Seminar: Language Service, Audio Description and Translation Studies, City University of Hong Kong, 16-18 June 2022

Training in media accessibility

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TRANS MEDIA CATALONIA

TransMedia Catalonia

https://grupsderecerca.uab.cat/transmedia/

Users · Technology · Research

From research to training

Different needs:

- Transferring research knowledge into training.
- Offering accessibility training:
  - to different user profiles
  - in different formats
  - for different settings

  in order to respond to societal needs.
- Raising awareness about accessibility.
- Moving towards the concept of life-long learning.

Erasmus + projects

Some shared features

Define a new professional profile.

Skills' card, based on survey + focus groups.

Curriculum design.

Training materials.

Additional layers: certification, recommendations/policy, etc.

ADLAB (2011-2014)

Main highlights:

Text analysis: *Audio description*, by Maszerowska, Matamala & Orero at Benjamins.

Recommendations: ADLAB guidelines (*Pictures painted in words*)

More information: http://www.adlabproject.eu/

ACT (2015-2018)

Accessibility profiling for the scenic arts

Accessibility coordinator and accessibility manager for the scenic arts: skill's card by ECQA (certification).

University curriculum and MOOC development.

Policy implementation guidelines & quality label proposal

More information: https://pagines.uab.cat/act/

ACT

Main output:

https://www.coursera.org/learn/accessibility-scenic-arts

ADLAB PRO (2016-2019)

Audio description professional

Course design, development and testing

Main output: https://www.adlabpro.eu/coursematerials/

More information: https://www.adlabpro.eu/

ABLAB PRO

ADLAB PRO Course Materials

Download video

Transcript

Welcome to our course materials! The course materials we have created are the main result of the ADLAB PRO project. They are open, free and fully customisable. Six modules divided into units can be picked and matched according to the needs and existing educational or professional background of the trainees. A variety of training materials is offered to cover all the learning styles (videos,

Download:

All materials

Course structure

EASIT (2018-2021)

Experts in easy-to-understand subtitles/ audio description / audiovisual journalism

Recommendations, skills' cards, curriculum design, certification.

Main output: https://transmediacatalonia.uab.cat/easit/

More information: https://pagines.uab.cat/easit/

EASIT (2018-2021)

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LTA (2018-2021)

Live subtitler:

Velotype

Respeaking

Main result: https://ltaproject.eu/

IMPACT (2019–2022)

New legislation = New Jobs = Certified Digital Accessibility Mediator

Digital Accessibility Manager

Digital Accessibility Mediator

WCAG auditors

IMPACT (Skills card structure)

Understanding Digital Accessibility	• Basic Concepts: Accessibility, Ableism and Universal Design • Target groups and their needs: diversity and inclusion • Web accessibility context
Compatibility with accessibility and accessibility services	• Compatibility with accessibility • Mandatory accessibility services (EN301549>WCAG2.1) • Additional accessibility services (EN301549>WCAG2.1)
Implementing Digital accessibility	• Initiate Digital Accessibility in an organisation • Toolkit to create accessible digital contents • Toolkit to check digital accessibility
Digital accessibility promotion	• Accessibility needs and benefits • Stakeholders involvement • Accessibility statement

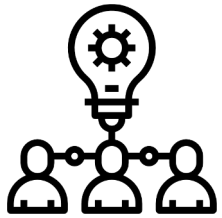
IDEA (2021-2023)

"Certified Trainer in Inclusive Distance Learning”

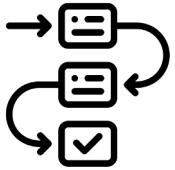
1. Identify the **challenges of online teaching and learning during the COVID-19** from a learners’ and from a teachers perspective.

2. Propose and validate the needed competences for the creation of a **new professional profile** "Certified Trainer in Inclusive Distance Learning”.

IDE@ (Validated competences)

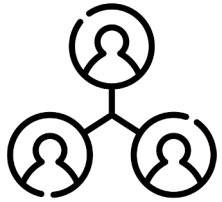


Understand diversity in online teaching



Plan and evaluate accessibility in online teaching

Design and create accessible course materials in online teaching



Manage and promote diversity in online teaching

Young arcHers (2022 – 2024)

YoungArcHers

Learning to defend architectural heritage in primary schools (9-12 years old)

Aims:

1. Promote the protection of heritage buildings in partner cities (Paris, Nicosia, Athens and Barcelona)
2. Raise awareness on inclusive education and common values among primary teachers and their students.
3. Enhancing skills for the protection of architectural heritage from a diverse and inclusive perspective.

