

# A guide to accessible video

## Pre-production & video file

### Ensure all relevant information is recorded (WCAG 2.0 - Level A, 1.1.1)

Unscripted content is sufficiently described in text and audio, such as describing a 'show of hands' result in the audience.

### Describe relevant sensory characteristics and use of colour (WCAG 2.0 - Level A, 1.3.3 and 1.4.1)

If particular noises, shapes or colour are essential to understand the video, they are described in the transcript, captions and audio description.

### Write dialogue at a level your audience will understand (WCAG 2.0 - Level AAA, 3.1.3, 3.1.4 and 3.1.5)

Scripts are understandable by your target audience, including all text, narration and dialogue.

### No flashes more than 3 times a second (WCAG 2.0 - Level A, 2.3.1, Level AA, 2.3.2)

Video does not contain content that flashes more than 3 times a second, as they may cause seizures in people who are photosensitive.

### Ensure sufficient colour contrast between text and background (WCAG 2.0 - Level A, 1.4.3, Level AAA, 1.4.6)

There is a colour contrast ratio of at least 4.5:1 between text and its background.

### Low background noise (WCAG 2.0 - Level AAA, 1.4.7)

Non-speech background audio is low enough so that foreground speech can be easily heard.

## Alternative content

### Provide an accurate text equivalent (WCAG 2.0 - Level A, 1.2.1, Level AAA, 1.2.8)

There is an accurate text equivalent of the video provided on the same page or a link to the text is available. This could be a transcript or a screenplay describing the video.

### Provide captions for all audio content (WCAG 2.0 - Level A, 1.2.2, Level AA, 1.2.4)

There are text equivalents of the audio that are synchronised to the video track. These can be open or closed captions. If there is no audio, state that there is no sound used on the video clip.

### Provide an alternative to the media (WCAG 2.0 - Level A, 1.2.3, Level AA, 1.2.5, Level AAA, 1.2.7)

There is a narrative that describes the visual details of the video. This can be in text form for Level A (it could be a part of the transcript) or an audio description synchronised to the video for Level AA.

### Provide a sign language track (WCAG 2.0 - Level AAA, 1.2.6)

There is a sign language interpretation track synchronised to the video stream, either on the video or in a separate window.

## Viewers have different needs



I need to hear a narration of the visuals



I need to read the captions



I need a sign language interpretation



I need to read a text version



I need to get to all the controls by keyboard

## Video player

### Video controls are keyboard friendly (WCAG 2.0 - Level A, 2.1.1, Level AAA, 2.1.3)

The video player controls, such as play, pause, etc are operable with a keyboard in addition to pointing devices such as a mouse or a joystick.

### No keyboard trap in the player (WCAG 2.0 - Level A, 2.1.2)

On focus the player does not trap keyboard focus or require a mouse to receive focus.

### Provide basic video controls (WCAG 2.0 - Level A, 1.4.2, 2.2.1 and 2.2.2)

Viewers can stop, play, pause and control the volume as required.

### Do not auto-play videos on page load

The video does not auto-play on page load as this may disrupt the viewers, especially if they are using a screen reader.

### Do not assume your viewers have the latest technology

Viewers may not have support for certain browser features or technologies that video players rely on. Use progressive enhancement to deliver the most basic content first, such as a link to download the video file and a text transcript, then progressively enhance the video experience for those who have more advanced browsers.

**stamford**  
BETTER EXPERIENCES



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