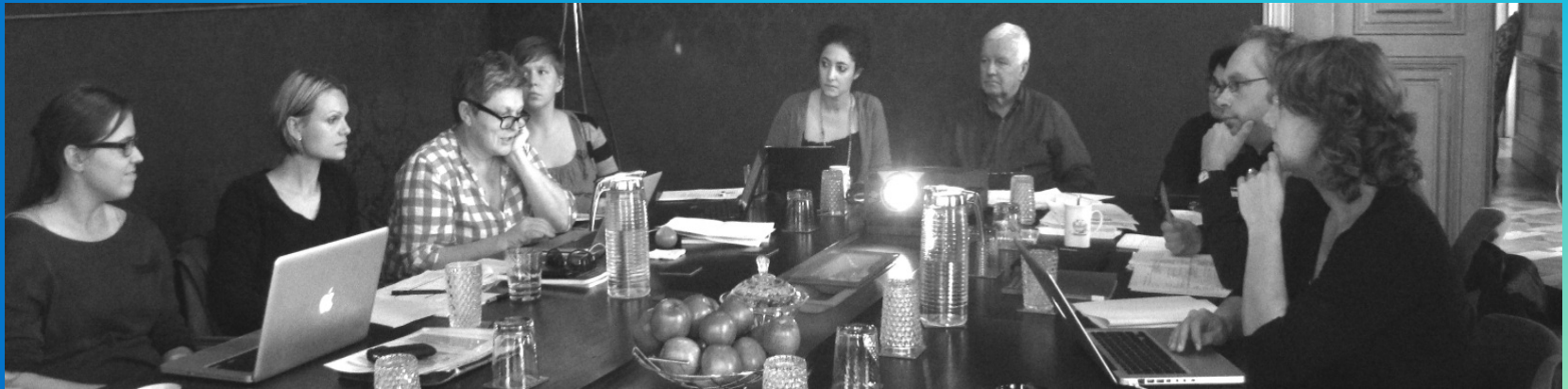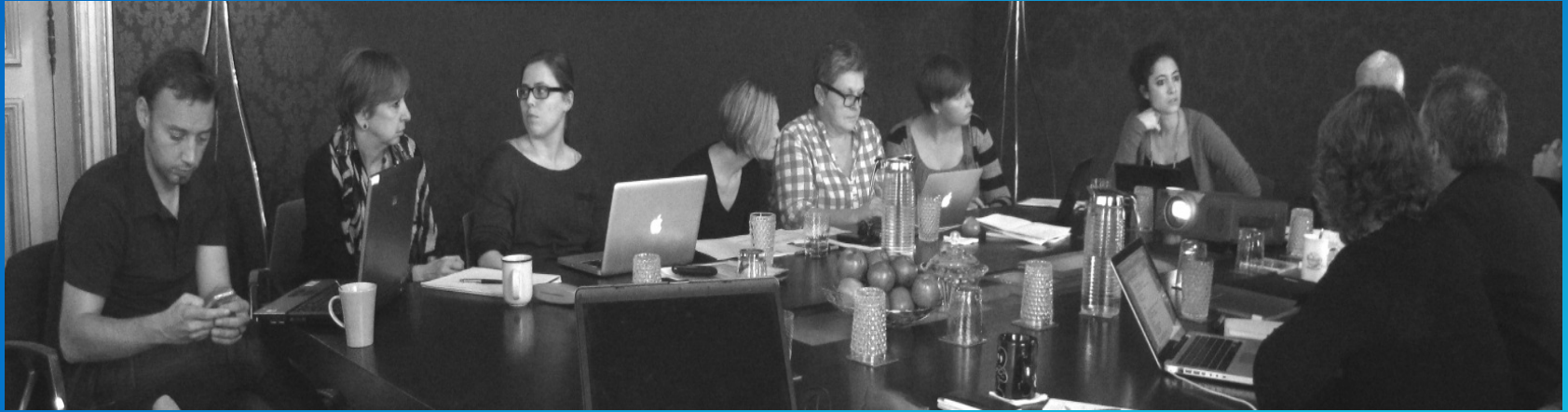# ADLAB

ARSAD

UAB Barcelona March 2015

Chris Taylor

ADLAB

AUDIO DESCRIPTION:
LIFELONG ACCESS FOR THE BLIND

MEMBERS OF ADLAB

* University of Trieste
* Autonomous University of Barcelona
* University of Leiria
* University of Antwerp
* University of Poznan
* BayerischeRundfunk
* VRT (Belgian state television)
* Senza Barriere

