

Tagung Barrierefrei Kommunikation – Hildesheim 18.10.18

Media accessibility: current research and new hybrid scenarios

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TRANS
MEDIA
CATALONIA

Aims

Map current media accessibility research with a focus on TransMedia Catalonia projects

TransMedia Catalonia

<http://grupsderecerca.uab.cat/transmedia/>

Research on audiovisual translation and media accessibility:

- from linguistic to sensorial accessibility,
- from descriptive to experimental approaches.

TransMedia Catalonia

- Projects: research and training.
- Conferences: ARSAD, Fun for All, etc.
- Knowledge transfer: standardisation, opera cooperation.
- Services: Eye-Tracking Lab.

Focus on three types of projects...

- H2020 project: Immersive Accessibility (ImAc).
- Spanish project: NEA (New Approaches to Accessibility).
- Erasmus + projects: ACT, ADLAB PRO and EASIT.

ImAc project

<http://www.imac-project.eu/>

Integrating access services in 360° videos.

Focus on:

- Access services creation (editors).
- Access services reception (end-user).

ImAc project: challenges

Can subtitles be immersive at all? (Agulló 2018)

Where to position the subtitles, and how?

How to guide the user to the speaker?

ImAc project: methodology

Step 1. Focus groups with users.

Step 2. User requirements and system development.

Step 3. User testing.

