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# Easy-to-understand access services in multimodal contexts: training and practice

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UAB Universitat Autònoma de Barcelona

TRANS MEDIA CATALONIA

# Access services to audio + visual content

Subtitling

Dubbing

Voice-over

SL interpreting

Audio description

Audio subtitling

Audio introduction

Touch tours

# Focus on certain user profiles

CANNOT SEE

CANNOT HEAR

CANNOT READ

CANNOT UNDERSTAND A FOREIGN LANGUAGE

Erasmus + Strategic Partnerships in Higher Education.

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sepie SERVICIO ESPAÑOL PARA LA INTERNACIONALIZACIÓN DE LA EDUCACIÓN

Co-funded by the Erasmus+ Programme of the European Union

# EASIT focus on:

Reading difficulty

AV content

AV access services

UAB
Universitat Autònoma
de Barcelona

Stiftung Universität Hildesheim
2003

SDI
HOCHSCHULE FÜR
ANGEWANDTE SPRACHEN

RADIO
TELEVIZIJA
SLOVENIJA

DYSLEXIFÖRBUNDET FMLS
DYSLEXIFÖRBUNDET FMLS

kisa

UNIVERSITÀ
DEGLI STUDI DI TRIESTE

Universidade Vigo

# Main aims: educational

- Current situation (training and practice)
- Application in audiovisual content?
- New professional profiles: skills card.

# Main aims: educational

- Curriculum design.
- Training materials.
- Certification.

# Terminological choice

"easy-to-understand language" as an umbrella term:

From Easy-to-Read…

…to Plain Language

# Mapping the situation

- Online questionnaire (PL, 7 languages) for:
  - trainers,
  - producers/creators/writers,
  - translators/adapters, and
  - validators/advisors.
- Work led by University of Trieste (Elisa Perego).

See: https://ddd.uab.cat/record/203967

| | | | |
|---|---|---|---|
| 128 | 74% females | 41-60 years old | 66% BA/MA |
| 44% trainers | 41% translators | 39% writers | 26% NGO |
| 22% volunteers | 45% part-time | 56% ER | 26% ER and PL |
| 84% printed | 63% digital | 13% AV/interpreting | Public administration, education, culture and media |

