

2nd Swiss Conference on Barrier-Free Communication,
Geneva, 9-10/11/2018

EASIT: Easy Access for Social Inclusion Training

Anna Matamala, Pilar Orero

Anna.matamala, pilar.orero@uab.cat

TransMedia Catalonia Research Group

Departament de Traducció, d'Interpretació i d'Estudis de l'Àsia Oriental

Universitat Autònoma de Barcelona

UAB

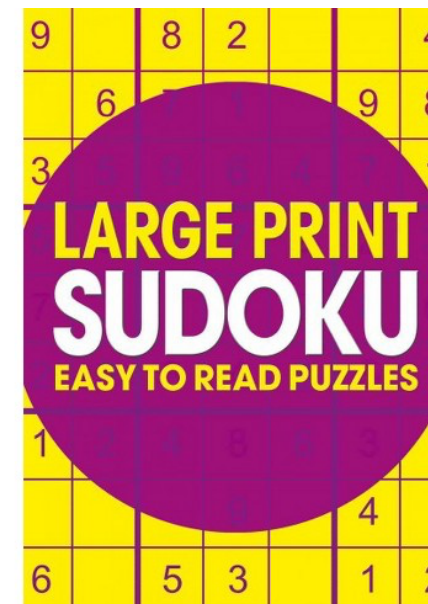
Universitat Autònoma
de Barcelona

TRANS
MEDIA
CATALONIA

Background

Content which is difficult to understand:

- Written text: books, brochures, administrative information.
- Audio text: radio news.
- Audiovisual text: news, films, etc.
 - Audiovisual texts may include written content: subtitles.



Background

Different approaches to making texts easier to read and understand:

- Easy-to-read,
- Plain Language.



Background

Lack of mapping of current training and practices.

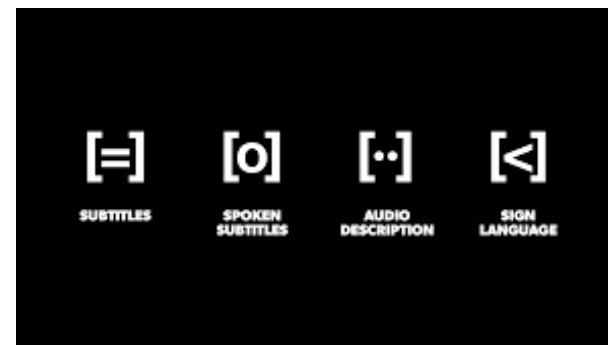
Lack of professional recognition in different countries.

Few experiences in the audiovisual context.

Background

What about existing access services:

