

# Video Accessibility Standard Operating Procedure

## For Purdue Brand Studio and PBN Marketers and Communicators

Video is one of our most effective ways to tell Purdue University’s story, and making video accessible is an essential part of who we are as an institution. Federal accessibility requirements (ADA Title II, WCAG 2.2 AA) require public institutions to ensure that all digital content — including video — is usable for people of all abilities.

Beyond compliance, accessible video helps us reach broader audiences, improves the experience for everyone and directly supports Purdue’s commitment to equal access. This standard operating procedure (SOP) guide is intended to support marketing teams across campus in making thoughtful, consistent decisions about video accessibility — especially when audio descriptions are needed. The guidance that follows reflects how we want to approach video accessibility in practice, rather than a one-size-fits-all approach.

Use this SOP as your go-to guide when planning, producing, publishing or re-promoting video content.

### **Baseline Requirements**

These basic requirements are not new and apply **to every single video**, regardless of platform, original publish date or audience size.

<b>Requirement</b>	<b>Applies to ...</b>	<b>What it means ...</b>
Accurate captions	All videos	Captions must reflect spoken words and meaningful nonspeech sounds; captions must be reviewed and edited by a human.
Transcript	Audio-only content	Podcasts or audio recordings must have a text transcript.
Accommodations on demand	All video and audio content	Additional accessibility features (including audio descriptions) should be provided upon request.

## Does your video need more than standard captions?

While all videos with audio must include captions, sometimes audio descriptions are also required when important visual information needs to be explained as the video plays (such as key actions, on-screen text that isn't spoken, etc.). Here are some basic guidelines to consider:

### **If your video is a live video with audio → Captions are required.**

*For example: Live-streamed commencement ceremonies, live meetings, live athletics broadcasts, live town halls, live presidential addresses, live press conferences and real-time lectures.*

### **If your video is a pre-produced video with audio and the equivalent information is not shown on screen → Captions are required.**

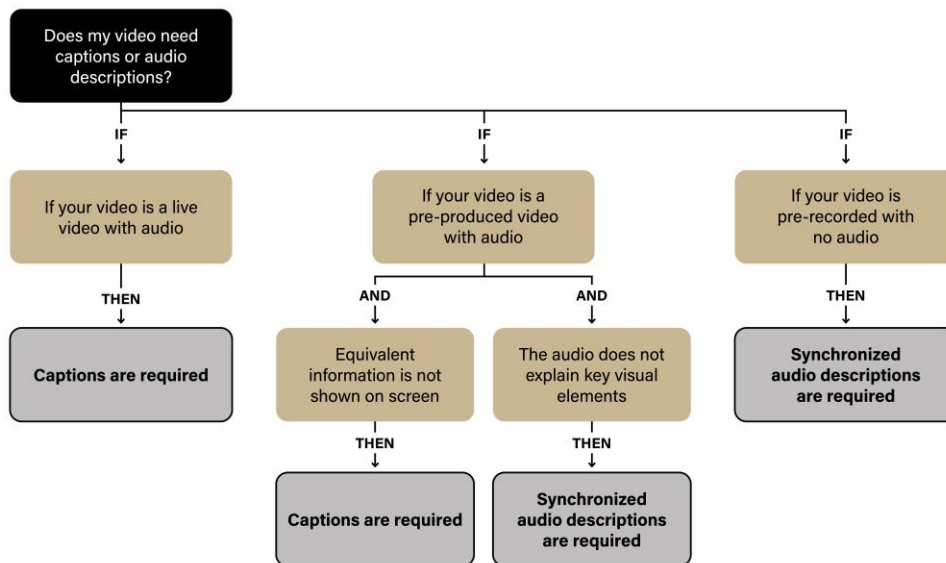
*For example: A welcome video from the president or dean, marketing or recruitment videos with a "talking head" voiceover, training or explainer videos with spoken information.*

### **If your video is pre-produced with audio and the audio does not explain key visual elements → Synchronized audio descriptions are required.**

*For example: A student life montage with little explanation; a data-heavy video where charts, graphs or maps appear without being described; a demonstration video where actions matter but aren't verbally explained; a storytelling video where facial expressions, gestures or visuals carry meaning.*

### **If your video is pre-recorded with no audio → Synchronized audio descriptions are required.**

*For example: Silent b-roll campus footage, time-lapse videos of construction or campus activity, visual-only infographics or motion graphics.*



This framework is meant to offer quick guidance by content type on the level of support each video type typically needs. It's meant to inform — not replace — your own judgment. You know your audience and content best and should make decisions based on what will make your content as accessible as possible.

If audio descriptions are deemed necessary, there are two types to choose from. **Standard audio description** fits descriptions into natural pauses in the existing audio, keeping the video length the same, and is best for interviews or content with simple visuals. **Extended audio description** pauses the video to allow more detailed explanations of important visuals and should be used when visuals are complex or essential to understanding (common in highly visual marketing videos).

Individual units are responsible for determining how and where videos with audio descriptions are published. For its videos, Purdue Brand Studio plans to create a dedicated “Audio-Accessible Video” playlist on Purdue’s main YouTube channel for the videos it produces. This playlist will be publicly available and linked within the description of each corresponding primary video, as well as through Purdue Brand Studio social bios, for awareness of where accessible versions of videos can be accessed.

## **Required workflow (use for every video)**

This checklist is designed to help you quickly assess accessibility needs and select the right solution for each video. Use it as a consistent starting point, then apply your judgment based on the audience, content and context.

Confirm captions are accurate

Ensure captions are complete, correctly timed and reflect spoken content — not just autogenerated and unchecked. Remember, this is a must for any video.

Apply the consideration framework

Ask: Would someone who cannot see the video fully understand the message by listening alone?

Select the appropriate accessibility solution

Choose the option that best supports understanding without unnecessary complexity.

- Captions (required for all videos)
- Transcript only (required for audio files)
- Captions plus standard audio description
- Captions plus extended audio description

**Important note: Regardless of the accessibility features selected,**

**additional accommodations — including audio descriptions — must be provided upon request in accordance with the university’s commitment to accessibility for all.**

### **Preferred Accessibility Vendor and Support Options**

Purdue Brand Studio has selected [3Play Media](#) as the preferred supplier for captions, audio descriptions and transcripts. While individual campus units must establish their own 3Play Media accounts, as a preferred vendor, 3Play Media has agreed to extend Purdue’s enterprise pricing to any Purdue-affiliated unit.

For campus partners seeking support or full-service accessibility management, Purdue Brand Studio Productions (PBSP) — PBS’ for-hire video production team — offers a complete range of accessibility and compliance services and can manage needs end to end. Request full-service support [here](#).