AD)))EQUACY

AUDIO DESCRIPTION EXPERTISE & QUALITY

UNRAVELING A CONCEPTUAL YARDSTICK

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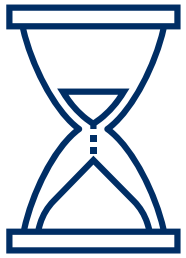
fwo

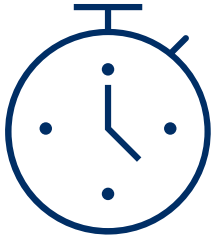
University of Antwerp
TRICS | Translation, Interpreting and Intercultural Studies

AD EQUACY
fundamental building blocks
of expertise and quality
in audio description

Expertise?



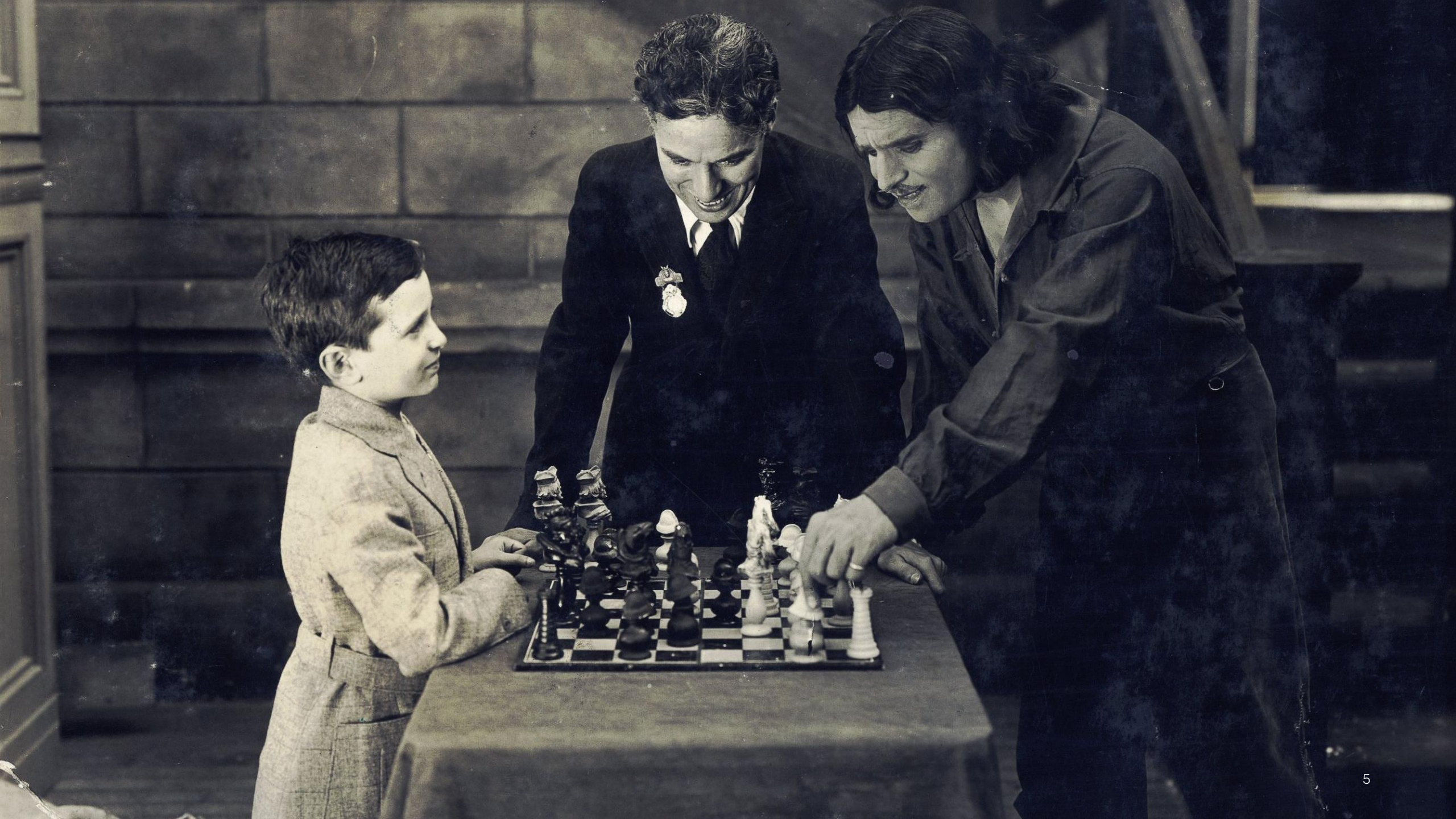
= years on the job?



