

Seminar: Language Service, Audio Description and Translation  
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# Training in media accessibility

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Universitat Autònoma  
de Barcelona

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 settingsin 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>

**coursera**





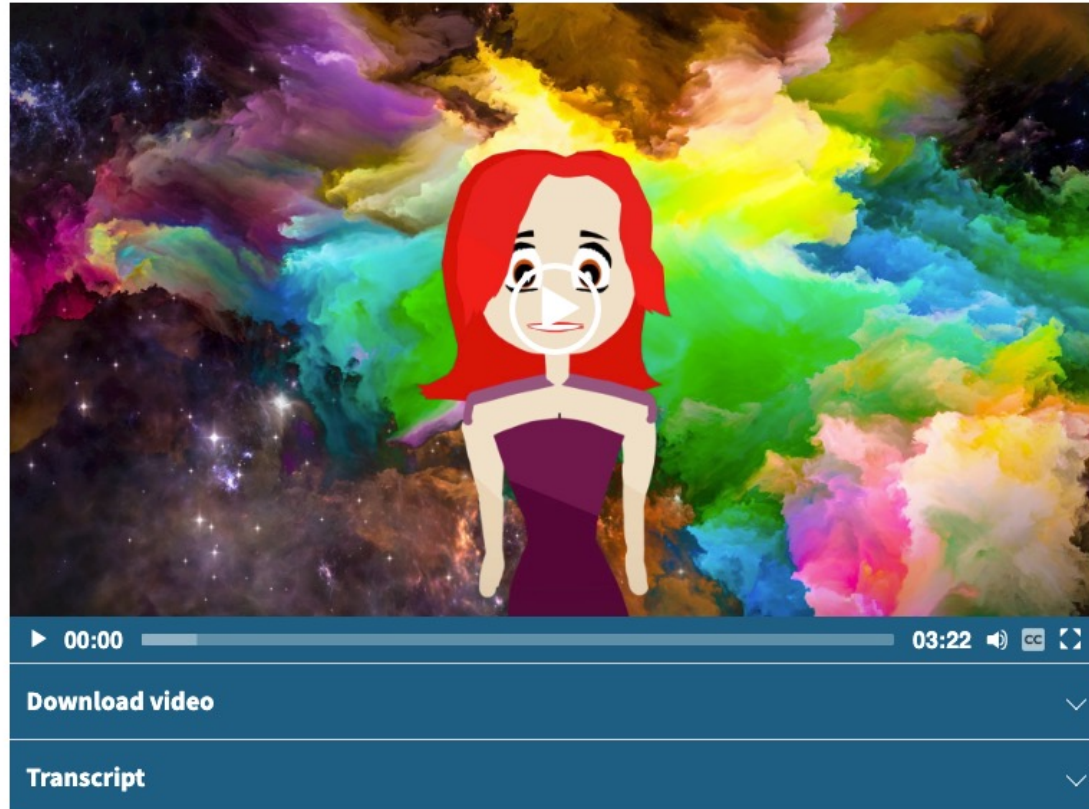
# ADLAB PRO (2016-2019)

Audio description professional

Course design, development and testing

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

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



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, PDFs, appropriate tasks, reading lists). A trainee's guide will

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)

EASIT

WHO WE ARE CONTACT  
Easy Access for Social Inclusion Training (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

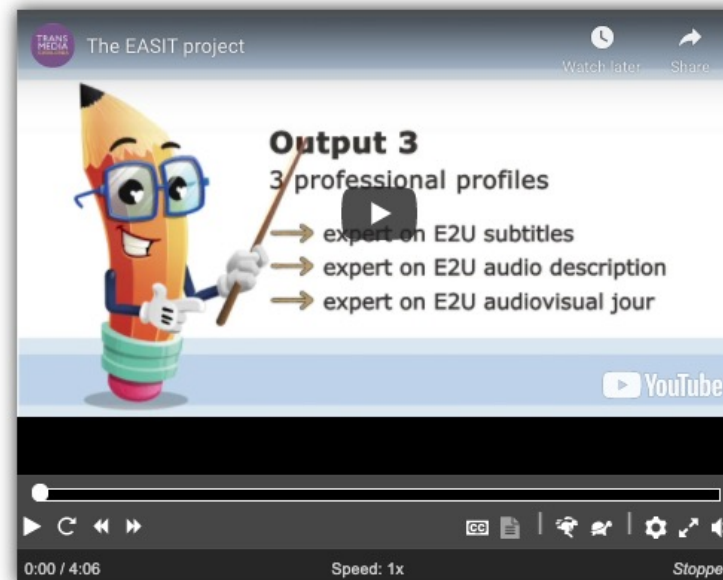
UNIT 3C.  
E2U AND AUDIOVISUAL  
JOURNALISM

UNIT 4.  
THE PROFESSION



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

## The EASIT project



DOWNLOAD

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

**Copyright and disclaimer:** The project EASIT has received funding from the European Commission under the Erasmus+ Strategic Partnerships for Higher Education programme, grant agreement 2018-1-ES01-KA203-05275.

