

## Creating Accessible Digital Content

Everyone is welcome at the Cambridge Festival and we are committed to making our online content as accessible as possible.

The University uses its best efforts to ensure that all its Cambridge Festival web content is accessible and can be used by as many people as possible. If a member of the public is unable to access your Festival content, please review and, please be prepared to provide it in alternative formats where possible. You also should be aware that the University has under the Equality Act 2010 a legal duty to provide reasonable adjustments for disabled people, which includes making web-based content accessible for them.

### Overall

- Assign someone from your team who can respond to any queries about accessibility requirements.

### Video Content

- Test audio and video quality well before recording or broadcasting
- Ask the speaker(s) to keep background noise to a minimum (e.g. by wearing headphones, using a microphone, shutting doors and windows, choosing a room with less echo) - background noise is distracting and can be picked up by hearing aids/radio aids at the same volume as normal speech.
- Providing captioning, subtitling, a transcript and if possible BSL interpretation
  - Pre-recorded events
    - Some platforms, such as YouTube, will provide automatic captions for uploaded videos. These are computer-generated so the quality may vary, especially if your event contains specialised language/words or if your speakers have a strong accent.
    - You can review the computer-generated captions and edit parts that haven't been properly captioned. More information about options for adding and editing captions on Youtube videos is available [here](#).
  - Live events – investigate what options there are for your chosen platform.
    - Most platforms (e.g. YouTube) do not provide automatic captions for live-streamed content.
    - [Youtube recommends several software options](#) that can be used to enable closed captions for live streamed videos.
    - You can also hire a service such as [StageText](#), [AI media](#), or [Verbit](#) to provide live closed captions for your online event.
    - [Otter.ai](#) provides live transcriptions for events – this not the same as subtitling, as it will appear in a separate window from the video. Check that it will work with your chosen platform.
    - Other options might include: [3PlayMedia](#), [Vrew](#), [MixCaptions](#), [AutoCap](#), and [Clipomatic](#)
    - If presenting with Google Slides presentation, you can turn on [automatic captioning](#).

## Presentations

- If a PowerPoint presentation will be shared as part of your event
  - Avoid putting text over images and use sans serif fonts
  - Use sufficient contrast between background and text colours
  - [This guidance](#) from the World Blind Union covers some other important points to consider
- Ask the speaker to verbally describe any images or videos that might be shared during the presentation

## Written Content and PDFs

- Where possible, aim to share written or illustrated content as Word documents or have a Word version available that can be provided upon request (– the more flexible you can be, the more accessible your content will be!)
- Stick to a minimum font size of 12pts, and left side justified. MS word has a built in accessibility checker which is helpful.
- Ensure that text is not overlapping with images
- [This government page](#) has further advice on creating accessible PDFs
- For more guidance on writing and formatting accessible content for the web, there is information from Content Design London concerning readability guidelines:  
<https://readabilityguidelines.co.uk/clear-language/plain-english/>  
<https://readabilityguidelines.co.uk/content-design/>

For more advice and information, contact [the Disability Resource Centre](#) ([disability@admin.cam.ac.uk](mailto:disability@admin.cam.ac.uk)) or the Festival Team ([cambridgefestival@cam.ac.uk](mailto:cambridgefestival@cam.ac.uk))