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# Making Pre-recorded Presentations: A Presenter's Guide

*Guidelines for Creating Accessible PowerPoint Presentations*

TRB TRANSPORTATION RESEARCH BOARD

**TRANSED**: Mobility, Accessibility, and Demand Response Transportation Conference

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# Contents

# Introduction

**Congratulations!** You have been invited to present at **TRANSED-DRT 2022**! Next, you are expected to prepare a slide presentation detailing the concepts and ideas stated in your abstract submission. As this is a virtual conference, all presentations must be delivered remotely.  We strongly encourage presenters to take the additional step of making a video recording of their presentation. Although a slide presentation can be powerful tool for communicating, it can often be made inaccessible to people who are blind or visually impaired. These guidelines will assist presenters in making an accessible presentation.

As stated above, presenters will have the option of making a recording of their presentation prior to the conference. Detailed instructions for preparing a pre-recorded session presentation can be found below. This recording will be played during your assigned session.

We recommend using Zoom to make your video recording. Once you're ready to record, start a Zoom meeting, share your presentation, then record yourself giving the presentation. Be sure to activate closed captioning before you begin. This guide outlines additional recommendations to ensure your content is widely accessible to a diverse audience.

Each pre-recorded presentation will be reviewed for quality and ensure adherence to accessibility guidance.  If you have any questions or need assistance in developing your presentation, please contact Gary Jenkins, gjenkins@nas.edu.

The deadline to submit your pre-recorded video is **11:59 PM ET, Friday, August 26, 2022**.
Please upload recordings to **https://trb.secure-platform.com/a**.

# Designing Your Slides

# Accessibility Guidance for Slides

**The Slide Presentation**

A slide presentation is a file with a series of slides or pages displayed on the screen that complements your exposition. For your convenience, a slide presentation template is available for use (see TRANSED-DRT slide template). Use of template is <u>not</u> required).

**Key Considerations**

❑ As English is the official language of this conference, please be sure all presentation text and video subtitles appear in English. Any foreign language text must be translated to English.

❑ Verbally describe all graphics including tables, charts, and images during presentation.

❑ Enable the screen reading feature for your slides. This feature can be found in the slide presentation software previously mentioned. Use the slide "Reading Order" pane (Power Point) to check accessibility for those using screen readers. (See Web Accessibility in Mind. Power Point Accessibility)

❑ Consider incorporating slide transitions that include sound. This allows audience members who are blind or visually impaired to know when you are moving to a new slide.

❑ Use a unique title for each slide, allowing content to be easily differentiated.

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# Accessibility Guidance for Slides

**Slide Text**

❑ Once more, English is the official language for this event.

❑ Use maximum 30 to 40 words per slide; avoid overloading slide with too much text rather use only brief descriptions in stating slide topic/concept.

❑ Use words that are simple and easy to read.

❑ Use hierarchy for text content supported with highlighted key words.

❑ When using abbreviations, such as TRB, show the complete name, Transportation Research Board, in referencing the first time.

❑ Ensure sufficient contrast between the text and its background, allowing dark-colored text to stand out against a light background, or vice versa.

**Font type:** Use sans serif fonts for clear legibility, such as Arial, Calibri, Futura PT Medium, Gadugi, Tahoma or Trebuchet MS.

**Font size:** minimum 18 points.

**More on Slide Texts**
- Use left aligned or centered text; avoid use of justified text.
- Use a line spacing of 1.5.
- For lists, paragraph bullets are preferred
- In case of using hyperlinks, provide a clear description to the link destination, and not only an URL address.

# Accessibility Guidance for Slides

## For Tables[1]

- If including a table in slide, select "Insert" table; do not use drawn or table image.
- Avoid merging cells; simply leave them empty.
- Use table headers that are clearly identified visually.
- If you use Table Styles, make sure the style has good contrast.

## Slide Colors

- Do not convey information with color alone.
- Use contrasting colors that differentiates slide background, images and text.
- Use of plain backgrounds are preferred.
- Avoid using too much **red**, **green**, and **yellow** colors, as well as shades of light grey.
- Avoid use of color to highlight information.
- Information conveyed[2] with color can also be conveyed by other means, for example varying text font and style (**bold**, *italic*, or underlined), separating text with asterisks, or varying text size.
- Limit the number of bullet points and total quantity of text per slide. (5 words per bullet, 5-7 bullets per slide).

