

Video and Audio



Video

All video content must be accessible. Alongside your original video (mp4), you must provide **closed captions (VTT files) and an audio description**. Captions can be used by those with a hearing impairment or anyone who cannot access headphones or sound on their device. Audio description can be used by those with a sight impairment. You also need to provide brief **alt-text** for your video. This is a short description (no more than 250 characters) to accompany the video, to explain what it is for visually impaired readers. Optionally, you can also provide a transcript of the video, which is useful if someone cannot watch the video.

You must provide:

- Original video (mp4 file)
- Closed captions (VTT file(s))
- Separate video with audio description included in the audio (strongly recommended but if you are unable to provide this, an mp3 audio description file is acceptable)
- Optional: descriptive transcript (Word file)

Record each video and associated details in the Image Descriptions Submission Form, using the Video_AudioFiles tab, including alt-text. This should be provided in a Word document. For further information, see www.w3.org/WAI/media/av/transcripts.

Closed captions: Closed caption VTT files can be optionally displayed when a user is playing the video. They should describe all meaningful audio, including speech (in the language of the video) and any pertinent non-speech content. The captions, if used, are synced so that they are in time with the video. If alternative languages are required, an additional VTT file should be included – these will appear as subtitles. The file should have the same name as the video mp4 file, but end with the language code, e.g. <en> for English or <fr> for French. Many websites can produce closed caption VTT files for you for free (type 'create VTT file' into your search engine). For further information, see www.w3.org/WAI/media/av/captions.

Audio description: The 'standard' video will be displayed but users will also have the option to watch a version with audio description. We recommend you add



audio description to the audio of your video and provide this as a separate mp4 video file (note that we require two videos: the 'standard' one and the one with AD). If this is not possible, you may provide the audio description as an audio mp3 file. Audio description describes the content of the video for those who cannot see it. It should synchronise with the video. It may include details of actions, on-screen text and descriptions of characters. For further information, see www.w3.org/WAI/WCAG21/Understanding/audio-description-prerecorded.html. An audio description is not required if everything is already included in the video's main audio track (see Exceptions below). We recommend you ensure everything is in the audio track to avoid having to create a separate audio description.

Alt-text: This is a short description of the video (no more than 250 characters), e.g. 'Video showing the process of photosynthesis'. It must not repeat the video caption.

Descriptive transcript: This is optional. This is a written version of the video script. It includes dialogue, but also description of any other content a non-sighted user needs to know about, such as pertinent background sounds or text or images in the video. Please differentiate these components (i.e. distinguish speakers and their speech, then flag if something is a background sound, music, visual content, etc.). This should be provided in a Word document. For further information, see <https://www.w3.org/WAI/media/av/transcripts/>

Most video editors have captioning and transcription capabilities. There are also many free tools online. Please note that tools are not 100% accurate so captions and transcripts created through them must be checked for accuracy.

Exceptions:

- If your video's main audio track already has all the information in it, it does not require audio description.
- If your video has no meaningful audio, closed caption VTT file(s) are not needed.
- If your video only contains information that is already in the text (e.g. it is a visual representation of information already presented), you do not need to supply closed captions or an audio description. But we do still require alt-text.

How to submit: please use the Image Descriptions Submission Form on Author Hub to record the files that go with each video. You must provide the original video mp4, the closed caption VTT file(s) and the audio description. You should also enter the alt-text. All these files must be delivered along with your final manuscript.

Audio

All audio content must be accessible. **Your audio must be accompanied by a closed caption file and a descriptive transcript.** These can be read by those with a hearing impairment, or if the audio cannot be accessed for any reason. You must also provide brief **alt-text** for your audio. This is a short description (no more than 250 characters) to accompany the audio, to explain what it is for visually impaired readers.

Audio must be provided as a video in order for captions to be displayed. Please provide your audio as an mp4 video file. This should be a static image of our CUP image, with your audio running on top. Please contact your Editorial contact to obtain this image.

You must provide:

- Original audio (mp4, or mp3 if captions are not required – see exceptions below)
- Closed captions (VTT file)
- Descriptive transcript (Word file)

Record each audio file and associated details in the Image Descriptions Submission Form, using the Video_AudioFiles tab, including alt-text.

Closed captions: Closed caption VTT files can be optionally displayed when a user is playing the audio. They should describe all meaningful audio, including speech (in the language of the audio) and any pertinent non-speech content. The captions, if used, are synced so that they are in time with the audio. If alternative languages are required, an additional VTT file should be included – these will appear as subtitles. The file should have the same name as the audio file, but end with the language code, e.g. <en> for English or <fr> for French. Many websites can

produce closed caption VTT files for you for free (type ‘create VTT file for audio’ into your search engine). For further information, see www.w3.org/WAI/media/av/captions.

Descriptive transcript: This is a written version of the audio script. It includes dialogue, but also description of any other content a non-sighted user needs to know about, such as pertinent background sounds. Please differentiate these components (i.e. distinguish speakers and their speech, then flag if something is a background sound, music, visual content, etc.). This should be provided in a Word document. For further information, see www.w3.org/WAI/media/av/transcripts.

Alt-text: This is a short description of the audio (no more than 250 characters), e.g. ‘Audio of classroom discussion on climate change with children aged eight to nine’. It must not repeat the audio caption.

Many audio editors have captioning and transcription capabilities. There are also many free tools online. Please note that tools are not 100% accurate so captions and transcripts created through them must be checked for accuracy.

Exception: If your audio only contains information that is already in the text (e.g. it is an alternative representation of information already presented), you do not need to supply captions or a descriptive transcript. But we do still require alt-text.

How to submit: please use the Image Descriptions Submission Form on Author Hub to record the files that go with each piece of audio. You must provide the original audio (mp3 or mp4 if it needs closed captions), the closed caption VTT file(s) and the descriptive transcript (as a Word file). You should also enter the alt-text. All these files must be delivered along with your final manuscript.

NOTE: If your video/audio is hosted elsewhere, such as your own website (and not a Cambridge site), then it is not compulsory to make your video/audio accessible, although it is encouraged to make it as helpful as possible to users.

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