



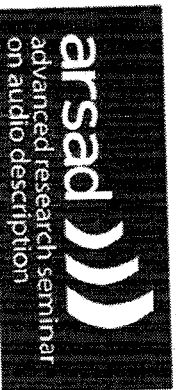
**Audio Description Associates, LLC "The Visual Made Verbal"
and the American Council of the Blind's Audio Description Project
present**



The History of Audio Description-- From Prehistoric Times to the Present

with Joel Snyder, Ph.D.

***President, Audio Description Associates, LLC
Director, Audio Description Project, ACB***



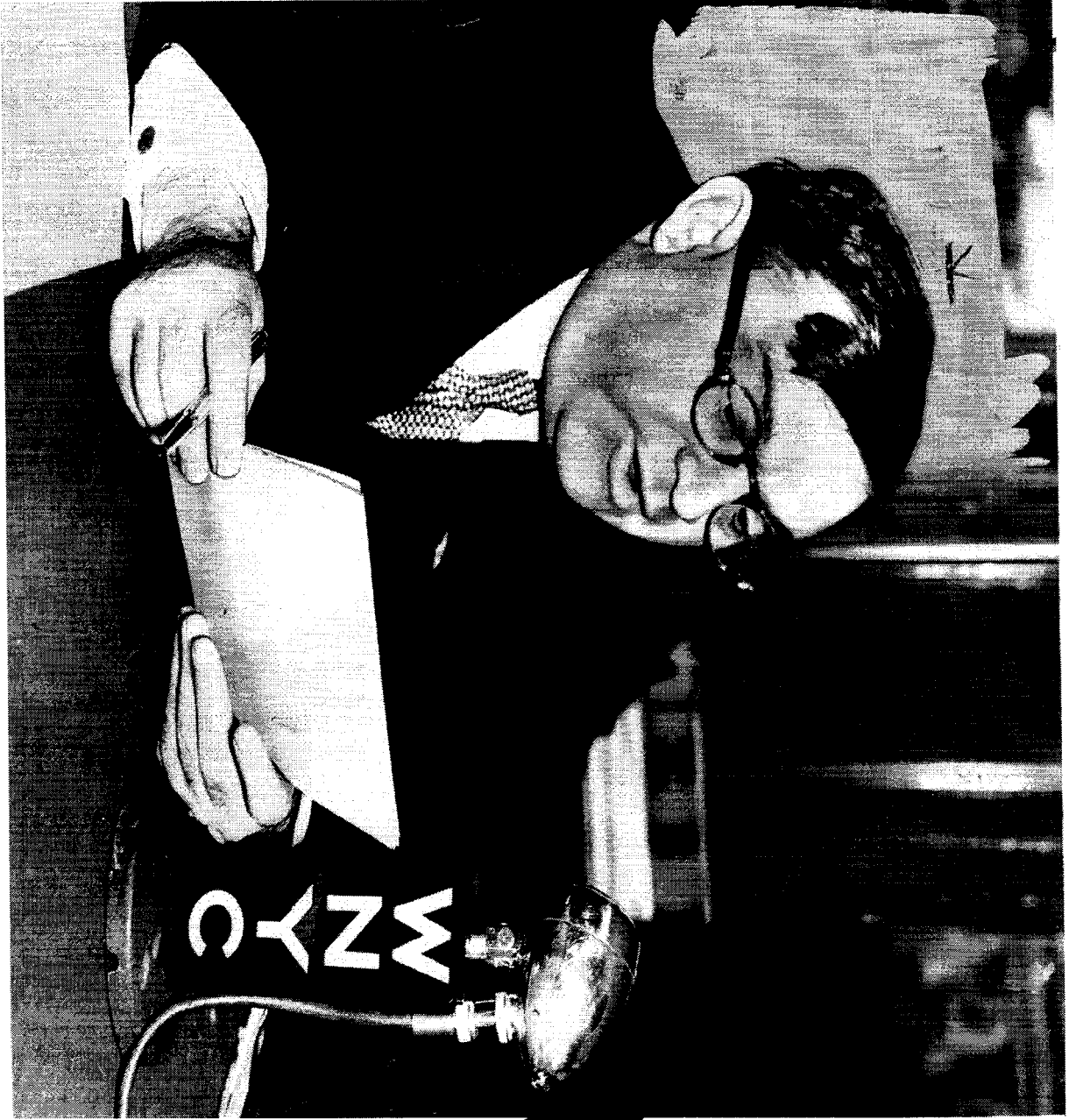
**March 17, 2017 – 20:00-21:30
History of Audio Description and the Profession**

