Media accessibility: current research and new hybrid scenarios

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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 360º 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
i com que vaig traduir la lletra de bosc cap a l'islandès
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

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).
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 Slovenija.
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 sensual or linguistic barriers.

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

PUBLICATIONS
Audiodescription Didáctica
Type: PhD thesis
Author: Elisa Luisa Vergara Nunes
Modalities: Audio Description

TRAINING COURSES
Cursos de Audiodescription
Type: Professional training course
Institution: Azimuth e-Learning
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
Institution: Azimuth e-Learning
Institution: Audio Description
Institution: Sign Language Interpreting

LEGISLATION, STANDARDS AND GUIDELINES
Ob 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 57981-2017. НАЦИОНАЛЬНЫЙ СТАНДАРТ РОССИЙСКОЙ ФЕДЕРАЦИИ
ТЮРЕККОММЕНТАРИЙ. ТИФТОКУММЕНТАРИЙ
Type: Standards
Year: 2017
Authoring: Pavel Obukhov, Sergey Varshnin, 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.

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