

Captioning Methods for Educational Videos

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Objectives

- Review the **purpose** of captions
- Review **technical** aspects
- Demonstrate and summarize various **alternatives**
- Demonstrate my **preferred** method
- Demonstrate captions in **Moodle** and **Canvas**

- Not an expert, but have experience
- You are an instructor or administrator wanting captions

Purpose of Captions

- **Accessibility:**
 - For those with hearing disabilities
- For the educational **organization**
 - Required by law
- Benefit **all students**
 - Improve understanding
 - Improve engagement and retention
 - Helps with technical terms
 - ELS students
- Benefit **instructors**
 - A record of what was said
 - Direct students to specific points
 - Serves as starting point for future improvements

Technical Terms

- **Closed captions**
 - Sidecar file
- **Open captions**
 - Burned into the video
- **Captions, subtitles and transcripts**

Some Characteristics

- Evaluation metrics:
 - **Cost** (service or your time)
 - **Time** (production)
 - **Quality** (accuracy, formatting, alignment)
- Educational videos:
 - **Create** original
 - **Edit** existing (change words and timing)
 - **Revise** (delete/insert, move)

Some Alternatives

- Use the computer OS (Windows 11 and Ventura)
- Manually
- Internet (websites)
- Pay for (Rev.com)
- Software (MovieCaptioner, Camtasia)
- Video serving platforms (YouTube and Vimeo)
 - Auto-generated captions
- Adobe Premiere

- **Scripted** and **unscripted** videos
- Focus on “closed-caption” sidecar file

Windows and Mac OSs

- Use tools built into Windows or Mac
 - Free
 - The computer creates the captions
- Issues
 - Quality is **poor**
 - Captions **lag** voice
 - Captions should contain more than just words (birds chirping, soft-music, loud bang)
 - Cannot create a standalone transcript file
- Perhaps in the **future**

Manual Captioning

- Two major types of caption files:
 1. .srt (~ 90%)
 2. .vtt (~ 10%)
- ASCII "text" files
 - Edit with any text editing or word-processing software
- Contents:
 - Words
 - Timecodes
- Type, cut/paste words
 - Possible, but very time consuming
- Create timecodes
 - Impractical

Web-based Solutions

- Search for “free captioning services”

Rev.com – “Pay For” Solution

- Currently \$1.50 USD per minute
- Reasonable price
- Quality meets education standards

- Great editor
 - Adjust words and timing, spell check, search, and more
- Rev.com uses a person, better than auto-generated captions
- A script can be uploaded for improved accuracy
- Translations to other languages
- Drawbacks
 - A revised video must be recaptioned, pay again
 - University-owned account didn't provide me the editor

Captioning Software: MovieCaptioner

- Load movie
- While playing movie, manually type what is said
- Hit "Return" to capture the text and **timecode**

- Better than a "text" editor
- Somewhat slow, based upon your typing speed
- Supports many caption file formats

- Around \$100
- More economical than Rev.com?
 - What does your typist cost?

Camtasia (TechSmith)

- Available for **PC** and **Mac** Provides captioning track
- You **manually type** words on the caption track
- PC-version provides **auto-generated** captions
- Able to **export** captions as SRT file

- Auto-generated voice-to-text should be trained
- Editing takes time

- Camtasia Suite (about \$ **100 USD per yr.**)
 - Includes **Camtasia** (screen recordings) and **SnagIt** (screenshots)

YouTube

- Free!
- Provides auto-generated captions
- Drawbacks
 1. Licensing issues
 2. Ads and irrelevant videos show
 3. Auto-generated captions may not meet educational quality standards
- Solutions
 - Find another video distribution platform
 - Embed YouTube videos
 - Edit the captions

YouTube's Caption Editor

- Quite robust (like Rev.com)
- Spell check
- Search and replace
- Correct words
- Adjust timing
- You can export YouTube's captions as SRT, VTT, or SBV

Vimeo

- Costs me around \$250/yr.
- **Reliable** video-serving platform
- You retain **ownership** of your videos
- Good control of user interface
- Auto-generated captions
- Editor for word correction
- Good quality
- Download/upload SRT files
- Videos can be embedded in LMS

Vimeo's Regular Player - Features

- Includes captions and transcripts
- Searchable transcripts
- Chapter markers

Adobe Premiere

- My recommended choice for captioning
- Timeline contains video assets and captions
- Can auto-generate **captions** and **transcripts**
- Higher **accuracy** than YouTube and Vimeo
- I use Premiere to caption Internet download videos

- Editing tools **superior**
 - Able to adjust **words** and **timing**
 - Offers find and replace, keyboard shortcuts, spell check
 - Timeline editing: ripple, rolling, trimming, slip, and split

My Premiere Method

- Replace Premiere transcription with script text
- Begin with auto-generated transcription
- Insert **backtick** ` character at breakpoints
- Run MS Word macro to reformat the script
- Replace Premiere transcription segments with script segments
- Very accurate
- Faster than editing auto-generated captions
- Create mp4 and SRT files, upload to Vimeo

Premiere Summary

- Premiere can create **open-captioned videos**
- Creative Cloud Subscription, **\$30 USD per month**
 - Includes Photoshop, After Effects, Acrobat, plus more
- No longer need Rev.com

Captions in Moodle and Canvas

- Using YouTube or Vimeo, captions are **provided by the platform**
- Without a platform (i.e., a video and caption file)
 - **Moodle:** Insert Media tool
 - Point to video's URL
 - Upload a **VTT** file
 - **Canvas:** Insert, Media, upload video
 - Upload a **SRT** file

Summary

- **Rev.com**: great pay-for solution
- **YouTube**: good free solution, except licensing
- **Adobe Premiere**: my preferred solution

- For additional resources, see