American Audio

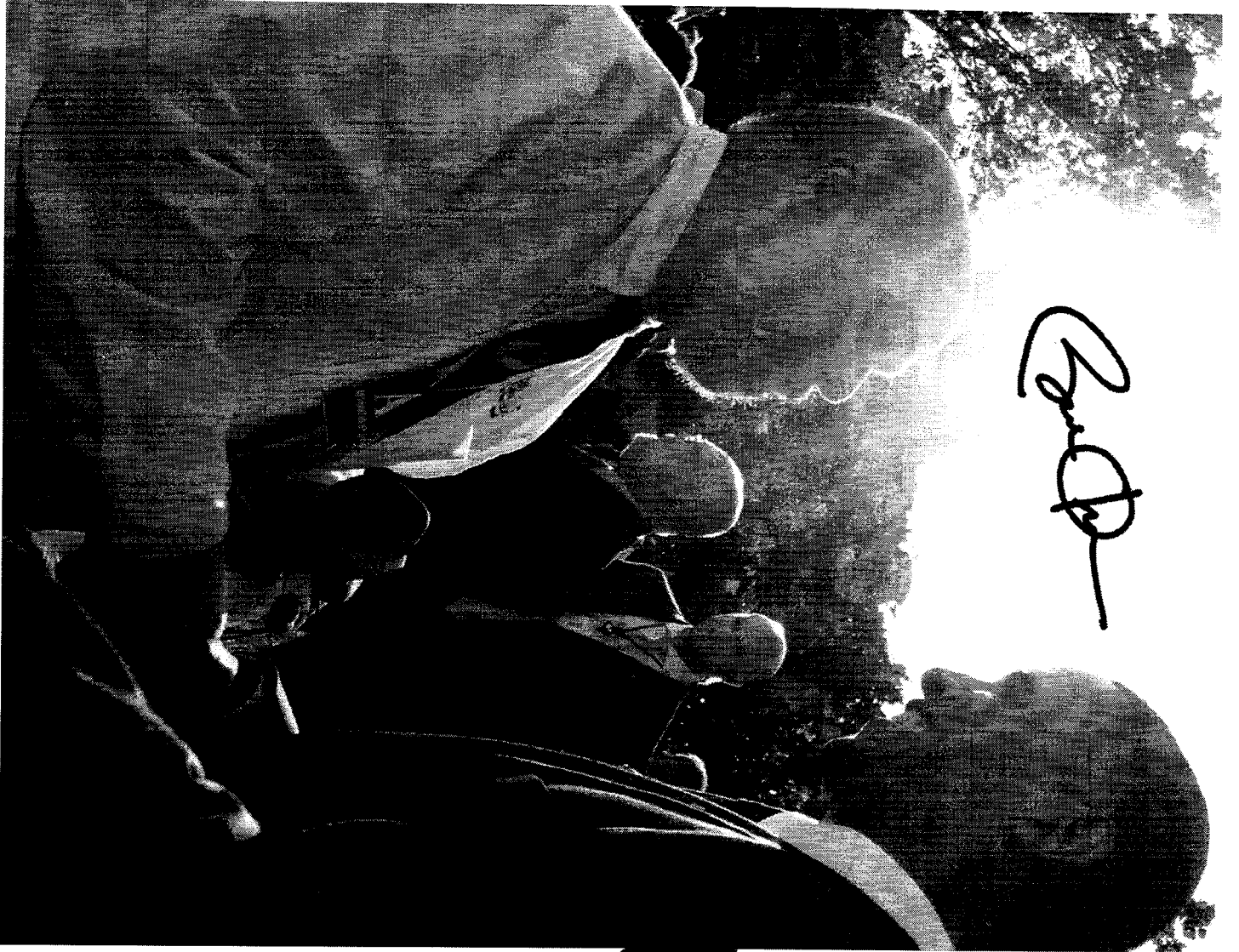


Description Symbol









Paul D.





I hereby proclaim

JOEL SNYDER

to be the finest audio
description trainer in
the world.

That I can tell you.

Donald J. Trump
February 2017

Gregory Frazier - video

ABC News – first news feature on AD for television

Blue Planet – one of the first IMAX films with AD

D description key

Welcome to the *Description Key* -- www.descriptionkey.org

A Definition of Description

The DCMCP Description Philosophy

Description is the key to opening a world of information for persons with a vision loss, literacy needs, cognitive abilities. The American Foundation for the Blind reports that 21.5 million adults have vision loss and 9 million children have a vision loss are being helped by some kind of special education. While description was developed for people who are visually impaired, sighted children may also benefit from description's concise, objective translation of media components. Specialized learners, such as students with learning differences, English language learners, and those on the autism spectrum, benefit from its value in literacy development (e.g., vocabulary and reading) and content learning. DCMCP's Listening Is Learning campaign focuses on these benefits.

