

# ARSAD 2025 PROGRAMME

(updated 13-03-2025)

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



## PRE-CONFERENCE WORKSHOP: 19 MARCH 2025

<b>08:30-11:30</b>	Registration
<b>09:00-11:00</b>	<b>ENACT pre-conference workshop</b> on media accessibility: state of the art and future challenges ( <i>free registration for ARSAD participants</i> ) <ul style="list-style-type: none"><li>- Welcome and overview of ENACT (<b>Veronika Rot</b>, RTV Slovenja, ENACT project coordinator)</li><li>- Audio description and audio subtitling (<b>Elisa Perego</b>, University of Pavia)</li><li>- Subtitling (<b>Carlo Eugeni</b>, University of Leeds)</li><li>- Sign language interpreting (<b>Marta Bosch</b>, Direcció General de Política Lingüística, Generalitat de Catalunya)</li><li>- Easy-to-understand language (<b>Anna Matamala</b>, Universitat Autònoma de Barcelona)</li><li>- Accessibility technologies in public media (radio &amp; television) (<b>Andrej Tomažin</b>, RTV Slovenija)</li><li>- Web and digital accessibility (<b>Carlos Duarte</b>, Universidade de Lisboa)</li><li>- Artificial Intelligence and accessibility (<b>Sabine Braun</b>, Surrey University)</li><li>- Accessibility in virtual reality and virtual worlds (<b>Pilar Orero</b>, UAB)</li><li>- User perspective (<b>Daniel Casas</b>, European Disability Forum)</li></ul>

**Coffee break (11:00-11:30)**

## CONFERENCE- DAY 1: 19 MARCH 2025

<b>11:30-11:45</b>	Welcome address by <b>Anna Matamala</b> (TransMedia Catalonia, UAB) including short TMC, WEL and AccessCat presentation.
<b>11:45-12:30</b>	<b>KEYNOTE LECTURE</b> by <b>Sabine Braun</b> (Surrey University). Bridging the Accessibility Gap? The role of AI in the future of audio description generation.  Chair: Anna Matamala (UAB). 30' minute presentation plus 15' discussion.
<b>12:30-13:30</b>	<b>PANEL 1. TECHNOLOGY: INDUSTRY PERSPECTIVES</b>  Chair: Mereijn van der Heijden (Earcatch) <ul style="list-style-type: none"><li>- <b>Joel Snyder</b> (Audio Description Associates). <i>AI and AD: For Good or Ill?</i> (15')</li><li>- <b>Matthew Kaplowitz</b>, Wendy Sapp (Bridge Multimedia). <i>Additive Prompting: A Tool for Ai Assisted Audio Description</i> (15')</li><li>- <b>Eveline Ferwerda</b> (Scribit.Pro). <i>Using AI for Audio Description generation</i> (10')</li></ul> Discussion: 20 minutes

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**Lunch break (13:30-14:30)** Although lunch is not included, sandwiches will be offered to participants

**14:30-16:15**

**PANEL 2. TECHNOLOGY: RESEARCH PERSPECTIVES**

Chair: Estel·la Oncins (UAB)

- **Brett Oppegaard** (University of Hawaii at Manoa). *A Strange New World. Behind the Scenes of Designing Novel Gen-AI Approaches to Audio Description* (15')
- **Marina Ramos**, Purificación Meseguer (Universidad de Murcia). *Emotions offstage: diversity and violence described by AI?* (15')
- **Nicole Lüthi**, Alexa Lintner, Lukas Fischer, Martin Kappus, Sarah Ebling (Zurich University of Applied Sciences). *An exploratory analysis of LLM-based machine-translated audio description scripts in the French-German language pair* (15')
- **Blanca Serrano Alcaraz**, Ana María Rojo López, Marina Ramos, Konrad Rudnicki (Universidad de Murcia). *Exploring the Impact AI Voices in Erotic Film Audio Description: A Gender-Based Study* (15')
- **Xiaochun Zhang**, Ben Ackland, Thomas Keane (University College London). *AIAD Project: Making Video Games Accessible for the Visually Impaired with Dynamic AI Audio Description* (15')

Discussion: 30 minutes

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**Coffee break (16:15-16:45)**

**16:45-17:45**

**MOSAIC project workshop.** AI meets Audio Description. Exploring opportunities and risks.

Organiser: Pilar Orero (UAB).

