

DIGITAL STORYTELLING (DST) STEP 4: DIGITAL PRODUCTION

DST4-6: CHECKING PRIVACY AND ACCESSIBILITY

In digital storytelling projects, issues related to data privacy, copyright, and accessibility should be dealt with well ahead of publication. By the end of the digital production phase you will know which materials will end up being used in the final product. This is the very last point in time when you need to secure all the necessary permissions and agreements with your stakeholders. You also need to check that your content meets accessibility criteria.

Phase 1) Check that you have copyright to all materials

- Before finalizing your digital content for publication, check once more that all the materials (text, images, video, sounds, music) used are copyright free or you own the copyright.
- If you are unsure of the copyright of any materials, do not use them for publication.

Phase 2) Ask permission for publication from all parties involved

- Make sure that all people whose data is used / who appear in your publication have been explained where the material will be published and for what purpose and how the publication will be used.
- Ask consent for publication from all people appearing in your digital content. Agree with them whether they will appear with their name or anonymously. Also agree on how they can give comments and confirm their consent to the final product before publication.
- You can prepare a written agreement to cover all the necessary permissions and agree on data use with all parties concerned. To secure all details, check the requirements for data privacy pertaining to your own country and stakeholder organizations.

Phase 3) Check accessibility

- Familiarize yourself with the [WCAG criteria for accessibility](#). You can also use free accessibility checkers available online to check and improve the accessibility of your digital content.
- In principle, all videos with speech and sounds should have subtitles (criterion 1.2.2). Subtitles should cover not only the speech in the video, but also describe essential sounds (for example, the style of the background music, the howling of sirens, the soundscape in the background, the knocking on the door, etc.). In the subtitles, you must also indicate who is speaking if it is not clear from the picture.
- Subtitling is often thought of as being a requirement only for videos. However, even audio broadcasts such as podcasts must offer a **transcribed text version of the audio recording** (criterion 1.2.1). The transcription must be the most accurate text equivalent of the audio content and it must indicate who is speaking at any given time if it is not obvious. The transcribed text can be published directly on the website or it can be a separate text equivalent available as an accessible PDF file. If a video contains only images, it must have a text equivalent or an audio description (descriptive interpretation) focused on its central content. The transcription/text equivalent/audio description must be placed in direct connection with the original audio or video broadcast.

