

# MEDIA FOR ALL 9

## Pre-conference workshop abstracts

<https://jornades.uab.cat/media4all9/content/workshops>

### **Workshop 2 (available at 12.00 CET)**

#### **Towards a more accessible digital media content**, by Estel·la Oncins (UAB)

The impact of new digital platforms for the advancement and consumption of audiovisual content triggers and demands a new approach from audiovisual translation professionals in general, and from media accessibility professionals in particular. One trend is clear, most audiovisual content is moving towards an online environment. This fact opens up new challenges and opportunities in the audiovisual and accessibility media field.

Web Content Accessibility Guidelines (WCAG) apply to the information in a web page or application, including natural information such as text, images, and sounds – including media, and code or mark-up that defines structure, presentation, etc. WCAG is also used for non-web information and communication technologies (ICT), including documents.

This workshop is aimed at media professionals, researchers, instructors, students and others, to support them in addressing media accessibility and the broader context of the web and digital content. It will also provide an overview of web accessibility through the real stories of people with disabilities showing how they use assistive technologies. Then, international standards and how to integrate accessibility into organisations will be explained. The main goal is to outline key considerations for understanding and implementing web accessibility from a content provider perspective.

Through this hands-on workshop, digital media accessibility will be detailed according to W3C standards and resources. Participants will have an insight into how to plan, manage and implement accessibility in their new or on-going projects. By the end of this workshop, participants are expected to understand the benefits and social responsibility of web accessibility, as well as the broader benefits for everyone regardless of their disability.



**Estella Oncins** holds a Phd in Accessibility and Ambient Intelligence from the Universitat Autònoma de Barcelona. She has a large experience in providing accessibility for live events as a freelance translator, subtitler, surtitler and respeaker for Spanish television companies and conferences, and as an audio describer for Liceu Opera House. Her research areas are audiovisual translation, media and digital accessibility and creative industry.

She is currently involved in the Education and Outreach Working Group (EOWG) from W3C. She is a partner in KA2 LTA and IMPACT. She is also a partner in H2020 projects HELIOS and TRACTION.