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**Social event for panel speakers organised by Bridge Multimedia.**

**Event by invitation only, details to follow to panel speakers (19:00)**

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## CONFERENCE- DAY 2: 20 MARCH 2025

<b>08:45– 09:00</b>	Registration
<b>09:00– 10:45</b>	<p><b>PANEL 3. AD PROCESSES: looking into the future</b></p> <p>Chair: Marina Ramos (Universidad de Murcia)</p> <ul style="list-style-type: none"><li>- <b>Olga Davis</b>, Dimitris Asimakoulas, Sabine Braun (Surrey University). <i>Modular Audio Description: A Novel Approach to AD Creation and Delivery</i> (15')</li><li>- <b>Mariana J. López</b>, Gavin Kearney (University of York). <i>Enhanced Audio Description (EAD): Making Documentaries Accessible Through Sound Design</i> (15')</li><li>- <b>Marie Campbell</b> (Red Bee Media). <i>Storytelling: AD in the Past, Present and Future</i> (15')</li><li>- <b>Tamara Domínguez Ebitsch</b> (Johannes Gutenberg University Mainz). <i>Audio Description Quality Standards, 20 years on: Insights from expert interviews with German-speaking B/VIP users</i> (15')</li><li>- <b>Elena SV Flys</b>, Antonio Villalba (TAI University Center for the Arts). <i>Live Audio Description During a Film Shooting</i> (15')</li></ul> <p>Discussion: 30 minutes</p>
<b>10:45– 11:15</b>	<p><b>AD PITCHES I</b> (5 minutes each)</p> <p>Chair: Anna Matamala (UAB)</p> <ul style="list-style-type: none"><li>- <b>Sarah Barron</b>, Janice Rieger (Griffith University). <i>Co-designing artwork audio description in Australia.</i></li><li>- <b>Ana-Julia Perrotti-Garcia</b> (Pontifical Catholic University of Minas Gerais). <i>Audio description of one of the world's largest street parades: translating Brazilian Carnaval into words.</i></li><li>- <b>Vanessa Gumier</b> (Universitat Jaume I). <i>The voice of the Valencian ninots: A reflection on neutrality.</i></li><li>- <b>José-Luis Castillo-Flores</b> (Universidad de las Palmas de Gran Canaria). <i>Testing Clipchamp as an Automated Text-to-Speech Recognition Software for Audio Description Research.</i></li><li>- <b>Zi Ye</b> (University of Bristol). <i>Exploring the audio description of humour: A multimodal corpus study in the Chinese context.</i></li></ul>
<b>Coffee break (11:15-11:45)</b>	
<b>11:45– 13:15</b>	<p><b>PANEL 4. AUDIO DESCRIPTION RESEARCH</b></p> <p>Chair: Iwona Mazur (Adam Mickiewicz University)</p> <ul style="list-style-type: none"><li>- <b>Roger Johansson</b>, Maja Rudling, Johan Martesson, Jana Holsanova (Lund University). <i>Mind the Boundaries: Neurocognitive and AI-Driven Insights into Event Perception in Audio-Described Films</i> (15')</li><li>- <b>Jessica Beale</b> (University of Westminster). <i>Findings from a linguistic experiment suggest that multisensory language in audio description helps listeners to generate more vivid mental imagery</i> (15')</li></ul>

- **Harun Dalli**, Anna Jankowska, Iris Schrijver (University of Antwerp). *Audio Description Expertise and Quality: Unraveling A Conceptual Yardstick* (15')
- **Inma Pedregosa** (University of Westminster). *Audio Descriptive Commentary in Football* (15')
- **Alejandro Romero** (Universitat Jaume I). *The Heartbeat of Creativity in Audio Description: A Pilot Heart Rate Study on Multimodal Objectivity and Subjectivity* (10')

Discussion: 30 minutes.