These guidelines are a key for those performing description, and cover a range of topics from preparing to describe determining both what information needs to be described and how to describe it. The information is also applicable to vendors and other businesses that provide description for broadcast television, movies, and other media. Thus, it can be useful to media producers/distributors and others who are considering describing their products or learning about description. Some background information and rationale are included for the novice, as well as an evolving list of description resources to help improve the quality and efficiency of one's description.

For those interested in a condensed version of these guidelines, a "Description Tip Sheet" is available from the DCMCP Learning Center. In addition, this YouTube video from a Video Description Research and Development Center (VDRDC) webinar presented in October, 2012 summarizes important considerations.



THE VISUAL MADE VERBAL

A Comprehensive Training Manual
and Guide to the History and
Applications of Audio Description

JOEL SNYDER, PHD

Foreword by William Rowland, Ph.D., former President, North Blind Union
Preface by Kim Charlson, President, American Council of the Blind



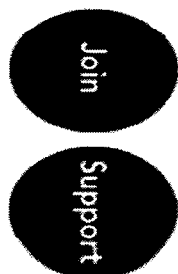
AMERICAN COUNCIL OF THE BLIND
ARLINGTON, VA



Europe: U.K. (Ireland, Scotland), Germany, Spain, Belgium, Poland, Netherlands, France, Portugal, Sweden, Italy, Slovenia, Greece, Turkey, Bulgaria, Switzerland, Austria



Asia: Japan, India, Indonesia, Malaysia, Korea, China (Hong Kong), Taiwan



Audio Description Association

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- Accredited training - screen
- Induction training
- Recognition of Prior Learning
- Refresher training
- Workshops

Accredited training - stage

The level 3 course in Audio Description Skills (Stage) is the recommended training route for all describers working in professional theatre. It aims to equip learners with the core skills and knowledge required to describe theatre and other forms of live entertainment.

The course leads to the Certificate in Audio Description Skills (Stage) awarded by Certa, an awarding body recognised by qualification regulators throughout the UK.



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Training

Accredited training - stage

» Accredited training - screen

Induction training

Recognition of Prior Learning

Refresher training

Workshops

Accredited training - screen

This level 3 course is the recommended training path for all screen describers. It aims to teach and assess the skills required to describe film, television and other screen-based media, and to supply a basic knowledge of the context in which audio description operates.

The course caters for existing describers who want to expand their professional skills; for subtitlers, voice artists and allied professionals who plan to diversify into audio description; and for applicants who want to enter audio description the screen rather than the theatre route.



The Audio Description Project

An Initiative of the American Council of the Blind

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Home	About/Contact	Audio Description	Training/Education	AD Services	International
Museums & Tours	Performing Arts	Television	Movies	DVDs	Streaming
Described on Netflix	Described on iTunes	Described on TV	Described at Cinemas	Described on DVD	ADP Conference

Welcome to the Audio Description Project!

Here you will learn everything about **Audio Description**, from what is it, to samples, to who does it, to how and where it is available in various media. You can also join our online discussion, follow us on Facebook or Twitter, and **be notified of updates to this page** by typing your email address in the box to the right and pressing the Submit button. Press CTRL + D to bookmark this page.

Featured Articles

We've Gone Mobile!

The ADP Website has now been adapted to present better on your smartphone: minimal heading, separate navigation, and larger print filling existing screen space. Any webmaster interested in knowing how this was done may visit the ADP webmaster's [Making a Website Mobile-Friendly](#) page. (Posted Mar 7)

Describe Visual Elements to Enhance eLearning Usability

That's the title of an article in [Learning Solutions](#) magazine. With input from ADP Director Joel Snyder, it discusses the intersection of Universal Design and Audio Description. Worth a read! (Posted Mar 7)

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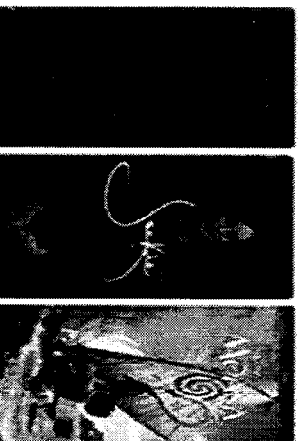
(powered by [ChangeDetection](#))

SEARCH within the ADP website

Audio Description News

New Audio Described DVDs and Blu-ray Discs

There were three new audio described DVDs released on March 7 and three on February 28: [Incarnate](#), [Jackie](#), [Moana](#), [Allied](#), [Doctor Strange](#), and [Rules Don't Apply](#).



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www.amazon.com - www.thevisualmadeverbal.net

<https://mall.acb.org/mini-mall-shops/pages-and-tracks>

American Council of the Blind's Audio Description Project (ADP)

- Twelfth ADP Institute/Training - July 2017 – Reno, Nevada

- Fifth Audio Description Project Conference - July 2018 – St. Louis, Missouri