

Captioned Media Guidelines

Southwest Technical College (SWTC) is committed to the fundamental academic principles of equity and accessibility by providing all students and staff with equitable access to the College's programs, services, events, and staff development activities. SWTC supports an inclusive academic environment by incorporating design concepts that reduce or remove barriers. Therefore captioned media will be available to staff, students and the public who have limited or prohibited access.

It is the goal of SWTC to be in full compliance with the Americans with Disabilities Act (ADA), Section 504 of the Rehabilitation Act of 1973, and Section 508 of the Rehab Act Electronic and Information Technology Accessibility for Persons with Disabilities.

Captioned Media Procedure

All new instructional, informational, marketing, and promotional audiovisual materials will include captioning at purchase.

All new instructional, informational, marketing, and promotional audiovisual materials produced by SWTC, including content posted on websites and any online learning system used by SWTC, will include captions in order to ensure all subsequent copies will be captioned.

We will work toward captioning all existing legally obtained instructional, informational, marketing, and promotional audiovisual materials currently in inventory, or recorded from a broadcast, after copyright permission has been obtained.

All audiovisual media will have captioning turned on when in use.

No illegally obtained or non-captioned media will be used at Southwest Tech.

Definitions

Media includes VHS video, DVD, digitally streamed video and audio files in web-based environments and any other format that includes an audiovisual component.

Captioned media displays the audio content of the program as text. Captions not only display spoken dialogue or narration but also include speaker identification and sound effects. It is important that captions are synchronized and equivalent in content to that of the audio.

Captioned media is produced in a variety of ways:

Closed captioned media provides the option of having the captions appear on the screen through a decoder, which is built into the television.

Open captioned media does not require a decoder, as the captioning is permanently part of the picture and cannot be turned off.

English subtitles are included on many DVDs and may be turned on using the remote control to access the subtitle list.

Subtitles for the deaf and hard of hearing (SDH) are subtitles that also contain non-verbal cues. SDH subtitles tend to be used on video formats that do not support closed captioning, such as Blu-Ray disks.