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

**14:15–  
16:00**

**PANEL 5. AN ACCESSIBILITY TRIP AROUND THE GLOBE**

Chair: Marta Brescia (UAB)

- **Blanca Arias-Badia** (Universitat Pompeu Fabra), Katixa Agirre-Miguel (University of the Basque Country), Antía María López-Gómez (University of Santiago de Compostela), Naiara Larrakoetxea-Salgado (Basque Federation of Associations of Deaf People and Spanish Confederation of Deaf People), Marijo Deogracias-Horrillo (University of the Basque Country), Josu Amezaga-Albizu (University of the Basque Country). *Audio description on streaming platforms: A snapshot of the present language offer* (10')
- **Marta Żaczekiewicz**, Anna Jankowska (University of Anwerp). *Assessing the Accessibility of Multimedia Content in Polish and EU public Institutions* (10')
- **Marzieh Izadi** (University of Anwerp). *A study on the availability and reception of audio description in Iran* (15')
- **Dongxue Han** (Shanghai Yier Information Co.), Yuchen Liu (Shanghai International Studies University). *The Commercialization of Audio Description in China: Present and Future Prospects through the Case Study of the Yier Company* (15')
- **Suely Maciel**, Guilherme Ferreira de Oliveira, Guilherme Mori Magalhaes (São Paulo State University). *Audio Description of Spaces and Landscapes for the "SIGA – Accessible Guide of the City" App* (15')
- **Federico Spoletti** (SUB-TI), Annalisa Sandrelli (Università degli Studi Internazionali di Roma, SUB-TI). *INCinema: An Accessible Film Festival* (15')

Discussion: 25 minutes.

**16:00–  
18:30**

**Screening of the film "Radiance/Hikari", by Naomi Kawase, with audio description.** Social event organized by SUB-TI. All ARSAD attendees are invited and registration is not needed (same room as the conference).

**Informal cocktail at the venue cloister (18:30–19:30)**

## CONFERENCE- DAY 3: 21 MARCH 2025

<b>08:45– 09:00</b>	Registration
<b>09:00– 10:30</b>	<p><b>PANEL 6. BUILDING FILMIC EXPERIENCES</b></p> <p>Chair: Sarah McDonagh (Universitat Autònoma de Barcelona)</p> <ul style="list-style-type: none"><li>- <b>María José García-Vizcaíno</b> (Montclair State University). <i>Crowdsourcing in Audio Description: The Blue Description Project</i> (15')</li><li>- <b>Iwona Mazur</b>, Julia Kaźmierczak (Adam Mickiewicz University). <i>Experimental Audio description as a Means of Enhancing the Cinematic Experience of Sighted Viewers</i> (15')</li><li>- <b>Gert Vercauteren</b> (University of Antwerp). <i>No Sound but the AD... How does Audio Description Alter Filmic Narratives? The Case of the Flemish TV Series Nachtwacht</i> (15')</li><li>- <b>Marcella Wiffler</b> (University of Campinas). <i>Creativity in audio description of the horror genre: a reception research</i> (15')</li></ul> <p>Discussion: 30 minutes</p>
<b>10:30– 11:00</b>	<p><b>AD PITCHES II</b> (5 minutes each)</p> <p>Chair: Anna Matamala (UAB)</p> <ul style="list-style-type: none"><li>- <b>Catarina Xavier</b> (Universidade de Lisboa), Cláudia Martins (Instituto Politécnico de Bragança). <i>Professional vs Trainee Translators and Audio Description: An Exploratory Study on Taboo Images Audio Described into Portuguese.</i></li><li>- <b>Theodora Psoma</b> (Aristotle Univeristy of Thessaloniki), Theodora Sazo (University of Macedonia), Christina Fragkou (University of Macedonia), Kleoniki Nerantzoglou (University of Macedonia). <i>What (more) can we do with words: An interdisciplinary workshop on creating Museum Audio Descriptions with the use of Generative AI.</i></li><li>- <b>Jackie Xiu Yan, Su Lin</b> (City University of Hong Kong). <i>Audio Description in the Era of AI: Challenges and Future Development</i></li><li>- <b>Gilherme Mori Magalhães</b>, Suely Maciel (São Paulo State University). <i>Characters, Scenarios and Objects Audio Description in Games: a study with Mortal Kombat 1</i></li></ul>
<b>Coffee break (11:00-11:30)</b>	
<b>11:30– 12:35</b>	<p><b>PANEL 7. MUSEUM AND ART AUDIO DESCRIPTION</b></p> <p>Chair: Blanca Arias (Universitat Pompeu Fabra)</p> <ul style="list-style-type: none"><li>- <b>Martina Maggi</b> (University of Turin, University of Genoa). <i>Accessibility for All in Museums: Applying Technology to Audio Description</i> (15')</li><li>- <b>María Isabel Rivas Ginel</b> (Dublin City University), Martin Kappus (Zurich University of Applied Sciences), Alexa Lintner (Zurich University of Applied Sciences), Joss Morkens (Dublin City University), Will Noonan (Université de Bourgogne), Lucía Pintado-Gutiérrez (Dublin City University). <i>A multilingual exploratory study of generative AI usage for museum audio description</i> (15')</li><li>- <b>Weronika Magdalena Kostyra</b> (University of Warsaw). <i>Large Language Models as a Potential Source for Automatic Audio Description of Art in Polish. The Case of the Be My AI Tool powered by GPT-4 and GPT-4o</i> (15')</li></ul> <p>Discussion: 20 minutes.</p>