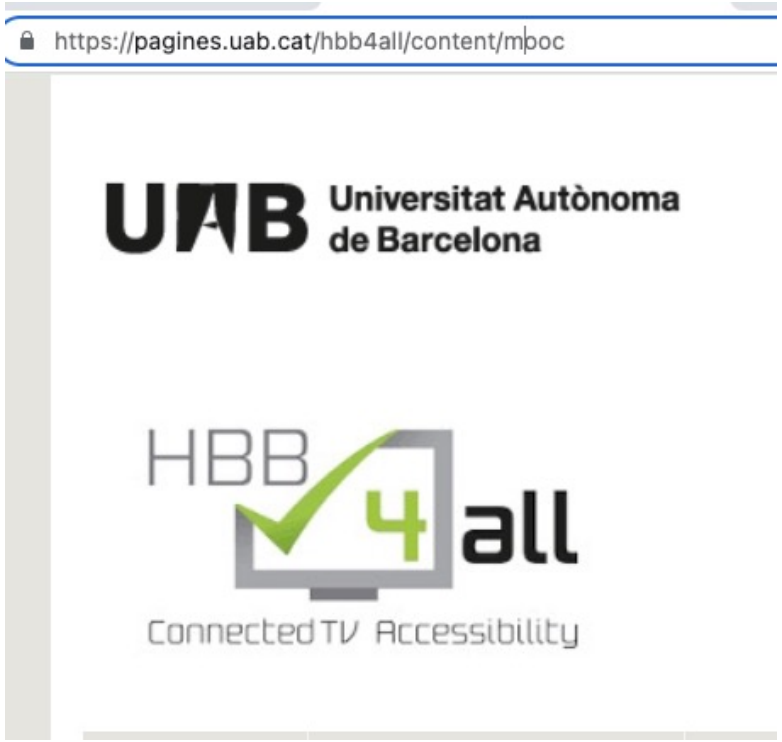
Other projects without TMC participation

ILSA project: http://ka2-ilsa.webs.uvigo.es/?lang=es

Train to validate: https://plenainclusionmadrid.org/train2validate/?lang=es

Other training resources by TMC

signem



SIGNEM: https://transmediacatalonia.uab.cat/signem/

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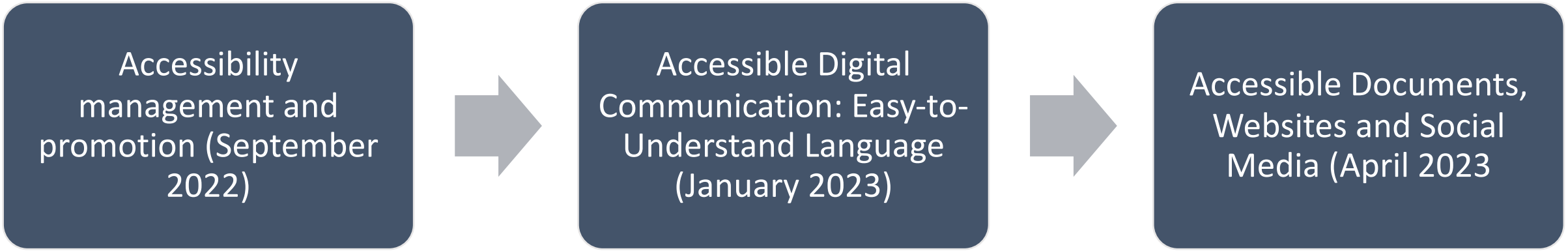
Hbb4ALL MOOC

https://pagines.uab.cat/hbb4all/content/mooc

Accessibility
Subtitling
Audio description
Sign Language

Specialisation courses at UAB

Online, 12 weeks



More information:
https://grupsderecerca.uab.cat/transmedia/training

Final thoughts

Network and share…

https://pagines.uab.cat/alma/

https://http://mapaccess.org/

https://lead-me-cost.eu/

Disclaimer

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