= speed?

= creativity?

10,000 hours
to master a skill?



8-Year-Old Ashwath Beats Chess Grandmaster, Sets New World Record

Erdogmus Becomes World's Youngest Grandmaster At 12

experience

≠

expertise

expert = champion

AD expert = champions quality

But what defines quality in AD?

Questions

- What defines quality—and makes someone an expert—in AD?

Questions

- **What defines quality—and makes someone an expert—in AD?**
- **How does quality emerge in scripting?**
  - experience ≠ quality
  - What behaviors signal AD expertise?

Objectives

1. **Map perceptions of quality from within**
   - Build a dedicated quality framework

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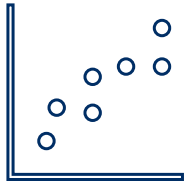
   - Build a dedicated quality framework
2. **Examine the process of scripting**
   - Identify behaviors that lead to quality
3. **Distinguish expertise from experience**
   - Create a process model of expertise

Mixed-methods

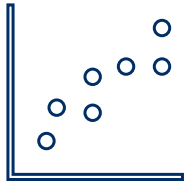


Quant.

Cognitive Translation Studies

eye-tracking + keylogging

Mixed-methods



Quant.

Cognitive Translation Studies

eye-tracking + keylogging

+

Qual.

Participatory Action Research

focus groups > Delphi surveys

WP1: Mapping the process

- **Little is known about the AD process (Braun, 2008)**
  - Holds true after 17 years

WP1: Mapping the process

- **Little is known about the AD process (Braun, 2008)**
  - Holds true after 17 years
- **Weigh in on AD scripting**
  - Impact of experience on effort distribution
    - temporal
    - production
    - cognitive

WP1: Scripting experiment

- **October-November 2024**
  - CenTraS at UCL in the UK
- **20 describers**
  - 10 juniors (<4 years); 10 seniors (>4 years)

WP1: Scripting experiment

- **October-November 2024**
  - CenTraS at UCL in the UK
- **20 describers**
  - 10 juniors (<4 years); 10 seniors (>4 years)
- **Create scripts for *What Happens While* (by TransMedia Catalonia)**
- **Monitored non-invasively**
  - eye-tracking + keylogging + screen capture + voice recording