*See* *Improving the Color Accessibility for Color-Blind Users*

[1] For charts, have grey-scale versions available to supply with descriptive text. A figure that is all lines and shading is easier to convert into a legible braille version. That is all the modern embossers can handle. Color, and picking out corresponding dot densities takes a lot of time and effort. Keep charts simple. If 1080p resolution is required to visually pull apart the figure, the tactile version becomes a blob.

[2] While some options are available to convey this information in Braille, they are cumbersome and can make text feel busy. Note that Braille-friendly graphics are also helpful for screen reader users, avoiding tactics to ask the screen reader to relay this information.

# Accessibility Guidance for Slides

**Slides Images (photographs, illustrations, cartoon, pictograms)**

- Use simple graphics.
- Provide alternative or descriptive text to visual objects, such as images, photos, smart art, word art, forms, objects, graphics, tables, videos, etc.[3] *See Microsoft PowerPoint 508 Accessibility Checklist*
- If a slide requires use of complex images (for example, flowcharts), group them in one image and, if necessary, provide an alternative text label.
- Avoid overloading slides with too many images, shapes or colors.
- Avoid using animations (e.g. GIFs) having more than 3 images per second.
- If slides contain animations, ensure they are brief and do not distract from the most important content in the slide.
- Avoid watermarks or floating objects.
- Avoid embedding audio/video content in slides.

*See Creating Accessible PowerPoint Presentations*

[3] For inserting alternative text, Enter Alt-Text: Select the image or object > right click > Format Picture/Object/Chart> Alt Text. Enter a description that states the purpose and/or function of the object (in about 250 characters or less). For decorative objects, enter 'double-quote, space, double-quote'.

# Presenting Your Slides

# Accessibility Guidance for Presenting

**The Presentation** (*live or recorded*)

- Start by introduce yourself with name and organization.
- Provide overview of principal topics before giving details.
- English is the official language for this event. If presenting in another language, English subtitles must be provided. Keep in mind, general session discussion will be in English. If unable to present in English, please arrange to have a language interpreter to assist in your presentation.
- Verbally describe all graphics including tables, charts, and images during presentation.
- Speak clearly with proper cadence and diction; avoid speaking fast.

- Use simple, plain language and understandable terminology, avoid colloquialisms. When using technical terms, define each term at first mention.
- Keep statements short and concise. Avoid unnecessary words and passive tense.
- Ensure slide presentation text describes visual content, including images, tables and photographs.
- Discuss one topic idea at a time. Avoid tangential or rambling descriptions.
  *See Accessible Presentation Guide*
- Use inclusive language. For example, avoid condescending euphemisms and avoid referring disability as an illness or a problem. *See Disability-Inclusive Language Guidelines; see also National Academies Inclusive Language Guide*

# Accessibility Guidance for Presenting

**Presentation Video Settings**

A *video* is a combination of different types of media, such as images, slides, moving pictures, text, audio, etc. Apply the following settings to enhance the accessibility of your video recording.

- ❑ Provide subtitles[4] in English: text transcription of the spoken audio, regardless the source language.
- ❑ For subtitles in English

  - o Font size of approximately 16 to 18 points.
  - o Use a <u>sans serif</u> style font similar, e.g., Arial, Calibri, Futura, Gadugi, Tahoma or Trebuchet MS.
  - o Use upper and lowercase letters
  - o Let subtitles appear on screen between 3 and 7 seconds to be read.
  - o Do not allow more than three lines of text appear on screen at once.
  - o Make sure the audio on the video is synchronized with the subtitles.
    *See Tips for adding subtitles or captions:* [Create ADA-Compliant Video Captions](#)
- ❑ Record video as mp4 file. This file type is compatible with most computer operating systems.
- ❑ Save your file with presenter family name and presentation title, then upload video file to [https://trb.secure-platform.com/a](https://trb.secure-platform.com/a). Maximum file size 1500MB. *See [Creating Accessible PowerPoint Presentations](#)*

[4] Subtitles are the transcription in text of the video's speaking. Subtitles assume the viewer hears the audio and as a result do not contain the background sounds or notifications for speaker changes.

# Recording Your Presentation

# Making Your Recording

**Considerations for Your Camera Setup**

Now that you're ready to record your presentation, the following guidance will assist you in making a quality video.