ImAc project: subtitling

Presentation modes: guiding to the speaker

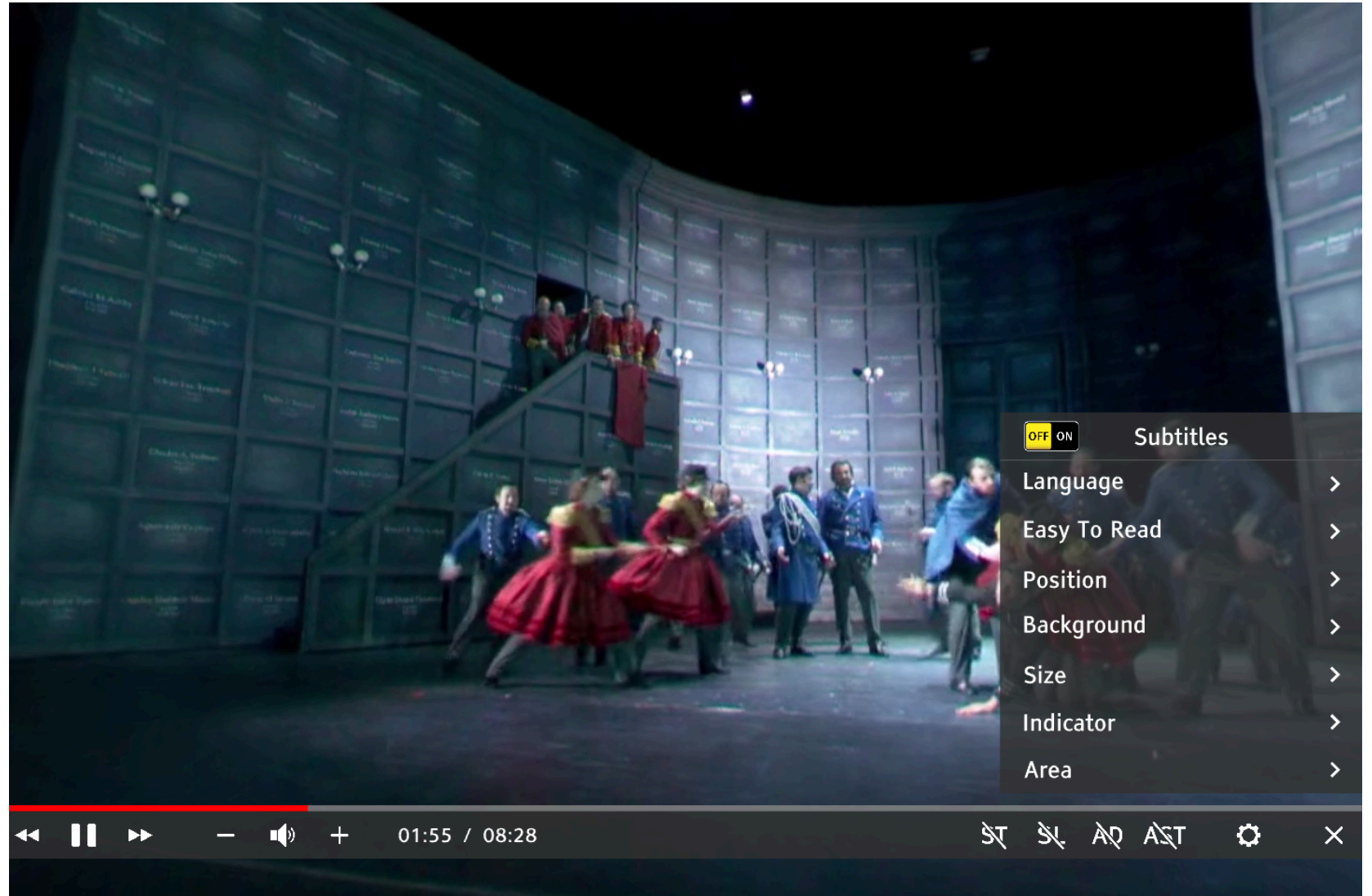


ImAc project: subtitling



ImAc project: subtitling

Player interface:
usability



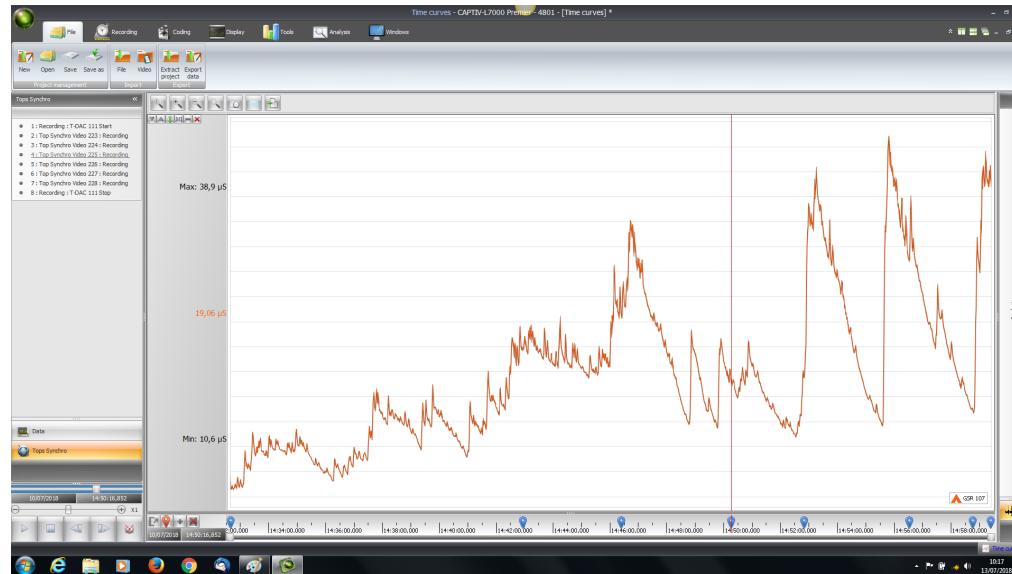
NEA project

<http://pagines.uab.cat/nea/>

Focus on voice and prosodic features in oral access modes
(audio description and audio subtitling)

New methodologies and tools: immersion tested through
EDA and HR.

NEA project: EDA & HR



NEA project

Research by Gonzalo Iturregui-Gallardo:

dubbing effect versus voice-over effect in audio subtitling.

What triggers emotions?

NEA project

Test by Gonzalo Iturregui-Gallardo (2018).

42 participants

3-minute clips previously validated for emotions

EDA results not significant

HR results significant (emotion and effect)

ACT project

<http://pagines.uab.cat/act/>

Define and train the accessibility expert for the scenic arts.

Finished in August 2018.

