



Accessibility checklist – bespoke training films and social cuts

Project:		Owner:	
Due:		Version:	

1) Standards & scope

- ☐ Target compliance: WCAG 2.2 AA (web/video content).
- ☐ Delivery surface in scope: LMS player.
- ☐ Delivery surface in scope: Intranet.
- ☐ Delivery surface in scope: Social channels (LinkedIn, YouTube, Instagram, TikTok).
- ☐ Languages to support: _____
- ☐ Accessibility contact (email or link): _____

2) Pre-production (script & design)

- ☐ Plain language. Explain jargon on first use.
- ☐ On-screen text is concise. Each card stays long enough to read.
- ☐ Do not use colour as the only signal. Use icons, labels, or patterns too.
- ☐ Planned contrast meets WCAG AA: 4.5:1 normal text, 3:1 large text.
- ☐ Lower-thirds, captions, and UI stay inside safe areas (9:16, 1:1, 16:9).
- ☐ Provide a reduced-motion variant if the main cut uses heavy motion.

3) Production (filming/voiceover)

- ☐ Record dialogue with quality microphones. Control background noise.



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- ☐ Keep clear diction and moderate pace. Avoid overlapping speakers.
- ☐ Use inclusive casting and realistic scenarios.
- ☐ Lighting supports lip reading. Keep faces unobstructed.
- ☐ Avoid strobing and flashing. No more than 3 flashes per second.

4) Post-production (edit & graphics)

- ☐ Provide captions: closed (SRT or VTT) and/or open (burn-in) as required.
- ☐ Check caption accuracy and timing. Add speaker labels and important sounds.
- ☐ Use legible sans-serif type. Comfortable size. Generous line spacing.
- ☐ All overlays, buttons, and CTAs meet contrast ratios in final frames.
- ☐ Add audio description when essential visuals are not covered in narration.
- ☐ Deliver a full transcript (HTML or accessible PDF) with headings.
- ☐ Avoid autoplay by default. If used on social, start audio muted.
- ☐ Provide a reduced-motion export if the main cut has heavy motion.

5) Player & LMS (delivery)

- ☐ Player is keyboard operable. Tab order is logical. Focus is visible.
- ☐ Player controls have accessible names (play, pause, volume, captions, settings).
- ☐ Captions toggle works. Provide downloadable transcripts.
- ☐ Users can pause, stop, or hide moving content. No un-pausable loops.
- ☐ Quizzes and forms have clear labels, helpful errors, and no keyboard traps.
- ☐ Playback speed and volume controls are available. No hard timeouts without an extend option.



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6) Social-ready cuts (vertical / square / widescreen)

- ☐ Use burned-in captions with high contrast. Place outside platform UI zones.
- ☐ Make the story work with sound off using visuals and captions.
- ☐ Add alt text in post copy or CMS for thumbnails and key visuals.
- ☐ Use CamelCase in hashtags (for example, #ThisIsAccessible).
- ☐ Avoid excessive flashing. Follow general flash thresholds.
- ☐ Keep end-frame CTA readable for at least 3 seconds. Put URLs/handles in post copy too.

7) Documents & hand-offs

- ☐ Deliver SRT or VTT caption files.
- ☐ Deliver transcript (HTML or accessible PDF).
- ☐ Deliver audio description script or audio if produced.
- ☐ Provide a short caption style guide (position, casing, labels).
- ☐ Provide a contrast report or annotated screenshots for key frames.
- ☐ Update accessibility statement snippet. Include contact for accommodations.

8) Quality assurance (how we test)

- ☐ Keyboard-only run-through of player and interactive elements.
- ☐ Screen reader spot checks (NVDA on Windows, VoiceOver on macOS or iOS).
- ☐ Captions review: timing, accuracy, labels, readability over background.
- ☐ Contrast check on hero frames, lower-thirds, and end cards.
- ☐ Mobile checks in portrait and landscape on at least two devices.



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☐ Reduced-motion preference is honoured where applicable.

9) Acceptance criteria (sign-off)

- ☐ Captions present and readable on all deliverables. Timing is synced.
- ☐ Contrast passes (AA) on on-screen text and graphics.
- ☐ Player is operable with a keyboard. Focus handling is clear.
- ☐ Transcript is downloadable. Audio description provided for essential visuals.
- ☐ Social cuts meet safe-area and readability requirements.
- ☐ Stakeholder sign-off received from L&D and from Marketing/Comms.

Notes:

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Sign-off name:		Date:	
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Default target: WCAG 2.2 AA. This checklist supports inclusive design and is not legal advice.