

Creating Accessible Video Content: WCAG 2.1 for Illinois Tech Faculty

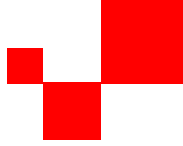
Practical Strategies for Inclusive Online Learning

Why Accessibility Matters

- Legal compliance (ADA Title II/III)
- Institutional responsibility
- Ethical teaching practice
- Improves learning for all students

What is WCAG 2.1?

- Global accessibility standard
- Developed by W3C
- Four core accessibility principles, known by the acronym **POUR**:
 - P**-Perceivable
 - O**-Operable
 - U**-Understandable
 - R**-Robust



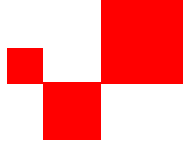
Perceivable

Good Examples

- Captions provided for all spoken dialogue (including speaker IDs and meaningful sounds)
- Audio descriptions for important visual content (e.g., “The chart shows enrollment doubling from 2020 to 2025”)
- High contrast visuals (dark text on light background or vice versa)
- Readable text size (no tiny fonts in slides or screen recordings)

Perceivable Bad Examples

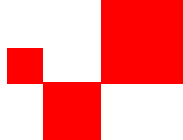
- No captions or auto-captions with errors
- Instructor says “as you can see here” without describing visuals
- Busy, cluttered slides with poor contrast



Operable

Good Examples

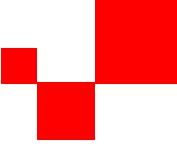
- Video player supports **keyboard navigation** (tab, spacebar, arrows)
- Users can **pause, rewind, and adjust playback speed**
- Controls are clearly visible and easy to click
- Captions can be turned on/off easily



Operable

Bad Examples

- Autoplay videos with no pause option
- Controls that disappear too quickly or are hard to find
- Player requires a mouse only (no keyboard support)

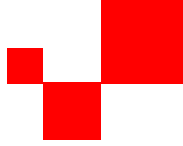


Understandable Good Examples

- Speaker uses **clear, simple language** (avoids jargon or explains it)
- Content is **organized into sections or chapters**
- On-screen text reinforces key points
- Instructions are explicit (“Click the Submit button in the top right”)

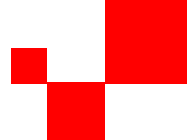
Understandable Bad Examples

- Rambling explanations with no structure
- Overuse of acronyms without explanation
- No visual or verbal cues to guide the viewer



Robust Good Examples

- Videos play correctly on **mobile, tablet, and desktop**
- Captions are compatible with **screen readers and assistive tech**
- Uses widely supported formats (e.g., MP4 with embedded captions or VTT files)
- Tested in multiple browsers (Chrome, Safari, Edge)



Robust Bad Examples

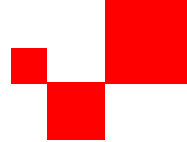
- Captions burned into video but not readable by assistive tech
- Video only works in one browser or platform
- Media player not compatible with accessibility tools

Common Accessibility Barriers

- Missing or incorrect captions
- Poor audio quality
- Small or cluttered visuals
- No verbal descriptions
- Fast pacing

Captions Are Essential

- Required for compliance
- Supports diverse learners
- Improves comprehension

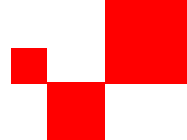


Captioning Best Practices

- Edit auto-captions
- Sync with speech
- Identify speakers
- Avoid covering visuals

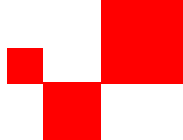
Transcripts & Audio Description

- Transcripts support review and search
- Audio descriptions explain visuals



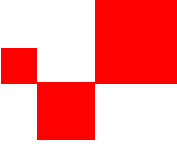
Visuals Accessibility

- High contrast text
- Large fonts (24pt+)
- Avoid color-only meaning
- Reduce clutter