Click to start
ThinkVision
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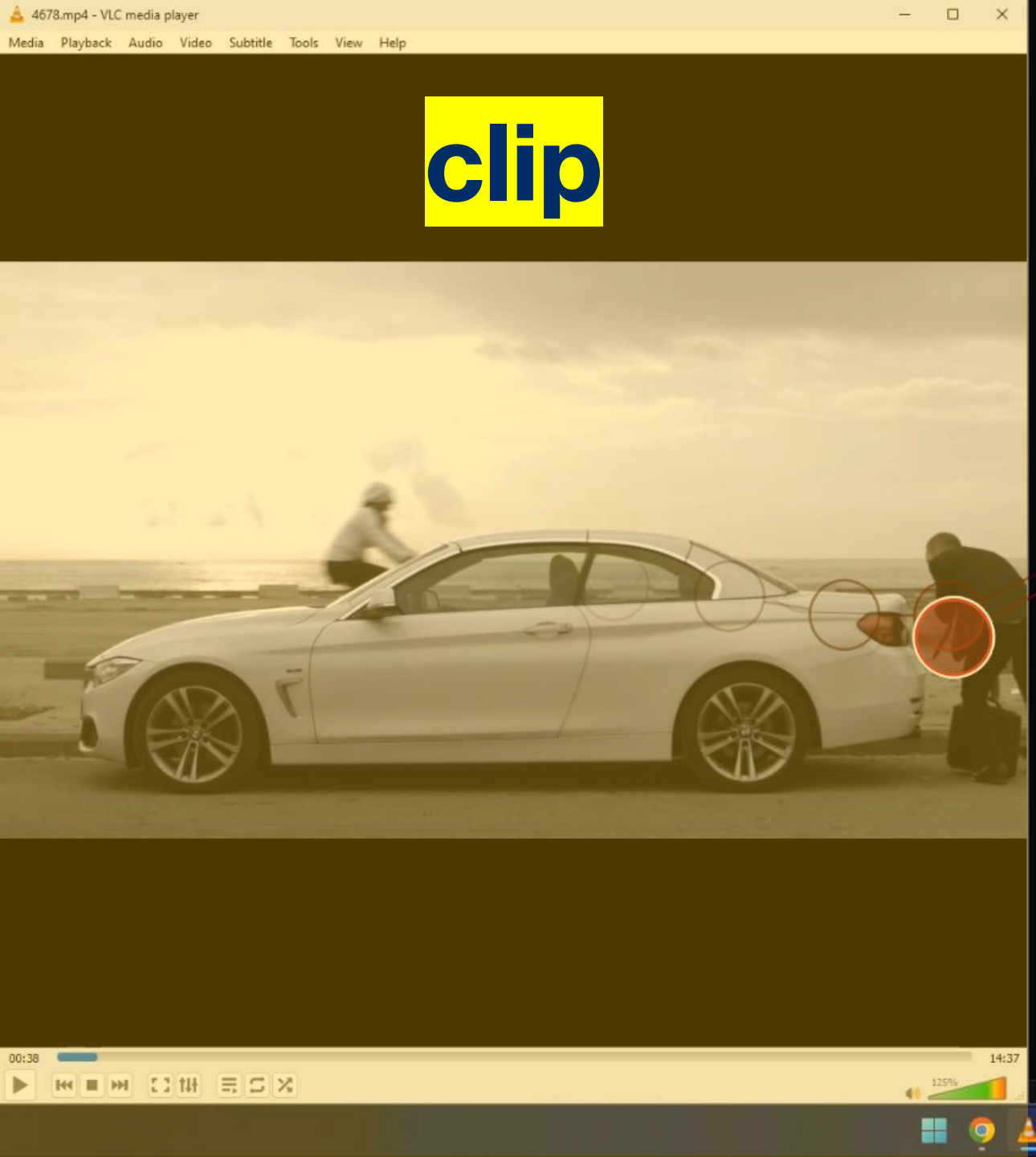
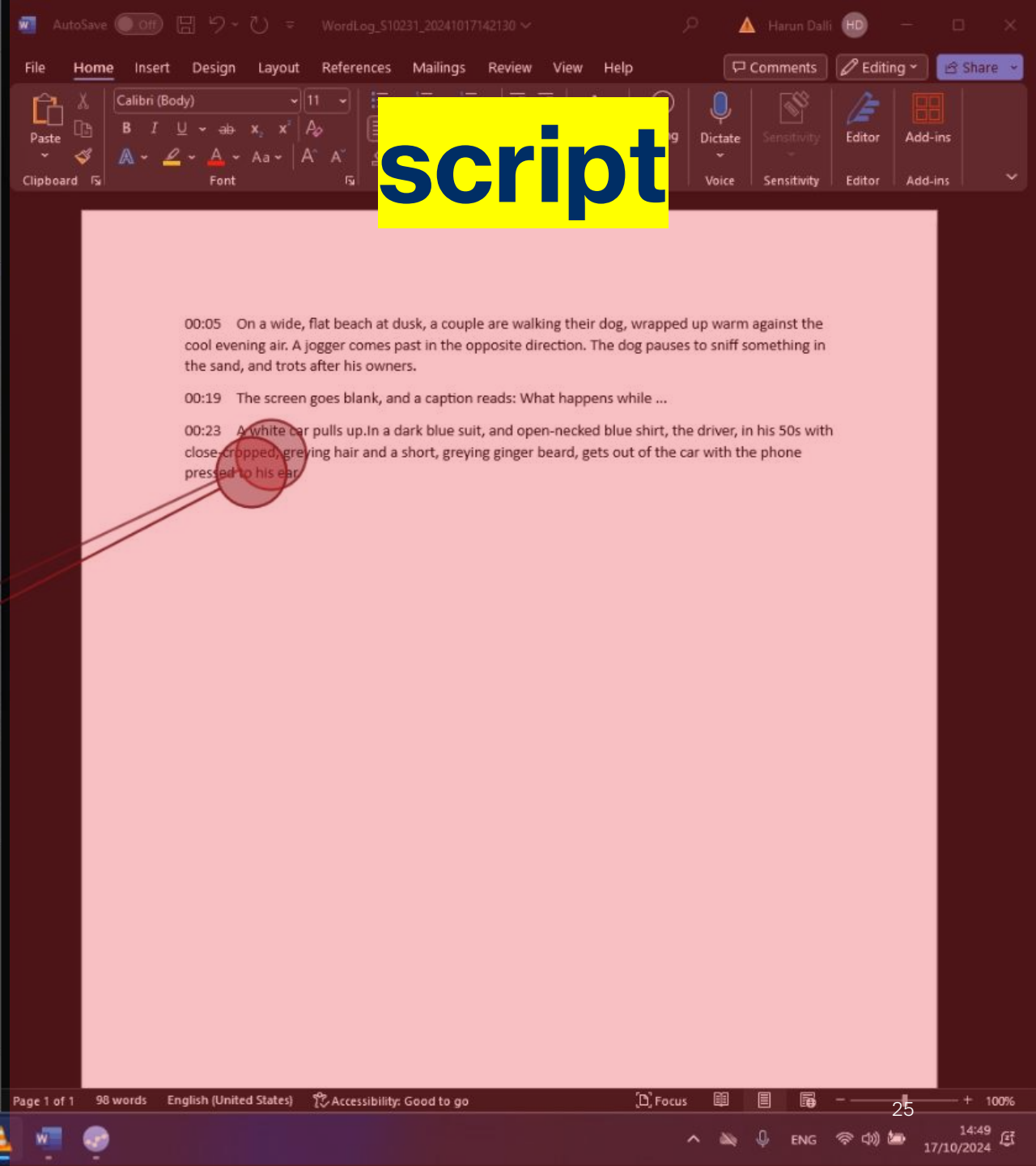
Please open the windows when you arrive and close them when you leave
UCL Keeping safe on campus