❑ Aim your camera so that you are well centered. A straight line should be between your eyes and the camera. People generally look better on screen when the camera is eye level or slightly above. Avoid having the camera looking down or up at your eyes or line of vision. You may need to raise your laptop or device to ensure the proper height.



Image 1. Eye-level: horizontal line between the eyes and the camera.



Image 2. Comparison between having the camera under the eyes and having the camera at the same (horizontal) level that the eyes or vision line.

# Making Your Recording

**Considerations for Your Camera Setup**

❑ Position your camera so you are centered in the screen and sit close enough to fill the picture top to bottom.

❑ To illuminate your face, provide lighting from behind the camera - not from the side or front. This avoids contrast between light and shade. If the image is too bright, diffuse brightness by reflecting the light off a ceiling or light-colored wall. If overhead light, make sure it does not create a shadow in your face.



Image 3. The light comes from behind the camera.

# Making Your Recording

**Additional Considerations**

❑ Use a plain background. Avoid distractions behind you, such as a book case, painting, plants, pets, shining lights or sitting with a window behind you. You can choose to set a blurred or virtual background to bring the presenter (you) into focus. For your convenience, a virtual background can be found [here](#).

❑ Use clothes with minimal patterns or decoration that contrasts with the background.
    See [*How to Look Good on Video Calls*](#)

❑ When recording, avoid noisy places, select a quiet setting free of background noises, e.g. air conditioners, fans, street sounds.

❑ Speak directly into the microphone near mouth or with a proper distance – not too far to be inaudible, nor too close to produce distracting noises. Make sure your audio (voice) is clear.
    See [*Audio Content and Video Content*](#)

❑ Don´t exceed the allotted time of your presentation.
    See [*How to Make Your Presentations Accessible to All*](#)

# Making Your Recording

**Note on Background Sound**

❑ If the video contains background sounds (i.e., music, wind, street sounds), the volume these sounds should be lower than your recorded voice volume.

❑ If the sound feature in audio is pertinent to your presentation, provide a visual alert with description.
*See Audio Content and Video Content*

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# Resources

# Making An Accessible Presentation

**References for Slide Presentation**

– **Creating Accessible PowerPoint Presentations**
   https://webaccess.msu.edu/Tutorials/powerpoint-windows1.html

– **Improving the Color Accessibility for Color-Blind Users**
   https://www.smashingmagazine.com/2016/06/improving-color-accessibility-for-color-blind-users/

– **Minnesota IT Services. PowerPoint Accessibility Checklist**
   https://mn.gov/mnit/media/blog/?id=38-417349

– **Microsoft PowerPoint 508 Accessibility Checklist**
   https://www.ssa.gov/accessibility/checklists/ppt/pptchecklist.html

– **Web Accessibility in Mind. Power Point Accessibility**
   https://webaim.org/techniques/powerpoint/

# Making An Accessible Presentation

**References for Videos**

- **Audio Content and Video Content**
  https://www.w3.org/WAI/media/av/av-content/