- Audio description
- Subtitles



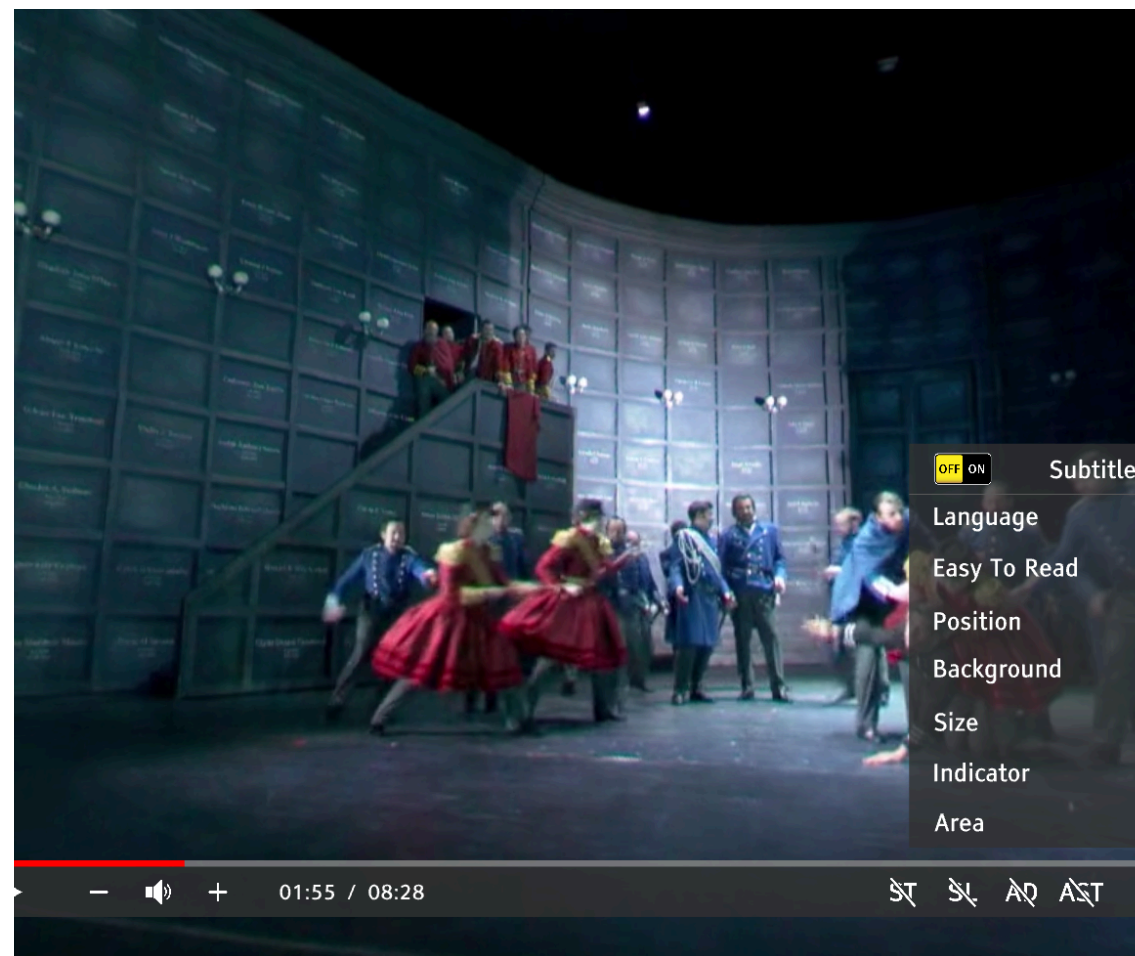
- Could they be made easier to read/listen to and understand?

Subtitle formats



Subtitle formats: user interaction

The legibility of subtitles depends on issues such as font, size, colour and effects like boxing and edging



Call

Erasmus + Strategic Partnerships in Higher Education.

2018-1-ES01-KA203-05275.

Funding for 3 years (September 2018-August 2021).

Consortium



Universida de Vigo

Associated partners

- Universities
 - Broadcasters
 - Service providers
 - User associations
 - Etc.
- +80 across the globe

Reaching out to stakeholders: e-mail us and join our list!

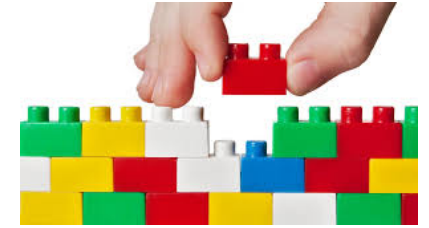
The project in short

EASIT will define the skills of new professional profile(s) in making content easy to understand, will design a curriculum and will develop innovative educational materials, while approaching certification.

To define both the professional skills and the content of the open educational resources, it will be necessary to define a methodological framework for implementation and propose innovative recommendations in AV content.

Aims

1. To build on existing quality outputs from previous EU projects.



2. To promote the exchange of experience and know-how between expert stakeholders from different fields and sectors.



Aims

3. To adopt a transnational approach promoting the EU's broad linguistic diversity and intercultural awareness.

4. To define the skills of the experts in making content easy to read and understand, and explore whether complementary competences may be added to professional profiles defined in previous ERASMUS + funded projects (eg, subtitler, describer).



