**"It is helpful to see a real person go through the process.
This helps eliminate some of the fear someone might be feeling."**
– Self Advocate

Video information

Videos are very engaging. They allow the audience to use many senses. The audience can look at the images. They can listen to the narrator. They can read the captions. Or they can do all of these together.

Videos can be really helpful. They can explain or show how something is done. Videos can help an audience become familiar with a new experience. Fear and anxiety can be reduced when people can see what is involved in a process or new experience.

Key video elements

These are some of the main elements that make a video accessible.

- The video is short. It should be 2 to 3 minutes maximum.

- There is a series of short videos if there is a lot of information to present.

- The video speed can be changed. The audience can make it go faster or slower.

- The narrator speaks clearly. The speaking pace is slow. Testers liked 150 words per minute.

- The video is simple and focused on the important content.

- There is no distracting background music or noise.

- There are no distracting visuals.

- The video has captions.

- The video has accessibility features when required by the audience. This includes described video, signed languages and other features.

- The video buttons are easy to see and locate.

- The video has diverse people. It shows different groups interacting with each other. It shows people with an intellectual disability alongside other people in the community. It shows an inclusive community.

- The video is created in an inclusive way. The intended audience is involved. Our test videos were developed this way. Self advocates and family members were involved. They helped to create the script. They provided input on the visuals.
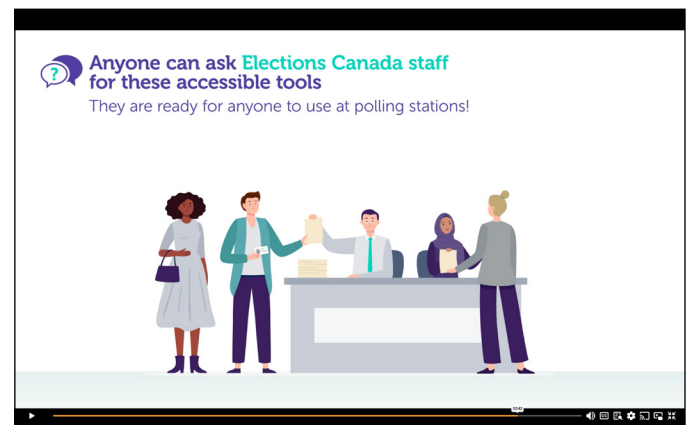
IMPORTANT NOTES

Videos should be tested in many ways. They need to be tested for accessibility. They need to be tested with screen readers. They need to be tested with other assistive technology.

Other parts of the video also need to be tested, like the colour contrast and the font.

Plain language principles apply to videos too. Use short, everyday words. Explain any technical words or ideas.