clip


4678.mp4 - VLC media player
Media Playback Audio Video Subtitle Tools View Help
00:38
14:37

script


File Home Insert Design Layout References Mailings Review View Help
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Paste Clipboard Font Dictate Voice Sensitivity Editor Add-ins
00:05 On a wide, flat beach at dusk, a couple are walking their dog, wrapped up warm against the cool evening air. A jogger comes past in the opposite direction. The dog pauses to sniff something in the sand, and trots after his owners.
00:19 The screen goes blank, and a caption reads: What happens while ...
00:23 A white car pulls up.In a dark blue suit, and open-necked blue shirt, the driver, in his 50s with close-cropped, greying hair and a short, greying ginger beard, gets out of the car with the phone pressed to his ear.
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web

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concede

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Summary Definitions Synonyms Pro

own
grant
confess

See examples for synonyms

Opposites

deny, protest, reject, dispute, contest, refute, disclaim

2. *(verb)* in the sense of **give up**

Definition

to give up or grant (something, such as a right)

The government has never conceded that territory to the rebels.

Synonyms

give up
yield
hand over
surrender
relinquish
cede

See examples for synonyms

Opposites

beat, defeat, conquer, make a stand, fight to the bitter end

crossroads
surroundings
independence

Next

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Updating our Usage

There are many diverse influences on the way that English is used

script

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00:05 On a wide, flat beach at dusk, a couple are walking their dog, wrapped up warm against the cool evening air. A jogger comes past in the opposite direction. The dog pauses to sniff something in the sand, and trots after his owners.

00:19 The screen goes blank, and a caption reads: What happens while ...

00:23 A white car pulls up on the seafront. A businessman in his 50s, medium build with close-cropped, greying hair and a short, greying ginger beard, gets out of the car with a phone pressed to his ear.

00:43 He takes a striped bag from the boot.

