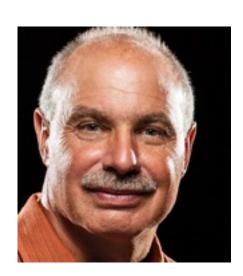
Captioning Methods for Educational Videos

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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 autogenerated 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
 - 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

