Whenever we produce a video for our free online courses we create a transcript and add subtitles.

It’s one of our values – we want \*all\* learners to benefit from the media we create.

If we have a script for the video the process is relatively easy - we can submit the script to “alignment services” to create time stamps and captions.

But, in the majority of our videos experts talk freely, often in response to questions.

How do we create the captions in these cases?

I’ll talk you through the process.

We have an account with an online transcription service called 3Play who charge a fixed rate per minute for transcription.

We upload the video to 3Play

A few days later we get an email to say that it has been transcribed – the transcribers are really good, but we do need to proof-read the contents.

They may get some technical terms incorrect, mishear words, or put paragraph break in the wrong place.

So we have to listen to the video while reading the transcript

And if we spot anything wrong we can edit the word.

Here’s an example “obsurdities” should be “absurdities”

Once we have checked the subtitle we ask 3Play to re-generate the captions by clicking the “Finalise” button.

Then we can download the caption files

For YouTube and FutureLearn we select .VTT, for NUVision we ask for .SRT

And we also download a stamped word document.

The Word document can be used as it is, but we normally do some minor formatting and then make a PDF.

Finally we upload the subtitles to the course step on the FutureLearn platform and make sure that the subtitles match.

That’s all!

In terms of the time and cost of preparing, recording and editing the video, the subtitling is only a tiny bit of work – but it does add significant value.