

ARSAD 2019 PROGRAMME

(updated 03.03.19)



<http://jornades.uab.cat/arsad/>

Day 1: TUESDAY 19th MARCH 2019

08:45 – 09:15	Registration
09:15 – 09:25	Welcome address by Anna Matamala (TransMedia Catalonia, UAB)
09:25 – 10:15	KEYNOTE LECTURE by Ivor Ambrose (European Network for Accessible Tourism). <i>Information and Communication in the Service of Accessible Tourism for All</i> . Chair: Pilar Orero (UAB)

Coffee break (10:15-10:45)

10:45 – 11:45	PANEL 1. NEW CONCEPTS AND METHODOLOGIES Chair: Iwona Mazur (Adam Mickiewicz University in Poznan, Poland) <ul style="list-style-type: none">- Christian Simon (University of Vienna, Austria). <i>How do images convey meaning and how does this affect AD-research?</i> (15')- Klaudia Muca (Jagiellonian University in Krakow, Poland). <i>Poetics of audio description: towards inclusive cultural linguistics</i> (15')- Kari Seeley (The University of Adelaide, Australia). <i>Positioning audio description in media theory: An Australian context</i> (10') Discussion: 20 minutes.
11:45 – 13:15	PANEL 2. ANALYSING AUDIO DESCRIPTIONS Chair: Elisa Perego (University of Trieste, Italy) <ul style="list-style-type: none">- Sabine Braun & Kim Starr (University of Surrey, UK). <i>Mind the Gap: An investigation of omissions in audio description</i> (15')- Anna Jankowska (Jagiellonian University in Krakow, Poland/ Universitat Autònoma de Barcelona). <i>A look into the describer's head- results of the ADDit! Project</i> (15')- Montse Corrius & Eva Espasa (University of Vic- Central University of Catalonia). <i>The audio description of blindness in films: visual pleasures or "blind nightmares"?</i> (15')- Elena Buelga (University of Vic). <i>Multilingualism and audio description: an analysis of the Elvish translation in the audio description of the trilogy Lord of the Rings</i> (15') Discussion: 30 minutes

Lunch break (13:15-14:15) Although lunch is not included, sandwiches will be offered to participants

**14:15 –
15:30**

PANEL 3. TRAINING

Chair: Anna Jankowska (Jagiellonian University in Krakow, Poland/ Universitat Autònoma de Barcelona)

- **Louise Fryer** (UCL/Utopian Voices, Ltd, UK). *A catalogue of errors: Lessons for students from professional audio description of live performances* (15')
- **Elisa Perego** (University of Trieste, Italy). *Who's the AD professional? A sociological perspective* (15')
- **Alexey Kozulyaev & Ivan Borchevsky** (RuFilms School of Audiovisual Translation, Russia). *Accessibility marketing – basic principles* (15')
- **Xiaochun Zhang** (University of Bristol, UK). *Applying gamified situated-learning approaches in audio description training* (10')

Discussion: 30 minutes

Coffee break (15:30 – 16:00)

**16:00-
17:30**

PANEL 4. RECEPTION RESEARCH: INVOLVING END USERS

Chair: Sonali Rai (RNIB, UK)

- **Dawning Leung** (Audio Description Association (Hong Kong)). *Audio description in Hong Kong: end user's needs and preferences* (10')
- **Irene Tor & Sara Rovira** (Universitat Autònoma de Barcelona). *Listening to Chinese blind and partially-sighted users: A questionnaire-based study* (10')
- **Ismi Karantzi** (Ionian University, Greece). *Linguistic aspects in audio description in Greece: A reception study* (10')
- **Evangelia Liakou** (Ionian University, Greece). *Creativity in AD: Artistic expression or subjective intervention?* (10')
- **Anna Jankowska** (UAB/Jagiellonian University in Krakow, Poland), **Michal Kuniecki, Joanna Pilarczyk, Kinga Woloszyn-Hohol** (Jagiellonian University in Krakow). *To interpret or not to interpret: Audience reception of different voicing styles* (10')
- **Jana Holsanova** (Lund University, Sweden). *How the blind audience receive and experience audio descriptions of visual events – a project presentation* (10')

Discussion: 30 minutes.

Conference Dinner (20:00) – Mamá Café Restaurant

CONFERENCE PROGRAMME- Day 2: 20 March 2019

09:00-
10:15

PANEL 5. INNOVATION AND TECHNOLOGY

Chair: Nina Reviere (University of Antwerp).

- **Eveline Farwerda** (Vereniging Bartimeus Sonneheerdt, Netherlands). *Scribit-crowdsourced TTS audio description for Youtube online video* (15')
- **Anita Fidyka** (Universitat Autònoma de Barcelona). *Audio description in 360° videos: Results from preliminary tests* (15')
- **Xi Wang** (Queen's University Belfast, UK). *Investigating new technologies to improve accessibility and visitor experience* (10')
- **Pilar Orero** (Universitat Autònoma de Barcelona) & **Rocío Bernabé** (SDI, Germany). *Easier audio description: An easy listening and easy understanding access service* (10')

Discussion: 25 minutes

10:15-
11:15

PANEL 6. AUDIO DESCRIBING LIVE EVENTS

Chair: Mereijn van der Heijden (Soundfocus, Netherlands)

- **Ivan Borchevsky** (RuFilms School of Audiovisual Translation, Russia). *Describe the moon to me: Describing science for the blind and visually impaired* (15')
- **Kamila Albin & Wojciech Figiel** (University of Warsaw, Poland). *How to make avant-garde theatre accessible? The case of Tadeusz Kantor's 'Theatre of Death' plays* (10')
- **Joel Snyder** (Audio Description Associates, American Council of the Blind's Audio Description Project, USA) & **Esther Geiger** (LIMS Maryland Modular Certification Program, WACMA, USA). *Audio description: Listening to Movement* (10')

Discussion: 25 minutes

Coffee break (11:15-11:45)

11:45-
12:45

PANEL 7. AD PRACTICES

Chair: Louise Fryer (Utopian Voices, UK)

- **Lucinéa Marcelino Villela** (Sao Paulo State University, Brazil). *Audio description of music video Flutua: a mix of gender fluid, transgender and transrespect* (10')
- **Rebecca Singh** (Live Describe, Canada). *Canadian tales of describing race, class, and gender: Exploring implicit bias, and beyond!* (10')
- **Sarah McDonagh** (Queen's University Belfast, UK). *(Audio)-Describing the Maze/Long Kesh* (10')

Discussion: 30 minutes.

12:45-
13:30

CLOSING PANEL with **Pilar Orero** (UAB), **Sonali Rai** (RNIB), **Matt Kaplowitz** (Bridge Multimedia/US Dpt. of Education), **Federico Spoletti** (SUBTi, FRED), **Joel Snyder** (Audio Description Associates). **Chair:** Gion Linder (Swiss TXT).

Conference organisers: TransMedia Catalonia.



This conference is part of TransMedia Catalonia research activities (2017SGR113).



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