- **Description of Visual Information**
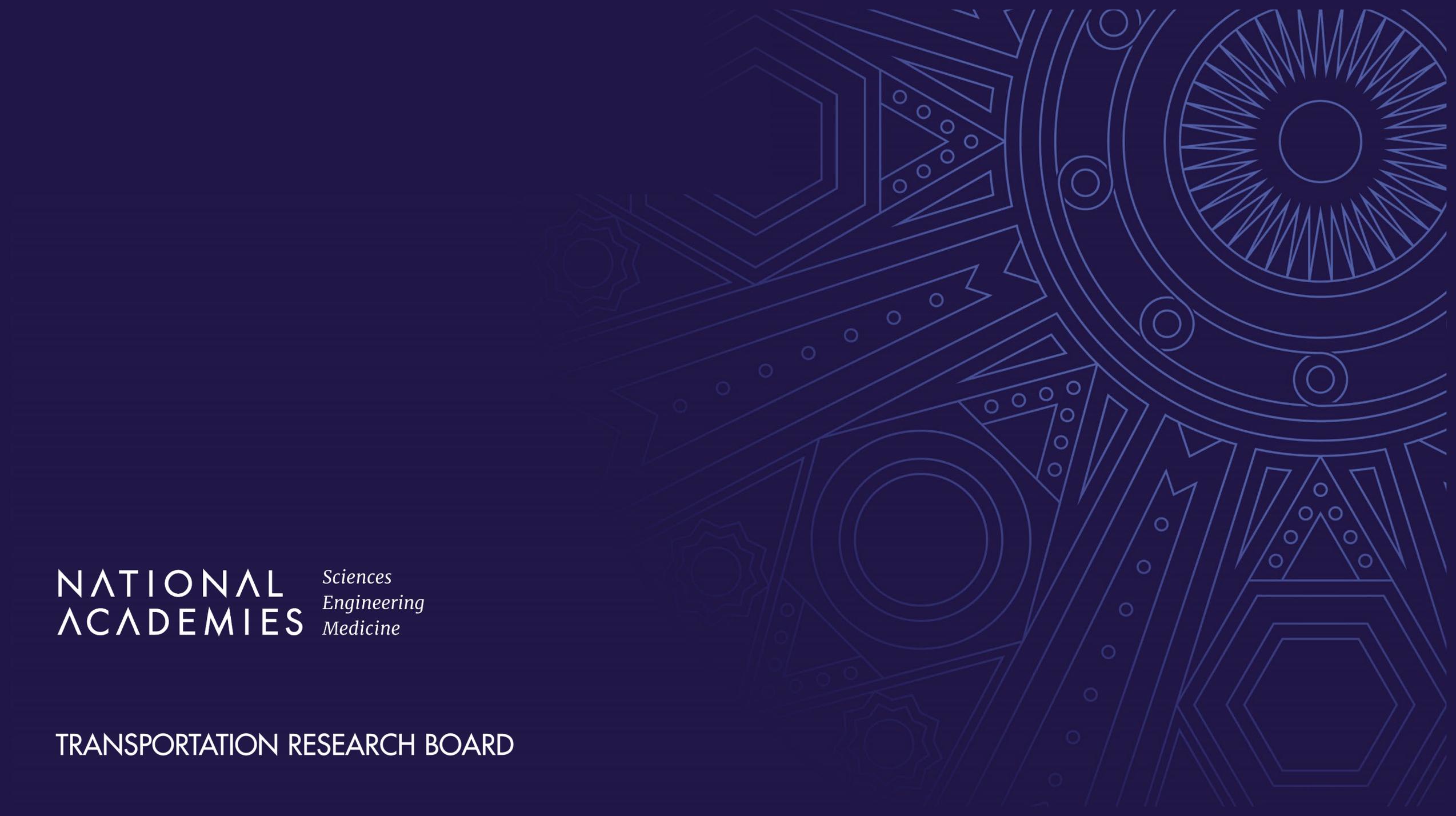  https://www.w3.org/WAI/media/av/description/#what-method-of-description

# Making An Accessible Presentation

## Tips for Adding Subtitles/Captions

- **University of Washington. Accessible Technology. Creating Accessible Videos**
  https://www.washington.edu/accessibility/videos/

- **Create ADA-Compliant Video Captions**
  https://www.elo.iastate.edu/resources/best-practices/design-best-practices/create-ada-compliant-video-captions/

- **Google Drive Help Add caption tracks to your video files**
  https://support.google.com/drive/answer/1372218?hl=en&co=GENIE.Platform%3DDesktop#zippy=%2Cprepare-your-caption-file%2Cedit-caption-tracks

- **W3C Web Content Accessibility. Captions/Subtitles**
  https://www.w3.org/WAI/media/av/captions/

- **Managing Closed Captioning and Live Transcription**
  https://support.zoom.us/hc/en-us/articles/207279736-Managing-closed-captioning-and-live-transcription

# Making An Accessible Presentation

## References for Verbal Presentation

- **Accessible Presentation Guide**
  https://www.sigaccess.org/welcome-to-sigaccess/resources/accessible-presentation-guide/

- **How to Look Good on Video Calls**
  https://www.youtube.com/watch?v=W895TFfHPAg

- **How to Make Your Presentations Accessible to All**
  https://www.w3.org/WAI/teach-advocate/accessible-presentations/

- **Disability-Inclusive Language Guidelines**
  https://www.ungeneva.org/sites/default/files/2021-01/Disability-Inclusive-Language-Guidelines.pdf

- **National Academies Inclusive Language Guide**
  https://onlinepubs.trb.org/onlinepubs/Conferences/2022/TRANSED/National_Academies_Inclusive_Language_Guide.pdf