The basic elements of web accessible videos include:

1. **Descriptive Transcripts**
   - Providing descriptive transcripts is an industry best practice and should include visual information that is needed to understand the content for people who are both deaf and blind.

2. **Accessible Captions**
   - Include accessible captions that are equivalent to the spoken words and other audio information.

3. **Include Speaking Roles**
   - Be sure to include the speaking names such as “Speaker 1”, “Narrator”, or the speaker’s actual name.

4. **Giving Visual Clarity & Contrast for Captions**
   - Make sure the text and overlay have enough contrast and fonts are large enough, readable, and consistent throughout the video.

5. **Experiential Sounds**
   - Identify relevant sounds in your captioning that have an impact on the story or meaning of the onscreen content (e.g., large explosion, audience clapping, etc.).

6. **Music and Songs**
   - Include the words to any song and/or description of a song playing in your captions. You can indicate the song and singer/band as well.

7. **Don’t include the kitchen sink!**
   - Captions should not include every word or sound effect where the pace of a video sometimes makes it impractical or the information is already displayed on screen (e.g., text in a PowerPoint slide).