<p><b>12:35– 13:15</b></p>	<p><b>PANEL 8. DANCE AD</b></p> <p>Chair: Karen Seeley (The University of Adelaide)</p> <ul style="list-style-type: none"> <li>- <b>María Luján</b>, Marina Ramos Caro, Ana María Rojo López (Universidad de Murcia). <i>Hearing Dance: Poetic or Neutral AD?</i> (15')</li> <li>- <b>Arianna Carloni</b>, Sabine Braun, Dimitris Asimakoulas (University of Surrey). <i>Watching and Listening to Dance</i> (15')</li> </ul> <p>Discussion: 10 minutes.</p>
<p><b>13:15– 13:45</b></p>	<p><b>PANEL 9. DESCRIBING DIVERSITY</b></p> <p>Chair: Marie Campbell (Red Bee Media)</p> <ul style="list-style-type: none"> <li>- <b>Bernd Benecke</b> (BR Munich). <i>What can I say? Describing physical aspects of people in times of inclusion and diversity</i> (10')</li> <li>- <b>Amanda Hiu Tung Chow</b>, Jackie Xiu Yan (City University of Hong Kong). <i>Avoiding Sexism, Racism, and Ableism in the Cantonese Audio Description of Still Human (淪落人)</i> (10')</li> </ul> <p>Discussion: 10 minutes.</p>
<p><b>Lunch break (13:45-14:45)</b> Although lunch is not included, sandwiches will be offered to participants</p>	
<p><b>14:45– 16:00</b></p>	<p><b>PANEL 10. TRAINING AND CERTIFICATION</b></p> <p>Chair: Brett Oppegaard (University of Hawai'i at Manoa)</p> <ul style="list-style-type: none"> <li>- <b>Karen Seeley</b> (The University of Adelaide). <i>AD in Australia: describer accreditation</i> (10')</li> <li>- <b>Floriane Bardini</b>, Eva Espasa (Universitat de Vic). <i>Audio description: a transversal training tool for minoritized language education</i> (15')</li> <li>- <b>Caroline Martin</b>, Santiago Hidalgo (Montreal University). <i>Film students and audio description: results of a francophone inclusive media training pilot project in Québec, Canada</i> (15')</li> <li>- <b>Anna Jankowska</b>, Nina Reviere, Gert Vercauteren (University of Antwerp). <i>'Accessibility is Like Air - Everyone Needs it to Stay Alive' - The Impact of Accessibility Training on Awareness Levels</i> (10')</li> </ul> <p>Discussion: 25 minutes.</p>
<p><b>16:00– 16:45</b></p>	<p><b>PANEL 11. COGNITIVE ACCESSIBILITY AND AD</b></p> <p>Chair: Gert Vercauteren (University of Antwerp)</p> <ul style="list-style-type: none"> <li>- <b>Francesca Carpenedo</b>, Federico Spoletti (SUB-TI). <i>Accessible Screenings for the Elderly: Enhancing Cognitive Stimulation and Social Well-being through the FAIR Project</i> (15')</li> <li>- <b>Maria Andreea Deleanu</b>, Constantin Orasan, Sabine Braun (University of Surrey). <i>Repurposing Audio Description, Audio Narrative and integrated subtitles: trialling 'Accessible Cues' with cognitively diverse audiences in the UK</i> (15')</li> </ul> <p>Discussion: 15 minutes.</p>
<p><b>16:45– 17:00</b></p>	<p><b>FINAL REMARKS</b></p>

This conference is part of TransMedia Catalonia research group activities (2021SGR00077), and more specifically of the WEL project (PID2022-137058NB-I00).

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