

This is a transcript of a video from Ann N. Amicucci's webtext, "Effective Video Instruction in Online Courses: Suggestions Grounded in Universal Design for Learning," published in the PraxisWiki section of *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 28.2, available at https://praxis.technorhetoric.net/tiki-index.php?page=PraxisWiki%3A_%3Avideo-instruction

Providing Access to Visual Content in Instructional Videos: Transcript

Ann N. Amicucci

[*Text on screen: Providing Access to Visual Content in Instructional Videos*]

[*Text on screen: What not to do*]

[*The screen shows a middle-aged white woman with brown hair and glasses sitting in a chair in front of a blank beige wall. She is wearing a turquoise sweater and is positioned on the far left side of the screen so that part of her body is not visible in the frame.*]

Let's review how to format citations in APA Style. So for paraphrased information, you don't need a page number. All you need is the author's name and the source's year, and you can put that information at the beginning of the sentence, like this:

[*A white textbook appears on the screen with gray text that the speaker reads aloud.*]

Gonzalez (2019) found longer-term participants were more likely to see results than shorter-term participants.

Or you can put the information in a parenthetical citation at the end of the sentence, like this one:

[*Another white textbook appears on the screen with gray text that the speaker reads aloud.*]

Longer-term participants were more likely to see results than shorter-term participants (Gonzalez, 2019).

Make sure to put a comma in between the author's name and the year when both appear in parentheses.

[*The screen shows the same woman, now sitting facing the camera with an empty desk behind her. She wears a purple sweatshirt.*]

There were several problems with that video. I wasn't framed in the shot, there was way too much text on the screen, and the text was difficult to read because it was too small in too light of a font, and not on screen long enough to be readable. In general, we do want to minimize text in videos, but when it's necessary to use, we have to make sure it's accessible.

So to revise this video for visual access, I would first remove myself from the shot and let the text be the focus. I would make sure that the text is large, in a dark color, and on screen long enough to be able to be read, and I would also use some visual cues to help viewers navigate the

examples.

[*Text on screen: What to do for visual access*]

[*The screen shows a blank white PowerPoint slide with large black text that reads: Gonzalez (2019) found . . .*]

Let's review how to format in-text citations in APA Style. For paraphrased information, you don't need a page number.

The author's name is followed by the date in parentheses.

[*Yellow rectangles on the screen highlight the author's name and the date.*]

You can also place the author's name and date together in parentheses at the end of the sentence.

[*The previous text disappears and new text appears on the PowerPoint slide that reads: Results indicated . . . (Gonzalez, 2019).*]

Use a comma to separate the name and date.

[*A yellow rectangle on the screen highlights the comma.*]

[*The screen shows the woman again sitting facing the camera with the empty desk behind her and wearing the purple sweatshirt.*]

So you saw several improvements in that revised video. The text was larger, it was on screen long enough to read it, and I used as little text used as possible. I also added some visual cues so viewers could navigate what they were looking at. You'll also notice that I made my verbal explanations more concise.