LANGUAGES

They also brought to the project the following languages:
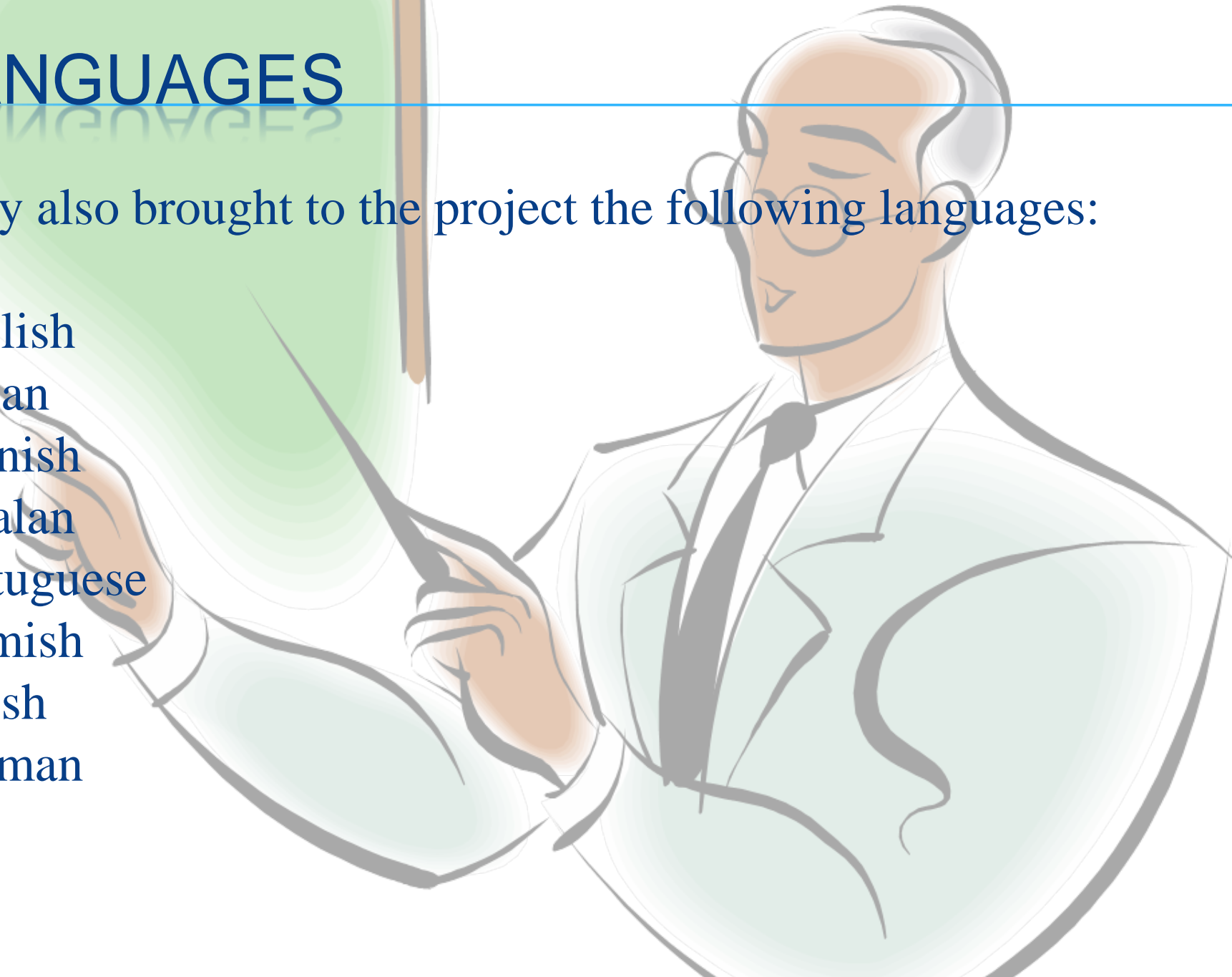
English
Italian
Spanish
Catalan
Portuguese
Flemish
Polish
German

ROAD MAP

work packages
dissemination
exploitation
sustainability
report

PROJECT OBJECTIVES AND VISION

Create authoritative STRATEGIC guidelines for the AD profession/industry in all Europe;

Develop curricula for universities in Europe:

Training of audio describers and audio describer trainers;

Sensitise and influence *decision-makers at a local, national and European level*;

Create useful connections with the industry and with the service providers;

Social Inclusion; improve the lives of the blind and visually impaired population; (but also that of immigrants, those with learning difficulties, language learners, etc.)

