Audiovisual content for all: what does it mean?

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ATAWAD
Audiovisual content

- Audio
  - Linguistic
  - Non-linguistic

- Visual
  - Linguistic
  - Non-linguistic

- When?
- Where?
- How?
- What?
- For whom?
- Multi/cross-media
- Multi-cross/platform
We love stories

We think

We learn

We feel entertained

We feel immersed

We get information

We are convinced (and sold products)

We think

We learn

We feel entertained

We feel immersed

We get information

We are convinced (and sold products)
Challenges

I cannot fully access the content....
Cannot fully access the audio
Cannot fully access the visuals: images
Cannot fully access the visuals: text

Cannot fully understand
Cannot fully access...

- The devices (remote control)
- The interface (menus)
- The building
Universal declaration of human rights

• Article 26: Everyone has the right to education.

• Article 27: Everyone has the right to freely participate in the cultural life of the community.
UN CRPD

United Nations Convention on the Rights of Persons with Disabilities

Convention (181 ratifications, 163 signatories)
Optional Protocol (96 ratifications, 94 signatories)

Russian Federation signed the convention in 2008 (formal confirmation 2012).
UN CRPD

- Article 9- Accessibility

“"To enable persons with disabilities to live independently and participate fully in all aspects of life, States Parties shall take appropriate measures to ensure to persons with disabilities access, on an equal basis with others, to the physical environment, to transportation, to information and communication, including information and communication technologies and systems, and to other facilities and services open or provided to the public, both in urban and rural areas”.
UN CRPD

• Article 24- Education

• Article 29- Participation in political and public life

• Article 30- Participation in cultural life, recreation, leisure and sport
UN CRPD

• “Enjoy access to cultural materials in accessible formats.”
• “Enjoy access to television programmes, films, theatre and other cultural activities, in accessible formats.”
• “Enjoy access to places for cultural performances or services, such as theatres, museums, cinemas, libraries and tourism services, and, as far as possible, enjoy access to monuments and sites of national cultural importance.”
Solutions exist

- Linguistic barriers
  - Lip-synch dubbing
  - Voice-over
  - Subtitling and surtitling
  - Live interpreting (oral languages)
Solutions exist

- Sensorial barriers
  - Live interpreting (sign language)
  - Subtitling for the deaf and hard-of-hearing (right name?)
  - Audio description (with audio introduction, where relevant)
  - Audio subtitling
- Touch tours
Solutions exist

• Other
  • Easy-to-read and Plain Language (example: “audiofáciles”)
  • Social accessibility (examples: Apropa Cultura)

• And the most well-known “physical barriers”.
Issues

• As part of the process vs. an afterthought

• Universal design approach

• Romero-Fresco’s accessible filmmaking approach
Needs

- Awareness
- Business models
- Innovation (technologies)
- Policies and regulations
- Research
- Sharing
- Standards
- Training
Be there from the very beginning

imac-project.eu
Innovate in education

• Easy-to-understand subtitles
• Easy-to-understand audio descriptions
• Easy-to-understand audiovisual content

pagines.uab.cat/easit
@EASITproject
Go beyond

- Audio description
  - From opera to videogames
  - From production to translation
  - From Latin alphabet languages to Chinese
  - From text to prosody
Share knowledge:
Media Accessibility Platform

http://mapaccess.org
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.

Projects
- Understanding Media Accessibility Quality
  - Project duration: 2017-2019
  - Leading Institution: Autonomous University of Barcelona
  - Funding bodies: European Commission
  - Modalities: Media Accessibility

Publications
- Audíodescripción Didáctica
  - Type: PhD thesis
  - Author(s): Elion Luiz Vergara Nunes
  - Modalities: Audio Description

Training Courses
- Cursos de Audíodescripción
  - 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
  - Modalities: Audio Description, Sign Language Interpreting, Subtitling for the Deaf and Hard of Hearing

Legislation, Standards and Guidelines
- Об утверждении Государственной программы по социальной защите и содействию занятости населения на 2016-2020 годы
  - Type: Legislation
  - Authoring: Government of Belarus
  - Country: Belarus

- ГОСТ Р 7913-2017. НАЦИОНАЛЬНЫЙ СТАНДАРТ РОССИЙСКОЙ ФЕДЕРАЦИИ. ТИПОЛОГОМЕНТАРИЗАЦИЯ И ТИФЛОКОММЕНТАРИЙ. Типологоментирование и Тифлокомментарий. Terms and Definitions
  - Type: Standards
  - Authoring: Pavel Obukhov, Sergey Vasilenko, Federal State Unitary Enterprise "Russian Scientific...
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