

*Audio Description Associates, LLC and the
Audio Description Project of the American Council of the Blind
present*

**ARE YOU A “CAD”?
BECOMING A *CERTIFIED* AUDIO DESCRIBER**

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**Advanced Research Seminar on Audio Description
Barcelona, Spain**

**Professional Skills and Certification session – 11:00-12:30
April 21, 2023**

American Audio



Description Symbol

What is a CAD?

- a man who behaves dishonorably, especially toward a woman, *i.e.*, "*her adulterous cad of a husband*"
- a bus conductor

It's an acronym too:

- Computer-aided design
- Coronary artery disease

Certified

Audio

Describer *

- *Description Specialist*

or

C – AU – DES = “CAUDES”





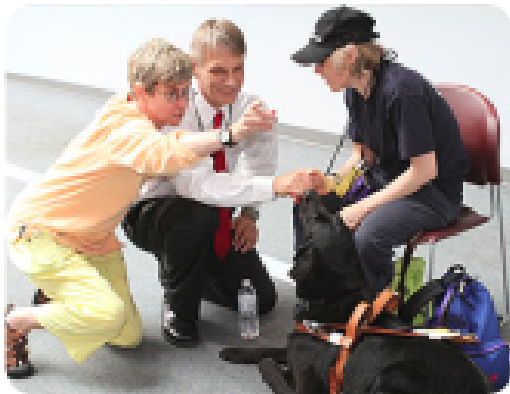
ACB Statement re. Audio Describer Certification

“In order to ensure that high level of audio description excellence in a range of formats or venues (media, performing arts, museums, etc.), the American Council of the Blind (ACB) is collaborating with the Academy for Certification of Vision Rehabilitation & Education Professionals (ACVREP) to develop a certification process for audio describers.”

Academy for Certification of Vision Rehabilitation & Education Professionals

ADVANCING PROFESSIONAL COMPETENCY SO ALL PEOPLE WITH VISUAL IMPAIRMENT RECEIVE SERVICES FROM HIGHLY QUALIFIED PROFESSIONALS

ACVREP CERTIFICATIONS



ACVREP's certification programs are designed to offer professionals the means to demonstrate critical knowledge and skills that promote the provision of quality services and ethical practice.

Academy certified professionals possess a level of quality and care that is unmatched in the field. ACVREP's commitment to quality builds confidence and trust in both employers and individuals seeking and receiving vision rehabilitation and education services.

ACVREP strongly recommends that all potential candidates for ACVREP certification read the applicable certification handbook, which include certification-related documents and forms.

[Certified Low Vision Therapist \(CLVT\)](#)

[Certified Orientation and Mobility Specialist \(COMS\)](#)

[Certified Vision Rehabilitation Therapist \(CVRT\)](#)

[Certified Assistive Technology Instructional Specialist for People with Visual Impairments \(CATIS\)](#)

Academy for Certification of Vision Rehabilitation and Education Professional (ACVREP)

- Standardized way of demonstrating knowledge and competency
- Promote quality and ethics
- Example of certification: Vision Rehabilitation therapist
- Intended to establish trust of employers and individuals about competency levels
- Certification can be required by employers
- Website: <https://www.acvrep.org/>

Creating certification

1. Establish subject matter experts committee
2. Create core domains for Body of Knowledge and Scope of Practice
3. Create Code of Ethics
4. ACVREP Board of Directors approval
5. Submit for public review and comment
6. Generate test question bank
7. Create handbook and study guide - references materials
8. Timeline = about 4 years

Certification in AD is:

- formal recognition
- individual has demonstrated proficiency within, and comprehension of, best practices.
- measurement of skills and knowledge
- assurance that an individual can meet demands of employers and consumers

FOR CONSIDERATION

Can a person who does not possess enough visual ability to see details on a screen actually perform the work of a professional audio describer, an individual who crafts audio description language?

The final answer to this question ultimately depends on the precise definition of an “Audio Describer”.

In 1981, Audio Description, as a formal service, was first created and implemented first by a blind woman, Dr. Margaret Pfanstiehl, and a small group of individuals at The Metropolitan Washington Ear, a radio reading service in Washington, DC. I was fortunate to be a part of that group. Most training programs are based on the core skills developed by The Ear and refined by others throughout the 1980s and 1990s. A key skill is the power of observation. Relatively few prospective describers possess the innate observation skill sufficient to notice and discern the key visual elements in a visual image of a scene. To do so requires the ability to observe detail or identify/assess the critical elements of what they see.

Rick Boggs, a blind man, Founder of Audio Eyes: “Over many years I have hired blind people as voiceover artists, quality control specialists, audio engineers, and operations managers. I employ professionals who are blind, and they do write description as description quality control specialist position; but I cannot employ a blind person as the sole creator of an audio description script because ne/she cannot literally see what needs to be described, perceive the detail necessary to do the work.”

But is the ability to literally see an image an inherent part of crafting descriptive language? Everyone acknowledges that a person who is congenitally blind with no light perception can be an exceptional writer.

Can a blind writer craft description based on an accommodation, e.g., a sighted person or a computer program providing an accounting of the visual images to be described?

Certified Audio Description Specialist - CAUDES

A CAUDES is an ACVREP certified professional who crafts Audio Description language and/or provides quality control for, or editing of, Audio Description. A CAUDES is trained and skilled at creating vivid descriptions of key visual elements for people who are blind or have low vision, as well as others who benefit from this service.

A CAUDES can be blind, sighted, or have low vision.

A CAUDES is not someone who solely voices Audio Description or engineers/mixes Audio Description soundtracks.

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www.amazon.com

22nd ADP AD Institute: August 14-18, 2023 - VIRTUAL

Visit <https://adp.acb.org> for updates