

CAPTION 101

PAINT-ON VS. POP-ON

- **Paint-on and Pop-on refers to how the caption or subtitle is revealed.**
 - Paint-on: appears one letter at a time from left to right mimicking a 'paint stroke'
 - *This is used as a device for proper playback and needs to be applied to the first caption only.*
- **Pop-on: appears instantly and all at once on the screen.**

SUBTITLES VS. CLOSED CAPTION AND OPEN CAPTION

- **A subtitle is a 'baked' or 'burned' in graphic in the video. It is permanent and therefore cannot be switched on and off.**
 - Pro: Customizable attributes (font, size, color, etc.)
 - Con: Once applied to the video, it cannot be removed.
- **A closed caption is essentially metadata read by a decoder (television, set-top box, media player like Quicktime or Youtube)**
 - Pro: Allowed to be turned on or off by the viewer.
 - Con: Not much control in attributes.
- **An open caption (or Approval) works just like a subtitle.**

SET TOP BOX WILL LIKELY CHANGE THE CAPTION APPEARANCE

These devices are typically set to a default setting.

- This means any customization we could apply to captions would be removed.
- Therefore, it isn't ideal to make special requests with attributes (color, font, size, etc.) since they will most likely be removed downstream.

608 VS. 708 AND LINE 21

Refers to the video format in which the captions would appear.

- 608 = SD video (digital)
- 708 = HD video (digital)
- Line 21 = Analogue video (obsolete)

UPPERCASE VS. SENTENCE CASE

Some scripts will be written in all capital lettering.

- It is our standard to use sentence case. (Uppercase is generally reserved for shouting dialogue)
 - eg. “Our organization is known as, Comcast Technical Solutions.”
 - NOT: “OUR ORGANIZATION IS KNOWN AS, COMCAST TECHNICAL SOLUTIONS.”

SRT/SCC/XML DIFFERENCES BETWEEN

All are considered, “sidecar” or “standalone” files which are separate documents to be uploaded in tandem with a video.

- These documents are metadata files that contain details such as, timing, position, what the caption says, etc.
- Can be opened in a text reading application like, TextEdit or Notepad
- SRT – for YouTube and Facebook
- SCC – for broadcast or DVD
- XML – for web/mobile applications such as Flash

WATERMARK PRESERVATION

If a spot has already been watermark encoded, we may still caption the spot while preserving the watermark.

- *However, if a spot needs to be double watermarked (eg Target) we are required to caption, SpotTrac then BVS encode due to our workflow and transcode restrictions.*

GRAPHICS/LEGALS NOT BLOCKED

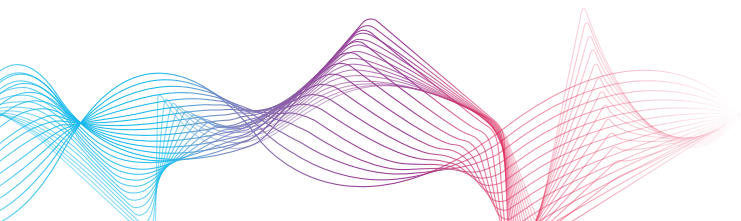
Standards require captions not to block any graphics and legal tags (including subject matter requested by the client).

- This may lead us to change the positioning of captions throughout the spot or add a second or third line of captioning.
 - No more than 3 lines per caption.

CC USUALLY AUDIBLE DIALOGUE ONLY

Captions are for the hearing impaired.

- Standards require us to caption all audible dialogue, essential sound effects and song lyrics.
 - Sound effects are represented with left and right brackets: ‘[]’
 - Song lyrics or music may be represented by music notes.
 - Transcribing lyrics or just music notes are client preference
- Extra captions may be included at client’s request. (Often seen with Sprint orders)



STANDARD CAPTION APPEARANCE

- White text over black background.
- Serifed font.

AVERAGE CAPTION TIME FOR TRANSCRIPTION VS. WITH SCRIPT.

- If a script is provided, captioning is much more efficient.
- If we need to transcribe a spot, please allow for added time to complete.

MINIMUM DURATION

Every caption must be given at least 1 second of time on screen.

END TIME

The final caption should be removed from screen before the final frame of video.

- This prevents the caption from remaining on screen into the next video played.

PROGRAM/SOFTWARE

- We use MacCaption for all captioning orders.
- We use Adobe Media Encoder to create any HD Open Cap files.

HD PRODUCED OPEN CAPTION RESULT

An HD open caption file under 708 captioning looks different than the final closed captioning video.

- This is due to the necessary use of Media Encoder to create the file.
 - Can be avoided when using 608 captioning in the file.

SINGLE LINE CAPTIONING

Refers to limiting captions to be represented to one line at a time.