59% one-off workshops

42% in-house

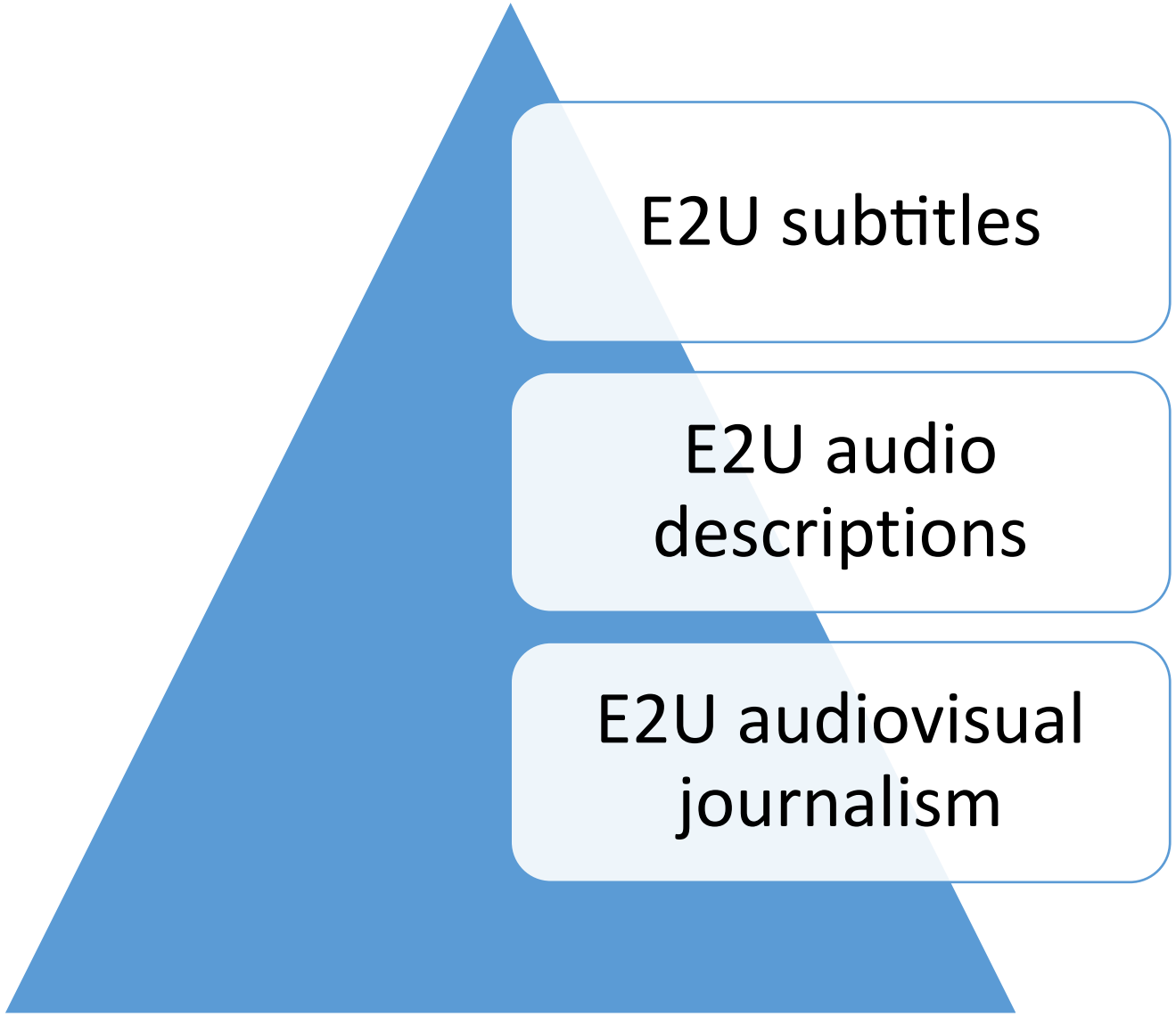
93% printed

65% digital content

40% based on language specific guidelines

Needed skills: grammar, design and layout, vocabulary, clear organisation, multimodality.

# EASIT focus


E2U subtitles
E2U audio descriptions
E2U audiovisual journalism

# Audiovisual 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?

- Work led by SDI (Rocío Bernabé-Caro).
  https://ddd.uab.cat/record/204739

# E2U subtitles: results

- Reading speed and line lenghts: synchrony & acceptability.
- Multimodality, interaction and customisation.
- Skills: accessibility, linguistic, IT, personal skills, subtitling-related skills.

# E2U audio descriptions: results

- Space constraints. Too patronizing?
- Standard AD vs
  - simplified AD (adaptation on streaming).
  - audio guides with additional information (extended AD).
- Skills: linguistic, personal, AD-related, IT.

# E2U audiovisual news: results

- News are summarised and previous knowledge is taken for granted.
- Daily news, online, in either PL or E2R, as an alternative to standard news.
- Skills: linguistic, personal, writing.

# Skills cards

- Experts in…
    - E2U subtitles
    - E2U audio description
    - E2U audiovisual journalism
- Report led by UVIGO
- https://ddd.uab.cat/record/213085

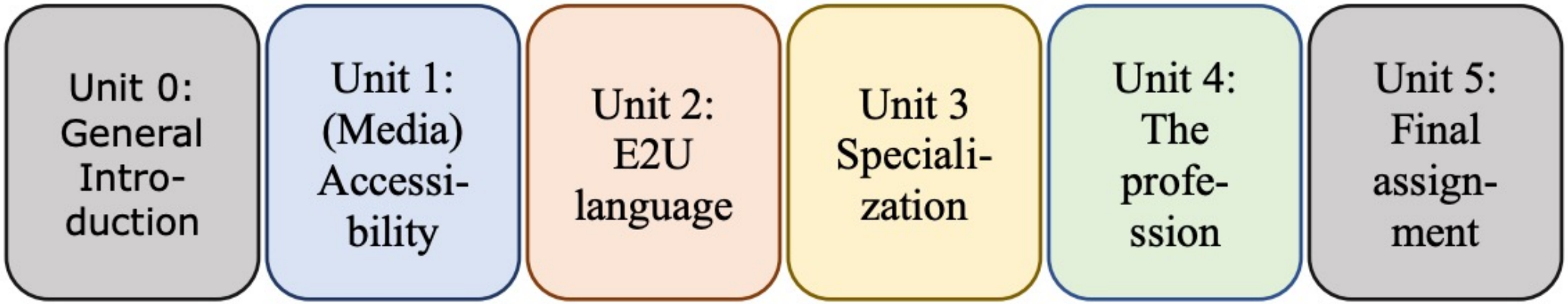
| | |
|---|---|
| Media Accessibility | • Human diversity<br>• What is accessibility?<br>• What is universal design?<br>What is media accessibility?<br>• Media accessibility services |
| Easy-to-Understand | • Understanding E2U<br>• Legislation, standards and guidelines<br>• Processes<br>• Language<br>• Visual presentation |
| E2U and<br>a) Subtitling<br>b) Audio description<br>c) Audiovisual journalism | • Processes<br>• Linguistic aspect<br>• Technical aspects |
| Profession | • Personal skills<br>• Interpersonal skills |