CREATE AUTHORITATIVE GUIDELINES FOR THE AD PROFESSION/INDUSTRY IN ALL EUROPE;

In all areas:

film

digital television

theatre

DVD

mobile phones, ipads, etc.

galleries, museums

tourist sites

exhibitions

TRAINING OF AUDIO DESCRIBERS

Create courses in universities: prepare teaching modules;

This is happening at least in Belgium, Poland, Spain, Italy

ITALY (TRIESTE)

✖ Traduzione Audiovisiva

Audio Description (15 hours)

COURSE PROGRAMME

* Introduction to Audio description (user needs) (Taylor)

* Analysis of English AD texts (Taylor) film, television, museums, etc.

* Analysis of Italian AD texts (Taylor)

* Translation of AD (Taylor)

* The ADLAB project

* Seminario su software di audiodescrizione (Vera Arma)

SENSITISE AND INFLUENCE *DECISION-MAKERS AT A LOCAL, NATIONAL AND EUROPEAN LEVEL*;

Dissemination and exploitation

Reach the blind communities who are not aware of AD and show the benefits both to the blind themselves and to others.

CREATE USEFUL CONNECTIONS WITH THE INDUSTRY AND WITH THE SERVICE PROVIDERS;

"Specific relevance to enterprise-industry cooperation will need to be borne out by the project's practical activities."

University - Senza Barriere
University – Bayerische Rundfunk
University - VRT

SOCIAL INCLUSION: IMPROVE THE LIVES OF THE BLIND AND VISUALLY IMPAIRED POPULATION

"the contribution of life-long learning to social cohesion, active citizenship, intercultural dialogue, gender equality and personal fulfilment"

WORK PACKAGES

- 1. The Photograph
- 2. The Analysis … and The Book
- 3. The Testing
- 4. The Manual …and the e-book.

THE PHOTOGRAPH

* A snapshot of the situation regarding the blind and sight-impaired population in Europe.

* How many?

* Increasing or decreasing?

* Awareness of AD?

* Provision of AD?

* Future projections

* See website <www.adlabproject.eu>

THE ANALYSIS AND THE BOOK

Text analysis of the flagship text

INGLOURIOUS BASTERDS

A matrix of aspects of AD from characterisation to text-on-screen to intertextuality to gesture….

These became chapters of a book published in 2014 by Benjamins and edited by the UAB team…

… and presented today by Elisa Perego.

BENJAMINS

TRANSLATION

LIBRARY

Audio Description
New perspectives illustrated

edited by
Anna Maszerowska
Anna Matamala
Pilar Orero

THE TESTING

* Impact on the end-users, i.e the blind and sight-impired community.

* Comparison of descriptive and narrative approaches measuring levels of comprehension and enjoyment.

* Conducted by the Poznan team…

* … and presented by Agnieszka Chmiel today.

THE MANUAL

* A decision was made at a certain point, taking into consideration all that had been learnt *en route*, to formulate strategic guidelines for the manual.
* Produced by the Antwerp team…
* … and presented today by Gert Vercauteren.