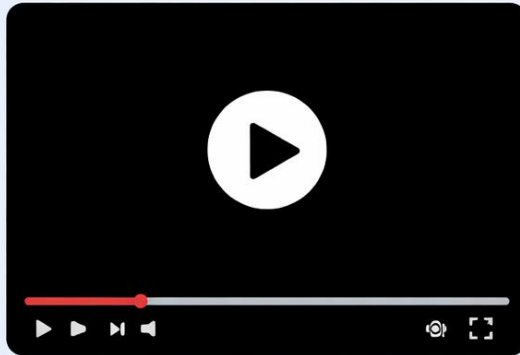
Before vs After Example

- No captions vs captions
- Cluttered vs clean visuals



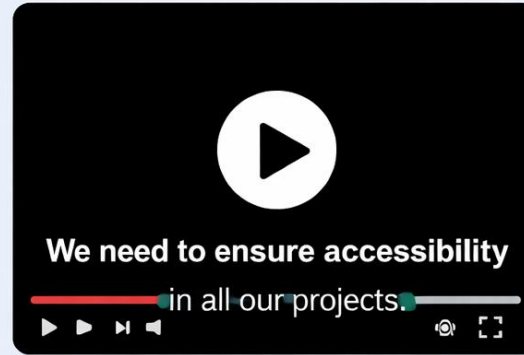
No Captions vs Captions

No Captions



No Captions

Captions



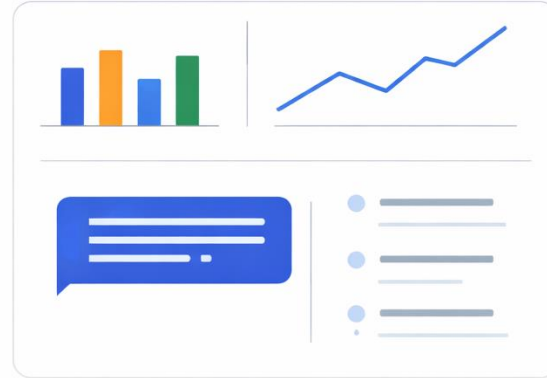
Captions

WCAG 2.1

Cluttered

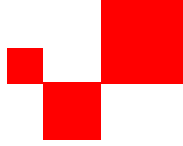


Clean



Audio Quality Matters

- Use good microphone
- Minimize noise
- Speak clearly
- Moderate pace

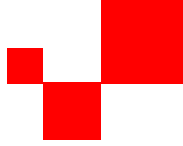


Example of Bad Audio

- Check for background noise
- Pop sounds, inconsistent volume
- Speaking too fast or too slow



Click on Image



Example of Good Audio

- Audio clarity supports comprehension
- Better audio = more accurate captions
- Accessibility improves learning for everyone



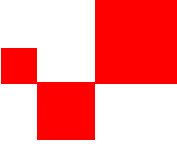
Click on Image

Accessibility Checklist

- Captions accurate
- Transcript available
- Clear audio
- Readable visuals
- Visuals described

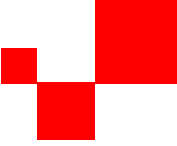
Common Myths

- Auto-captions are enough
- Accessibility takes too long
- Only some students benefit



Academic Technology Services (ATS) Implementation Strategy

- Short training modules
- One-on-one support
- Workshops
- Resources



ATS Tools & Support

- Panopto
- Recording studio (Stuart 232)
- ATS staff support
- Adobe Creative Cloud tools

"You bring the expertise, and ATS will bring it to life. We handle the media creation so you can focus on your course content."



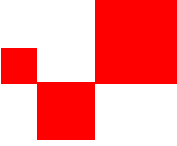
You've Reached the End (Accessibly!)

Your video now meets the essentials for inclusive learning:

- ✓ Captions
- ✓ Readable color contrast
- ✓ Keyboard-friendly playback
- ✓ Content everyone can use

WCAG 2.1 Approved — Illinois Tech Proud

Because great video content should work for everyone, not just the mouse users.



Support

To request media production services, contact Academic Technology Services (ATS) at:

ats-staff@illinoistech.edu

For additional resources on accessibility go to:

<https://www.iit.edu/cli/digital-accessibility>

Studio video recording tips:

[Studio Video Recording With Accessibility Tips.pdf](#)