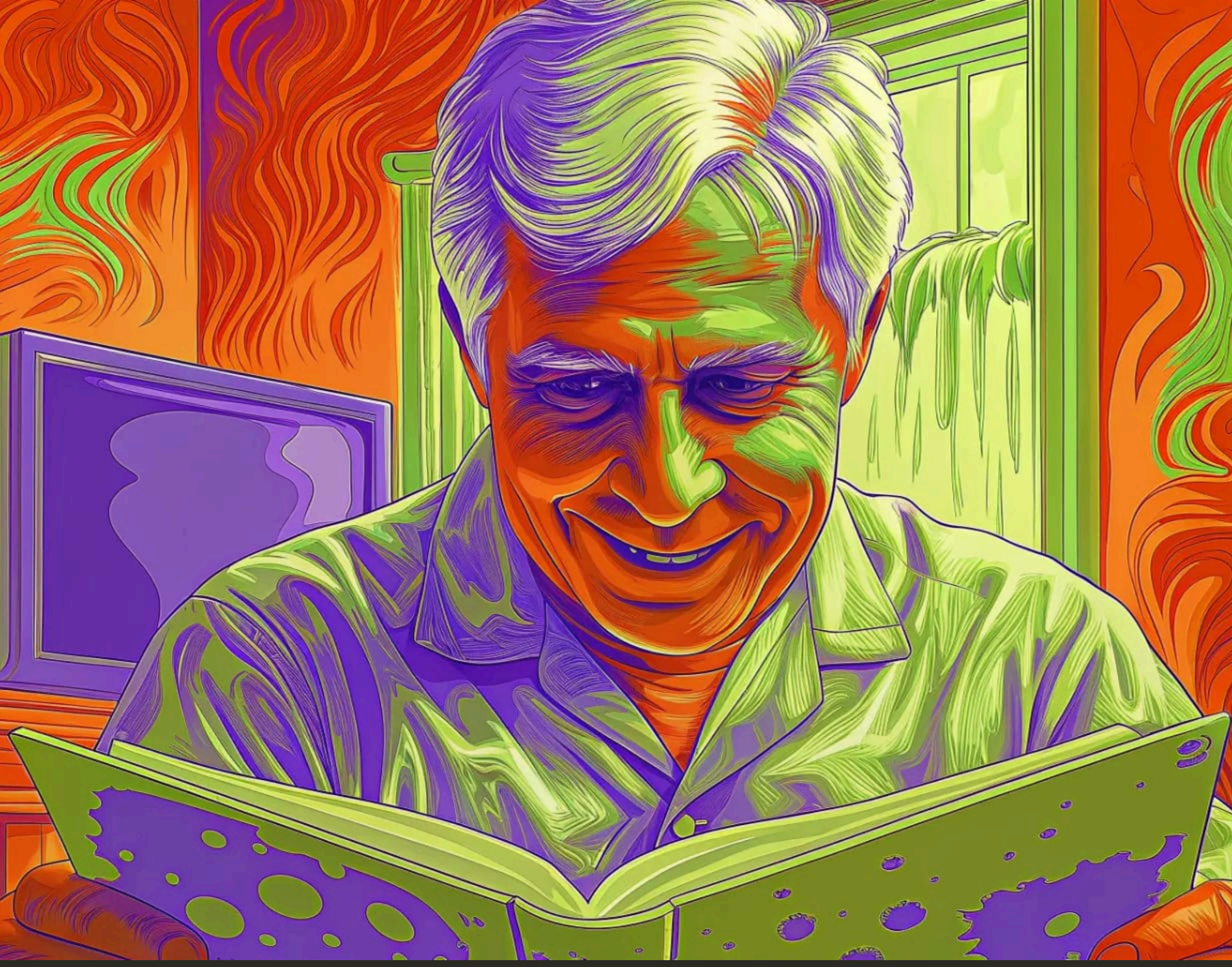


SUCCESS CRITERION 1.2.8 · LEVEL AAA

Media Alternative (Pre-recorded)



“Don't just show me the action, tell me the story. A text alternative lets me follow along my way!”

Who this helps: Blindness, Low Vision, Hearing and Cognitive Impairments

SUCCESS CRITERION 1.2.8 · LEVEL AAA

Media Alternative (Pre-recorded)

A full text alternative for all Pre-recorded video content in synchronized media is provided for those who cannot see and/or hear the content.

Principle 1: Perceivable

Guideline 1.2: Time-based Media

What each role can do

Product manager

Ensure comprehensive text alternatives are available for all video content, offering equivalent information for those who need it.

Designer

Create an easily navigable text alternative that is synchronized with the video content.

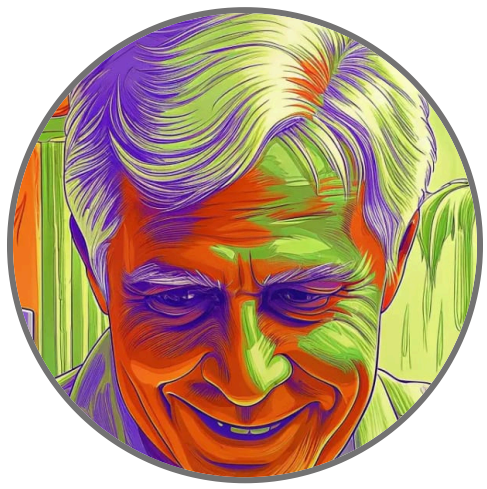
Developer

Implement a mechanism to link to or display the text alternative within the video player interface.

Tester

Test the text alternative for accuracy and ensure it provides an equivalent experience to the audio-visual content.

Once it is fixed



> “Reading the action as a text alternative makes me feel included in every scene. It's like having my own personal screenplay!”

WCAG Quotes

Every WCAG 2.2 success criterion, told by the person it helps.

mpaiva.com/wcag-quotes/1-2-8-media-alternative-pre-recorded

The quotes are written to illustrate the criterion. They are not testimonials from real people.