# Curriculum design: university

- Modular
- 6 months, 30 ECTS

| Modules | University Curricula | | |
|---|---|---|---|
| | E2U Subtitles | E2U Audio Description | E2U Audiovisual Journalism |
| 1 | Media accessibility norms and regulations | | |
| 2 | Easy-to-understand language | | |
| 3 | Easy-to-understand and subtitling | Easy-to-understand and audio description | Easy-to-understand and audiovisual journalism |
| 4 | The profession | | |

# Curriculum design: MOOC




- Report led by SUH: https://ddd.uab.cat/record/222184

# Training materials

**PAGINES.UAB.CAT/EASIT**

**TRANSMEDIACATALONIA.UAB.CAT/EASIT**

READ ME FIRST
UNIT 1. MEDIA ACCESSIBILITY
UNIT 2. EASY-TO-UNDERSTAND LANGUAGE
UNIT 3A. E2U AND SUBTITLING
UNIT 3B. E2U AND AUDIO DESCRIPTION
UNIT 3C. E2U AND AUDIOVISUAL JOURNALISM
UNIT 4. THE PROFESSION

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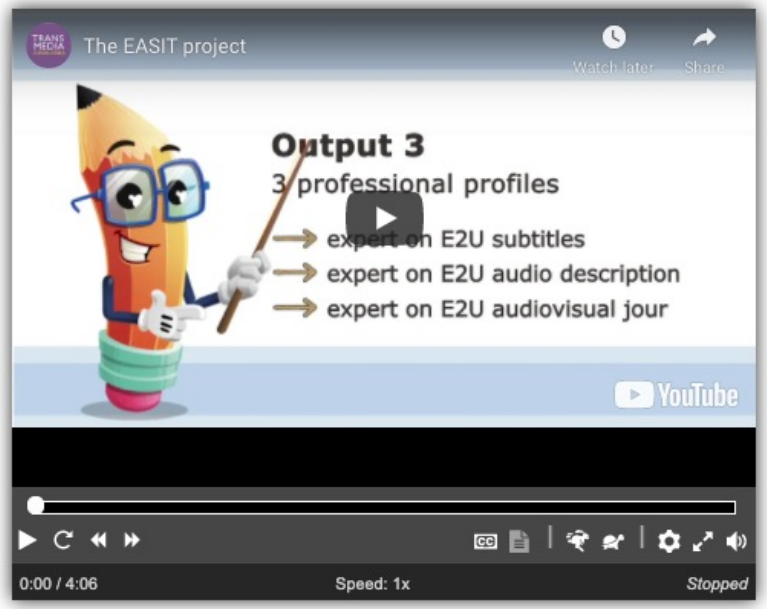
## The EASIT project




DOWNLOAD

Project website https://pagines.uab.cat/easit/en

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READ ME FIRST

# The EASIT project

UNIT 1.
MEDIA ACCESSIBILITY

UNIT 2.
EASY-TO-UNDERSTAND LANGUAGE

UNIT 3A.
E2U AND SUBTITLING

UNIT 3B.
E2U AND AUDIO DESCRIPTION

UNIT 3C.
E2U AND AUDIOVISUAL JOURNALISM

UNIT 4.
THE PROFESSION

ELEMENT 1.
HUMAN DIVERSITY

ELEMENT 2.
WHAT IS ACCESSIBILITY?

ELEMENT 3.
WHAT IS UNIVERSAL DESIGN?

ELEMENT 4.
WHAT IS MEDIA ACCESSIBILITY?

