Captioning Tips/General Guidelines:

TRANSCRIBING:

 **Accuracy** - The objective is to create a complete textual representation of the audio including speaker identification and sound effects. → Error free transcription is the goal.

 **Sound Effects** - sounds other than narration or dialogue.
  - Caption in brackets: e.g. [APPLAUSE] [LAUGHTER]

 **Speaker Identification** – establishing the identity of speakers (both on-screen & off-screen).
  - Example with one speaker:
    (male narrator) ONCE UPON A TIME...
  - Example with multiple identified speakers:
    (Matt) HELLO, MY NAME IS MATT. WHAT’S YOUR NAME?
    (Jason) NICE TO MEET YOU MATT, I’M JASON.
  - Example with multiple unidentified speakers:
    (male #1) THE WEATHER IS EXTREMELY WARM TODAY.
    (male #2) I AGREE. WE SHOULD FIND SOME SHADE.
    (female) THERE’S A GOOD PLACE OVER THERE.

 **Numbers** – spell out numbers from one to ten, use numerals for all numbers over ten.
  - Example:
    - Incorrect: THERE ARE FIFTY-FOUR DVDS.
    - Correct: THERE ARE 54 DVDS.

 **Phonetically Spoken Words** – caption it the way it is commonly written
  - Spoken: “N-double-A-C-P” → captioned as NAACP
  - Spoken: “Google dot com” → captioned as GOOGLE.COM

CAPTIONING:

 **Consistency**:
  - Uniformity in style and presentation make captions easier to follow and understand.

 **Readability**:
  - Captions are displayed with enough time to be read completely and are in synchronization with the audio, and do not obscure the visual content.
  - When a sentence is broken up into multiple lines of captions, it should be broken at a logical point (where there is a natural pause in speech is ideal).
  - Examples:

<table>
<thead>
<tr>
<th>Inappropriate</th>
<th>Appropriate</th>
</tr>
</thead>
<tbody>
<tr>
<td>(James) MOM SAID I COULD</td>
<td>(James) MOM SAID I COULD HAVE GONE TO THE MOVIES.</td>
</tr>
<tr>
<td>HAVE GONE TO THE MOVIES.</td>
<td></td>
</tr>
<tr>
<td>(Joe) BOB AND PROFESSOR SMITH ARE HERE.</td>
<td>(Joe) BOB AND PROFESSOR SMITH ARE HERE.</td>
</tr>
</tbody>
</table>