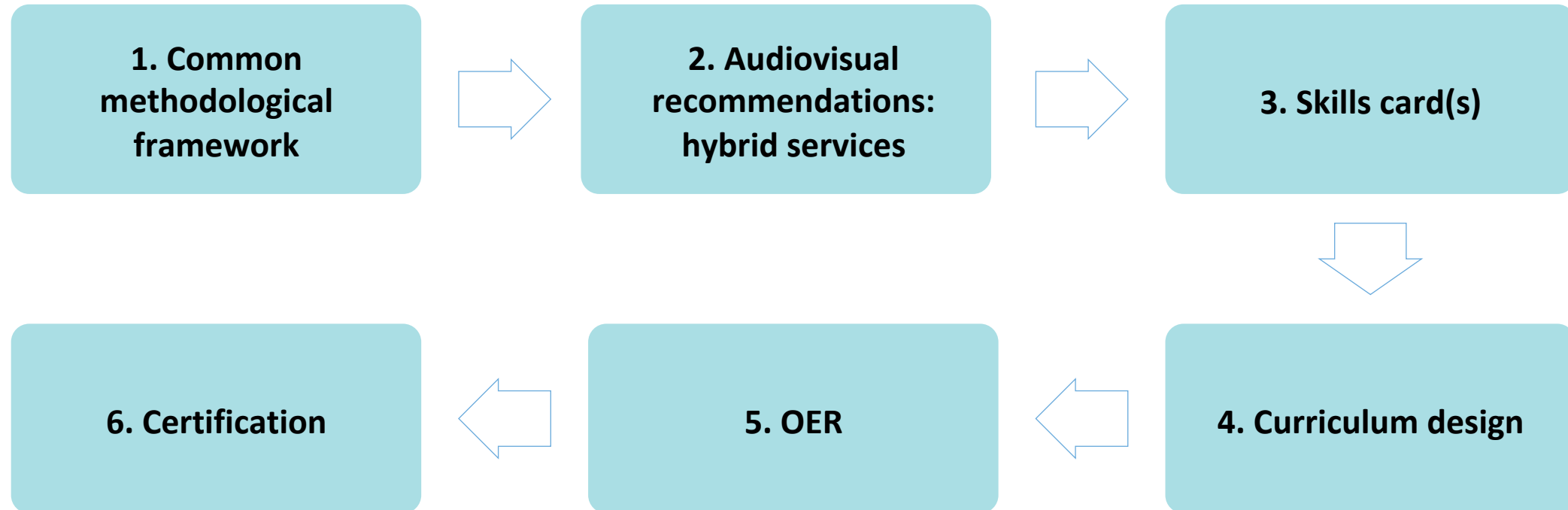
Aims

5. Propose a curriculum design to train the experts, expanding already existing curricula for other access experts.

6. Create flexible open educational resources (OER) that can be used in different learning environments.



Project structure: Intellectual Outputs



Output 1 (UNITS)

Common methodological framework

- Survey to map current practice and training in Europe.
- Deliverable: report.

Output 2 (SDI)

Innovation in hybrid services: recommendations for audiovisual information

- Focus groups & interviews with:
 - AV professionals,
 - AV media experts, and
 - experts in easy-to-understand content.
- Deliverable: report with recommendations.

Output 3 (Vigo)

Skills card(s)

- Skills cards for the new professional(s): create, adapt/translate, validate (?).
- Deliverable: skills card for each profile identified + additional skills to existing profiles.

Output 4 (SUH)

Curriculum design

- Learning outcomes, course(s) structure, credits.
- Deliverable: curriculum proposal of a modular nature.

Output 5 (UAB)

Open educational resources development

- Multilingual training materials: English, Catalan, German, Italian, Spanish, Galician, Slovenian and Swedish.
- Focus on multilanguage generic content.
- Deliverable: open-access multilingual training resources.

Output 6 (UAB)

Certification

- Explore current certification strategies and make a proposal for future certification.
- Deliverable: report with possible certification strategies.

Multiplier Events

7 March 2019
Munich

20 June 2019
Stockholm

February 2020
Hildesheim

September 2020
Vigo

March 2021
Barcelona

June 2021
Ljubljana



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



@EASITproject

#EASITproject

To conclude...

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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