below is a short guide to support in creating a video or presentation with useful tips on:

1. **Text and colour considerations**
2. **Presenting**
3. **Audio and video quality**
4. **Video captions**
5. **Video transcripts**

## Guide

### 1. Text and colour considerations

If you want to use text, colours or graphics within your video or presentation, consider:

1. **Colour ratio:** Select colours that contrast strongest against the background. Microsoft PowerPoint tools such as the [Accessibility Checker](#) identifies insufficient colour contrasts. Please note, this tool will not identify colour contrast within:
  - Transparent text boxes
  - Placeholders.
2. **Colour blindness:** Avoid using red and green colours together. Consider this if you are using these colours to denote a positive or negative point.
3. **Non-colour indicators:** To place emphasis on a word or phrase you could embolden it. **Avoid using italics and underlining words** as this can make text harder to read.
4. **Text Font:** Where using text you may select an accessible font. We recommend fonts such as:
  - Arial
  - Calibri
  - Helvetica

- Times New Roman
  - Verdana
5. **Text Size:** It is advisable that text or captions in your presentation or video be no smaller than size 16pt.
  6. **Readability:** Avoid complex sentence structures and promote accessible language within your video or presentation. The [Hemingway readability checker](#) can help identify readability issues within bodies of text.
  7. **Reading order:** We advise that you present your text in reading order. If you are using Microsoft PowerPoint, there is an [Accessibility Checker](#) which may identify slides with a reading order issue. You may also use a screen reader to see how your order of information is read.
  8. **Titles:** Where creating a presentation, it is advisable to include a title on every slide. This supports comprehension throughout the presentation and allow those with screen readers to identify the slide.

## 2. Presenting

If presenting to the camera during your presentation or video, consider:

- Looking straight at the camera with no obstructions, particularly to the mouth. This allows some viewers to lip read.
- A plain or blurred background. Avoid cluttered backgrounds or abstract wallpapers which can avert focus from the speaker.

## 3. Audio and video Quality

The quality of the audio and visual elements of your video can influence comprehension and engagement.

When recording your video, consider:

### Audio quality:

- If using a smartphone to film and record your audio, keep the device around an arm's length from the speaker. If the subject is further away, use a separate audio recorder or microphone.
- Avoid recording audio on several different devices. Different distances to microphones can significantly reduce audio quality.
- Test your final video across several different devices. This will ensure that all audio components are clear throughout your video.

### Video quality:

- Ensure good lighting throughout your video so that any subjects are well lit and in focus.

- Keep your camera steady or consider using a tripod.
- Avoid using digital zoom or flashing visual effects during your video.
- If your file size is higher than the requested limit, consider compressing your video.

Here are some free tools you could use to compress your video without impairing video quality:

[InVideo](#)

[KAPWING](#)

[Riverside](#)

#### **4. Video captions**

If your video contains audio content, video captions will make this more accessible. Automatic video captioning does not always represent the true audio content. It is advisable to create or edit your own captions.

When adding or editing captions, consider the following:

- Captions are accurate, in sync with spoken words or sounds and stay on the screen long enough to be read.
- The text font, size and colour are legible (see point 1 of this guide for further information).
- Maintain a consistent format and style of captions throughout the video.
- Identify multiple speakers clearly. For example, you could add a speaker's name in brackets at the beginning of their dialogue.
- Include non-verbal cues, particularly if there are sections with no speech or dialogue. For example, you could add a musical soundtrack as [music].

Here are some free tools you could use to add captions to your video:

[Adobe Express](#)

[Vimeo](#)

[Clideo](#)

#### **5. Video transcripts**

Video transcripts display the complete text of what's spoken in your video. This can help those with hearing impairments search through the content of a whole video with ease. They can also support those with reading impairments if captions are not displayed for as long as needed.

Consider the following if creating a transcript of your video:

- Transcribe all words and non-verbal cues to allow complete contextual understanding of your audio.

- Include timestamps to support comprehension and navigation to sections of the video.
- Identify any different speakers.
- Use a consistent and clear format, such as dividing the transcript into sections.

Here are some free tools you could use to create video transcriptions:

[Microsoft Word](#)

[Clipchamp](#)

[Otter.ai](#)