

# Captioning Evaluation

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Thank you for your interest in acting as a captioning service vendor for the United States Department of Education (ED). The National Association of the Deaf (NAD) has a cooperative agreement with the ED for the Described and Captioned Media Program (DCMP) screening, evaluation, and captioning activity. One of the tasks of the DCMP is to train captioning vendors that participate in captioning media for the DCMP.

The evaluation process is divided into two parts. Part I is required by all agencies and must be passed in order to be included on the listing of approved vendors. Part II is required only by those agencies wishing to perform work for the DCMP. This part of the evaluation confirms agencies can meet all of the technical requirements to perform work for the DCMP.

## **PART I – Caption Quality Assessment**

- The DCMP will provide source media totaling about 22 minutes in length. Vendors may elect to receive the source media in physical format (DVCam or DVD) or electronic format (AVI, Mov, or WMV files), which can be provided on disc or downloaded.
- You should utilize subtitles for the deaf and hard of hearing (SDH, open captions) and follow the guidelines as specified in the DCMP [Captioning Key](#).
- You will be required to do some presentation rate control. For example, captions on segments from media for children must not exceed a maximum rate of 130 words per minute.
- Editing must only be done if necessary to fit within the specified presentation rate. Original sentence meaning, tenses, and vocabulary should always be retained.
- When returning the completed captioning sample, you may return physical formats (DVCam or DVD) or upload electronic formats (AVI, Mov, or WMV files).

In the case of vendors that utilize customized media player applications, a link to the completed sample using the specified player will be acceptable. (Please note that the captioning samples may not be available to the public and that the player must fully support the features required to provide subtitles which meet the established guidelines.)

**Part I evaluations must be completed and returned to the DCMP within fourteen (14) business days.**

## PART II – Technical Assessment

- The DCMP currently has access to [CaptionMaker](#), [MacCaption](#), and [Swift](#) software. As part of the extensive review process of work performed for DCMP, caption files are proofed and edited and returned to agencies before final masters/deliverables are generated. You will need to send us a media file (approximately 10 minutes in length) along with two captioning files: one utilizing subtitles and the other utilizing closed captions. Although the DCMP will not proof these files, it is expected that there be no glaring errors.

The DCMP will notify you as to the results of our evaluation. Each vendor who takes the evaluation will be sent back a document explaining both the captions' strengths and areas of improvement. If your captioning samples are acceptable, the NAD/DCMP will recommend to the ED that your agency be added to the [Approved Captioning Service Vendor list](#) [PDF].

Please direct any questions to:

### Described and Captioned Media Program

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