ELEMENT 5.
MEDIA ACCESSIBILITY SERVICES

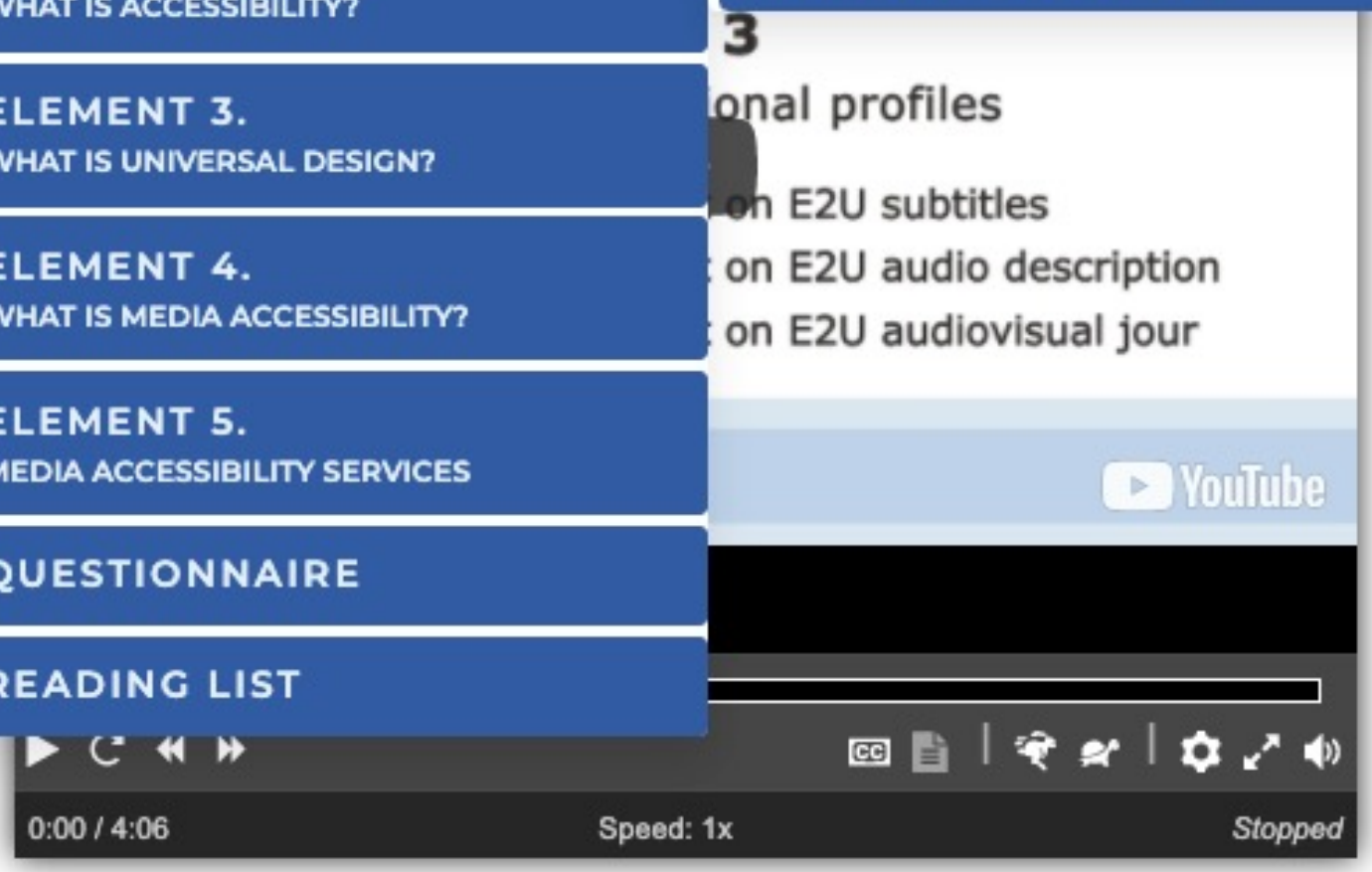
QUESTIONNAIRE

READING LIST

1.1.1. HUMAN DIVERSITY

1.1.2. DISABILITY MODELS

1.1.3. LANGUAGE ON DISABILITY

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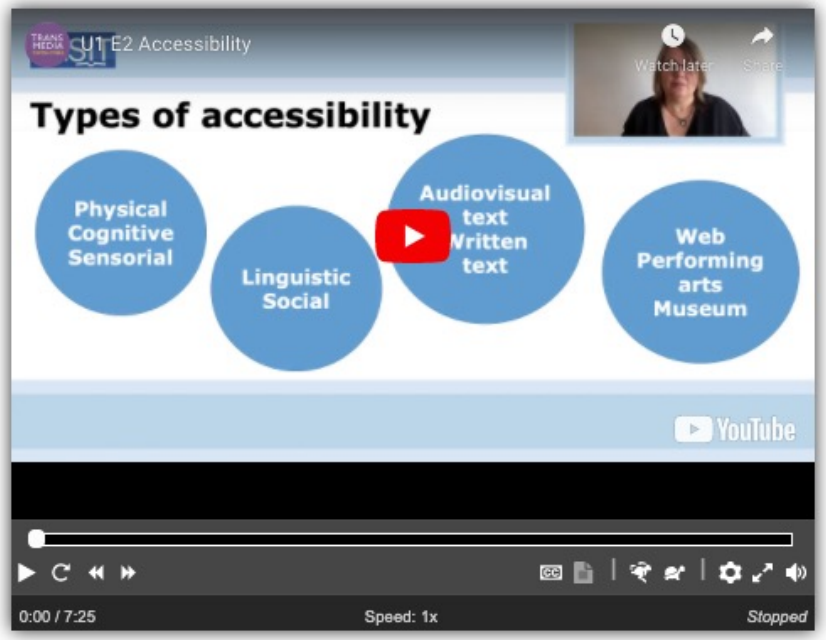
# 1.2.1. Accessibility




PREVIOUS
NEXT

Listen

## Additional materials

- [webpage] W3C Web Accessibility Initiative (W3C WAI). (n.d.). *Accessibility, usability, and inclusion*. [in English]

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