Accessible Content Design for Learner Variability

▶ Accessible videos
(Screencasts, online presentations & live sessions)

✔ Always...
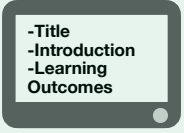
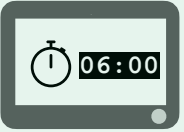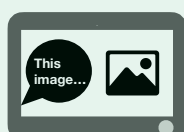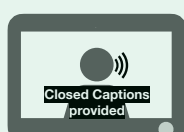|	
Plan and be organised before recording yourself/others. A script may assist in organising your key points	
Ensure you appear clearly on screen when on camera. Make sure your screen is uncluttered when recording a screencast or using a virtual whiteboard etc.	
Use a clear title and introduction. Provide an outline on what will be discussed and connect to the learning outcomes	-Title -Introduction -Learning Outcomes
Use short, clear and concise sentences and be descriptive	Simple
Think about your pacing, accent and annunciation	
Keep learners engaged and motivated so limit video run time between 4-10 minutes and on one	06:00
Think about the audio quality. Test your mic input levels whether using a built-in device or external mic/ head set	
Ensure any images and animations are not distracting from the text	Text
Describe images, graphs, tables and formulas etc. as much as possible	This image...
Provide closed captions (CC) for pre-recorded videos. Transcripts can also provide a text version of your video. For live sessions inform learners that CC can be turned on (where available). Videos held for over 14 days must provide CC	Closed Captions provided

✖ Avoid...

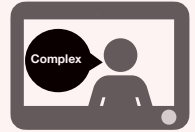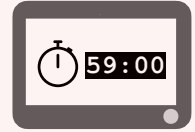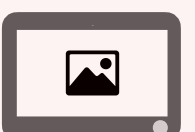|	
An unplanned recording that has no clear direction, guidance or key points/concepts	?
Distractions such as a busy background or clutter, noise, lighting, clothing should be kept minimal, simple and clear	
Delving straight into a topic without an intro. Speaking without stating why it is important and showcasing the connection to the learning	?
Complex terms or acronyms without describing what they mean	Complex
Speaking fast, using dialect, rambling and stumbling over complex terms	
One or two hours of lectures without posing any questions, making it interactive or guiding learners to what to do or read next	59:00
Poor quality audio. Always test out with others before a live session or pre recording	
Including images or animations that do not have any relevance to the content	Text
Saying "look here…" as learners with visual impairments or accessibility issues will not know what you are referring to	
Producing any video content where only the audio is used to communicate the key information or contextual meaning. (E.g. talking on camera with no closed captions or transcript provided)	