EXPLOITATION AND SUSTAINABILITY

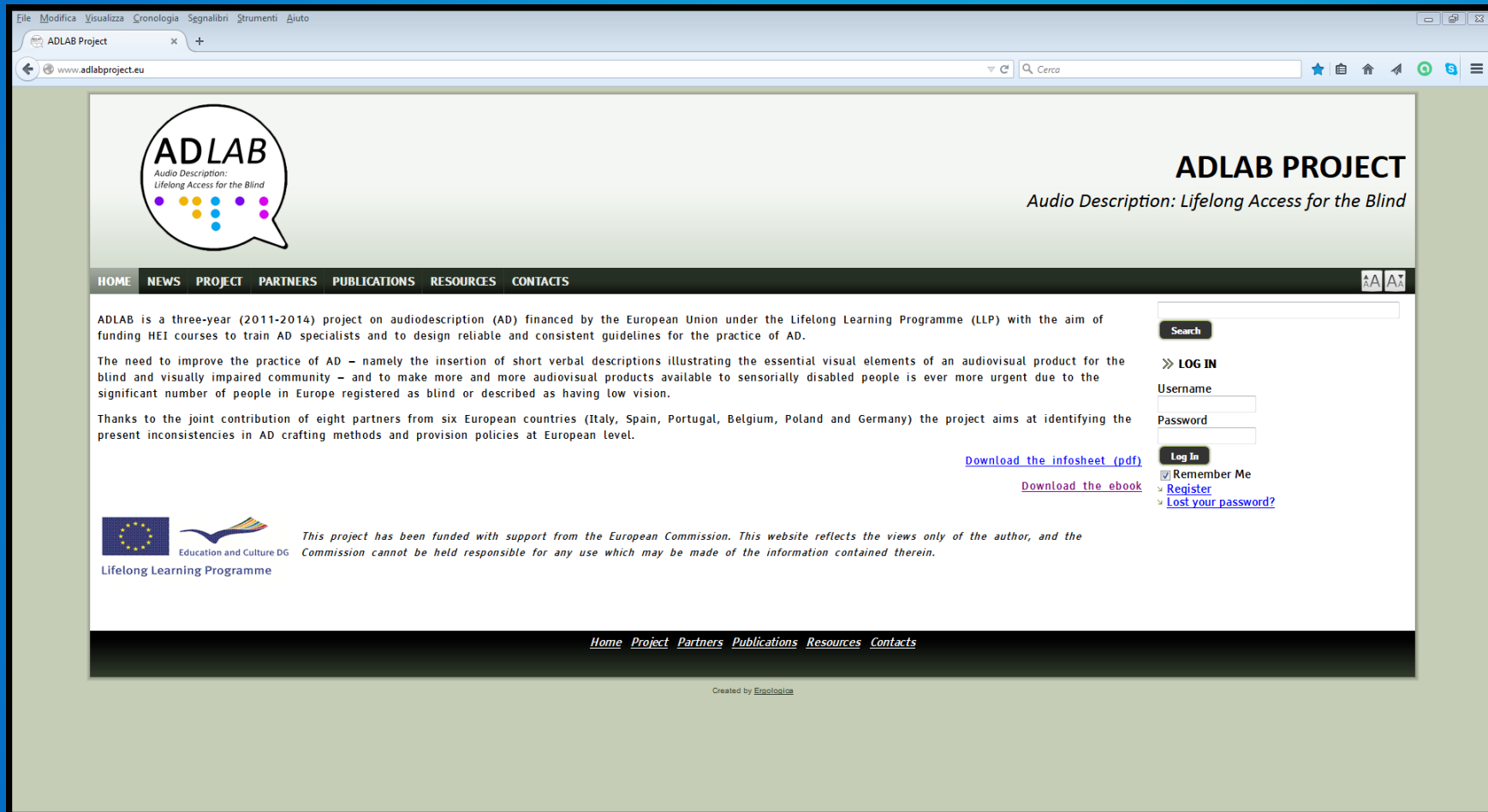Final conference Brussels19th September

HBB4ALL
MOOC
Knowledge Alliance

MAIN PRODUCTS (DELIVERABLES)

Reports on work packages.

Book on AD.

Manual (e-book + hard copies in English and German).

Course curricula.

ADLAB PROJECT

Audio Description: Lifelong Access for the Blind

ADLAB
Audio Description:
Lifelong Access for the Blind

HOME | NEWS | PROJECT | PARTNERS | PUBLICATIONS | RESOURCES | CONTACTS

ADLAB is a three-year (2011-2014) project on audiodescription (AD) financed by the European Union under the Lifelong Learning Programme (LLP) with the aim of funding HEI courses to train AD specialists and to design reliable and consistent guidelines for the practice of AD.

The need to improve the practice of AD — namely the insertion of short verbal descriptions illustrating the essential visual elements of an audiovisual product for the blind and visually impaired community — and to make more and more audiovisual products available to sensorially disabled people is ever more urgent due to the significant number of people in Europe registered as blind or described as having low vision.

Thanks to the joint contribution of eight partners from six European countries (Italy, Spain, Portugal, Belgium, Poland and Germany) the project aims at identifying the present inconsistencies in AD crafting methods and provision policies at European level.

Download the infosheet (pdf)

Download the ebook

This project has been funded with support from the European Commission. This website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Education and Culture DG
Lifelong Learning Programme

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AND IN FUTURE?

- any offers?