00:52 Ending the call with a look of frustration, he gazes out to sea. He takes a pair of aviator shades from his jacket pocket, and puts them on. The image freezes, and a caption reads: James - The Businessman. Now walking along the seafront, the striped bag over his shoulder, he makes another call.

01:32 Now wearing only a pair of dark swimming trunks, James lies back on a beach towel, and closes his eyes. He rubs his face, and lets his hands fall back, running his fingers through the sand.

01:54 With a look of irritation, he sits up.

02:10 Puzzled, he looks about him.

02:22 He searches for the source of the jangling sound.

02:43 Getting up, he walks along the sand as waves lap gentley against the beach. With a quizzical expression, he looks around for the where the noise is coming from. He looks up the beach. Turning, he walks towards the sea, looking across the bay at the city skyline across the water.

03:20 With an unsettled air, still looking about him, he returns to his beach towel and puts his clothes back on.

03:40 Now dressed, his shirt collar unbuttoned, he walks along a tree-lined street

03:47 He climbs a steep, rocky path up a cliff, past scrubby vegetation.

03:54 A man in his 60s, with mediterranean features, a short grizzled beard and a mop of unkempt, greying hair is sitting on a park bench, fiddling with the plastic lid of a take-away coffee cup. In a khaki singlet vest, with silver chains around his neck and one wrist, he gazes wistfully into the distance. He looks about, with an air of regret, and flips off the lid of his coffee up. Looking at his coffee with

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ENG 15:21 17/10/2024

web

shake head in denial - Google

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Google

shake head in denial

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Synonyms Meaning Psychology Reddit

A head shake is a gesture in which the head is turned left and right along the transverse plane repeatedly in quick succession. In many cultures, it is most commonly, but not universally, used to indicate disagreement, denial, or rejection.

Wikipedia
https://en.wikipedia.org › wiki › Head_shake

Head shake - Wikipedia

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https://en.wikipedia.org/wiki/Head_shake#:~:text=A head shake is a,disagreement%2C denial%2C or rejection.

script

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Harun Dalli HD

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A young woman with curly gir... nd biting a pencil.

06.57-07.00

White letters on screen: Jess, the student.

07.03-07.10

Jess rummages through a pile of papers on her table, searching for her mobile.

08.14-08.20

Slightly annoyed, she keeps looking around.

08.28-08.45

She stands up and dashes outside. Clad in a coat and scarf, Jess walks through the overgrown patch climbing up the hill. As she springs up the hill, she stops to gaze around intently.

08.50-09.00

Jess, Rick and James meet in the middle of a field surrounded by hills. They turn around trying to understand where they are. An invisible voice addresses them.

09.16-09.20

They turn around helplessly, trying to see who is talking to them.

11.39-11.41

Rick smirks. James and Jess look at each other.

11.51-11.52

They shake heads in denial.

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ENG 11:36 24/10/2024

WP2: Perceptions of quality

- **Systematic review on AD quality**
  - OPEN Expertise Centre

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  - Present trends

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  - OPEN Expertise Centre
- **Compile info related to AD quality**
  - Present trends
- **Focus groups w/ industry and blind people**
  - Feeding into Delphi surveys

WP3: Quality benchmark

- **ADEQUACY benchmark for AD quality**
  - Based on Delphi method

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- **ADEQUACY benchmark for AD quality**
  - Based on Delphi method
- **Reviewers + blind consultants evaluate experiment scripts**
  - Work in pairs

WP4: Revisiting experiment

- **Score scripts based on evaluations**
  - Quality replacing experience as dependent variable
- **Identify behaviors that lead to high-quality scripts**
  - Distinguish expertise from experience

Conclusion

- **Apply interdisciplinary approach to AD research**
  - To define AD expertise and quality

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- **Propose a framework for AD quality assessment**
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- **Propose a framework for AD quality assessment**
  - Synthesize literature with empirical findings
- **Inform best practices for training**
- **Bridge maker-user gap**

Mission
AD)))EQUACY
not a checkbox
but an adequate form
of accessibility

Are you a describer?

(ADEQUACY) Audio Description Expertise and Quality: Unraveling A Conceptual Yardstick’
is supported by the **Research Foundation – Flanders (FWO)** through
a PhD fellowship in Fundamental Research (Grant No. **119225N**).