

Captions

All campus partners producing public-facing video media must ensure the content is accessible to the deaf and hearing-impaired, as required by law and University policy.

Auto-generated captions on platforms like YouTube are not accurate enough to meet compliance needs. While they are a good start, they often have misspellings and typos, so you will need to edit them for accuracy.

You can also upload an .srt file to channels like YouTube or Facebook, and captions will automatically be added. Such files are available for purchase from captioning vendors like Rev.com. They, too, will need to be proofread for accuracy.

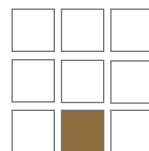


You can also create your own burned-in captions. To keep burned-in captions within brand standards, adhere to these guidelines:

- Font: Arial Regular
- Size: 48 pt.
- Fill Color: #FFFFFF
- Background color: Cool Gray - #6f727b 80% opacity
- No drop shadow
- No stroke
- Each line should be no more than 45 characters in length.
- Each caption should run over no more than two lines.

Alignment:

- Centered
- Zone:



Horizontal 16x9: 0, -60
Vertical 9x16: 0, -400

