KLAARA 2021

Audiovisual content for all: Easy-to-read Language in Audiovisual Translation

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Audiovisual translation/accessibility

Access to AUDIO + VISUAL components

- Subtitling
- Audio description
- Audio subtitling
- Sign Language interpreting

- Dubbing
- Voice-over
Mixing AVT and EL

Can we **create** audiovisual content that is easier to understand...

Can we **adapt** audiovisual content so that it is easier to understand...

Can we create **audiovisual access services** that are easier to understand...

...using easy-to-understand language principles?
Erasmus + project: educational approach

Erasmus + Strategic Partnerships in Higher Education.

2018-1-ES01-KA203-05275

September 2018-August 2021
Main aims

• Mapping current training and practice in Europe.
• Producing recommendations for audiovisual content.
• Defining new professional profiles and their skills.
• Proposing a curriculum design and its certification.
• Developing training materials.
• Suggesting a certification strategy.
Focus of this presentation

• Recommendations for audiovisual content.
• Skills.
• Training materials available.
Recommendations for AV content

• 23 interviews and 4 focus groups. Total: 41 persons.
  • Is E2U audiovisual content needed?
  • Applicable genres?
  • How to implement it?
  • Skills of the new expert?
  • Quality assurance?
  • Terminology?

• Report led by SDH: https://ddd.uab.cat/record/204739.
Recommendations for AV content

Results summary:

- Need for AV content in easy to understand.
- AV content in all genres (in some genres highly demanding).
- Discussion about EL or PL.
- Online distribution channels.
- Professionalisation.
- Quality validation (comprehension and comprehensibility)
- Lack of research and specific guidelines.
Recommendations for AV content

Recommendations summary:

• Keep the original meaning and context in the translations.
• Avoid simplistic solutions.
• Easy to understand AV content should...
  • be created by professionals.
  • use simplification guidelines.
  • follow the rules of the text type.
  • be offered on accessible platforms.
• Use of web-platforms, digital archives and DVDs.
Recommendations for AV content

Recommendations summary:

→ Recommendations for...
  • Easy-to-understand subtitles.
  • Easy-to-understand audio descriptions.
  • Easy-to-understand AV news.

Recommendations for AV content

Need for more research:

• User-oriented research.
• International cooperation.

EASIT reading lists: https://ddd.uab.cat/record/204739.
https://www.youtube.com/watch?v=do_n0Ikdzsg&list=PLZttiMCeHvvubCQ4SBDX2DT-SddYxA-S9&index=27&t=1s
Examples from EASIT

Easy subtitles, SDI:
https://www.youtube.com/watch?v=UzsmHxkpEn0

Easy subtitles, RTVSLO:
https://www.youtube.com/watch?v=jd8aoNL_IgU

Easy explorations in touch tours, by UNITS:
https://www.youtube.com/watch?v=69k46USDkzs&feature=youtu.be
Skills card

- **Skills** cards for the expert in
  - E2U subtitles
  - E2U audio description
  - E2U audiovisual journalism

Report led by UVIGO: [https://ddd.uab.cat/record/213085](https://ddd.uab.cat/record/213085).
• Human diversity
• What is accessibility?
• What is universal design?
  What is media accessibility?
• Media accessibility services

• Understanding E2U
• Legislation, standards and guidelines
• Processes
• Language
• Visual presentation

• Processes
• Linguistic aspect
• Technical aspects

• Personal skills
• Interpersonal skills
Types of educational content

- **Video lectures**
  - Video
  - Slides
  - Audio
  - Transcript
  - Subtitles

- **Other videos**
  - Transcript
  - Subtitles

- **Tasks (assessment)**
  - Questionnaire
  - Suggested activities

- **Reading lists & additional materials**
Final result

• PROSIGA QUE AQUÍ PONGAMOS 3-4 SLIDES DE LA WEB FINAL, UNA VEZ TERMINADA. ESTO LO TENDREMOS JUSTO ANTES DEL CONGRESO Y PUEDES HACER UNAS CAPTURAS. SI NO, LA ALTERNATIVA ES COGER LO QUE TENEMOS AHORA DEL IO5. ¿COMO TELEVERAS.
PROPONGO QUE AQUÍ PONGAMOS 3-4 SLIDES DE LA WEB FINAL, UNA VEZ TERMINADA. ESTO LO TENDREMOS JUSTO ANTES DEL CONGRESO Y PUEDES HACER UNAS CAPTURAS. SI NO, LA ALTERNATIVA ES COGER LO QUE TENEMOS AHORA DEL IO5.
Final result

1.4.2. What is media accessibility?

Audiovisual translation (AVT)

- Translation Studies > audiovisual texts.
- "constrained translation", "film translation", "screen translation", "media translation", "multimedia translation".
Final result

• PROPONGO QUE AQUÍ PONGAMOS 3-4 SLIDES DE LA WEB FINAL, UNA VEZ TERMINADA. ESTO LO TENDREMOS JUSTO ANTES DEL CONGRESO Y PUEDES HACER UNAS CAPTURAS. SI NO, LA ALTERNATIVA ES COGER LO QUE TENEMOS AHORA DEL IO5. como consideres.
Website

• pagenes.uab.cat/easit

• Follow us on Twitter and Facebook: @EASITproject
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TransMedia Catalonia is a research group funded by Secretaria d’Universitats i Recerca del Departament d’Empresa i Coneixement de la Generalitat de Catalunya, under the SGR funding scheme (ref. code 2017SGR113).

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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