ACT project

- Defining current situation in Europe.
- Defining the profile of the accessibility expert for the scenic arts (skills card).
- Proposing a curriculum.
- MOOC.
- Certification strategies.

Enroll!

<https://www.coursera.org/learn/accessibility-scenic-arts>

ADLAB PRO project

<https://adlabpro.wordpress.com/>

Define and train the audio description expert.

ADLAB PRO project

- Map current situation in Europe: training and practice.
- Defining a new professional profile: competences.
- Designing a course.
- Creating open access materials, to be integrated in different learning situations.
- Assigning credits (ECTS, ECVETS).

EASIT project

Easy Access for Social Inclusion Training

<http://pagines.uab.cat/easit/> (under construction)

Define the profile of the expert on Easy-to-read, with a focus on audiovisual content, and generate training materials

EASIT project: partners

Universities: UAB, UNITS, UVIGO, SDI, SUH.

User associations: RISA, Dyslexiforbundet.

RTV Slovenja.

EASIT project

1. Easy-to-read practice and training.
2. Easy-to-read recommendations for audiovisual information.
3. Easy-to-read skills card.
4. Easy-to-read curriculum design.
5. Creation of open access materials.
6. Certification

Dissemination: MAP

Media Accessibility Platform

<http://mapaccess.org>

Please contribute!

Welcome to MAP (beta version)

Welcome to MAP, the Media Accessibility Platform, a unified atlas charting the worldwide landscape of research, policies, training and practices in this field. MAP aims to make media accessible to all, regardless of sensorial and linguistic barriers.

[Read more](#)

PROJECTS

Understanding Media Accessibility Quality

Project duration **2017-2019**

Leading Institution **Autonomous University of Barcelona**

Funding bodies **European Commission**

Modalities **Media Accessibility**

LATEST NEWS

02/10/2018 **Languages and the Media programme online**

23/04/2018 **MAP as media partner of 12th Languages and The Media conference**

23/04/2018 **12th Languages and The Media Conference - Berlin 2018**

08/03/2018 **UMAQ conference: programme online**

04/11/2017 **A new Collection of Movies with video-description**

19/10/2017 **EU one step closer to Accessibility Act**

October 2018

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

PUBLICATIONS

Audiodescrição Didática

Type **PhD thesis** Year **2016**

Author(s) **Elton Luiz Vergara Nunes**

Modalities **Audio Description**

TRAINING COURSES

Cursos de Audiodescrição

Course Type **Professional training course**

Institution **Azimuth e-Learning** Year **2017-2018**

Modalities **Audio Description**

EVENTS

XXXVIII Semana do Tradutor

Type **Conference** City **São José do Rio Preto, SP**

Date **24/09/2018, 25/09/2018, 26/09/2018, 27/09/2018, 28/09/2018**

Modalities **Audio Description, Sign Language Interpreting, Subtitling for the Deaf and Hard of Hearing**

Accessometer

The Accessometer provides a world map of the legislation, standards and guidelines on media accessibility organised by countries.

[Read more](#)



LEGISLATION, STANDARDS AND GUIDELINES

Об утверждении Государственной программы о социальной защите и содействии занятости населения на 2016–2020 годы

Type **Legislation** Year **2016**

Authoring **Government of Belarus**

Country **Belarus**

ГОСТ Р 57891-2017. НАЦИОНАЛЬНЫЙ СТАНДАРТ РОССИЙСКОЙ ФЕДЕРАЦИИ. ТИФЛОКОММЕНТИРОВАНИЕ И ТИФЛОКОММЕНТАРИЙ. Tiflokommentirovanie and tiflokommentariy. Terms and Definitions

Type **Standards** Year **2017**

Authoring **Pavel Obiukh, Sergey Van'shin, Federal State Unitary Enterprise "Russian Scientific-**

Disclaimer

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The project **ADLAB PRO** has received funding from the European Union under the Erasmus + Programme, Key Action 2 – strategic Partnerships, grant agreement No 2016-1-It02-K203-023411.

The project **EASIT** has received funding from the Erasmus + Programme of the EU under the call Strategic partnerships for higher education, grant agreement No 2018-1-ES01-KA203-05275.

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