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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

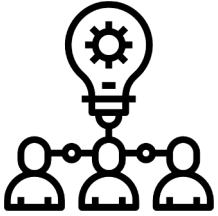
- Accessibility needs and benefits
- Stakeholders involvement
- Accessibility statement

## "Certified Trainer in Inclusive Distance Learning"

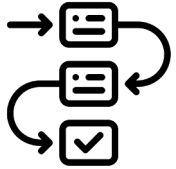
1. Identify the **challenges of online teaching and learning during the COVID-19** from a learners' and from a teachers perspective.
2. Propose and validate the needed competences for the creation of a **new professional profile** "Certified Trainer in Inclusive Distance Learning".



# IDE@ (Validated competences)



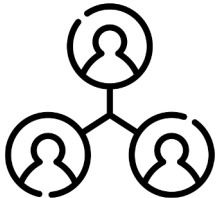
Understand diversity in online teaching



Plan and evaluate accessibility in online teaching



Design and create accessible course materials in online teaching



Manage and promote diversity in online teaching

# Young archHers (2022 – 2024)



YoungArchHers

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.

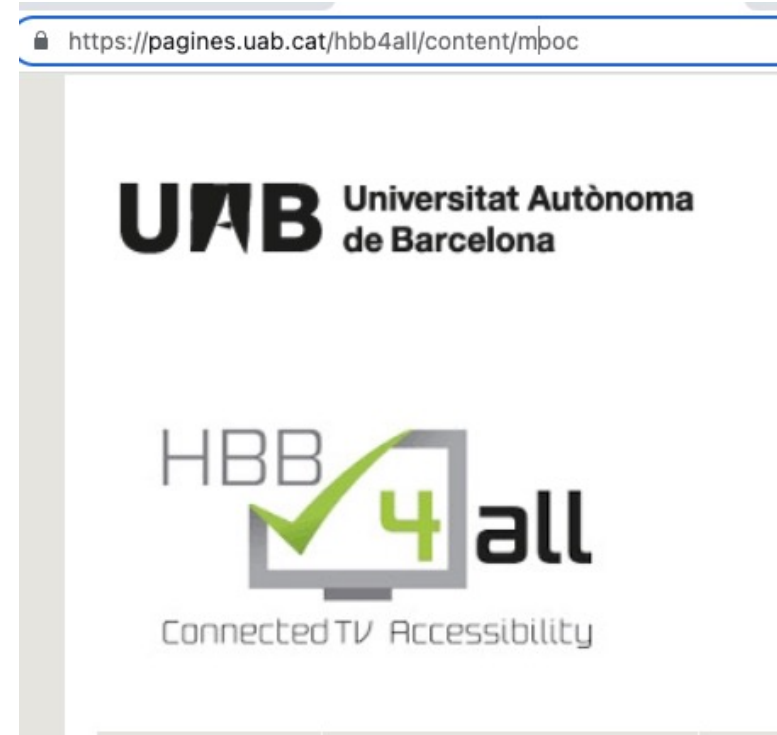
# Other projects without TMC participation

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

Train to validate:

<https://plenainclusionmadrid.org/train2validate/?lang=es>

# Other training resources by TMC





Inici | Qui som? | Glossari de vídeos

CA | ES | EN

Guia bàsica per a la comunicació en llengua de signes catalana

Instruccions

Unitat 1

Unitat 2

Unitat 3

3.1. Les salutacions i els agraïments

3.2. Les presentacions

3.3. Les afirmacions i les negacions

3.4. Els colors

3.5. Autoavaluació

3.6. Més recursos

Unitat 4

Unitat 5

Unitat 6

3. La comunicació bàsica en llengua de signes catalana (1)

En aquesta unitat aprendrem els primers signes bàsics en LSC que ens permetran saludar, agrair, presentar-nos, afirmar i negar de manera molt senzilla. A continuació veurem els colors. Amb aquests nous signes començarem ja a exercitar les mans de manera que ens sentim entrenats amb la llengua per més endavant formar frases.

3.1. Les salutacions i els agraïments

Practiquem junts les salutacions i els agraïments. Farem una ullada als vídeos per comprendre bé i articular correctament la configuració del signe. Després, practiquem els signes en diverses ocasions.

- Hola
- Adéu
- A reveure
- Bon dia
- Bona tarda
- Bona nit
- Gràcies
- De res
- Si us plau
- Perdó
- Ho sento





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# Hbb4ALL MOOC

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

Accessibility  
Subtitling  
Audio description  
Sign Language

HBB4ALL

Project Objectives ▾

The Partners ▾

Deliverables

[HOME](#) [MOOC](#)

MOOC

INTRODUCTION

<https://youtu.be/ZIRhPFMiBHQ>

UNIT 1: ACCESSIBILITY

Part 1: <https://youtu.be/w0EItcpBBco>

Part 2: [https://youtu.be/flV\\_k\\_7OMz6Y](https://youtu.be/flV_k_7OMz6Y)

Part 3: <https://youtu.be/OomvBgQF3zY>

Part 4: <https://youtu.be/rpTcvCIO4SM>

Part 5: <https://youtu.be/GCdDiYDoNZg>

Video: <https://youtu.be/6u1ItvVUVIY>

UNIT 2: SUBTITLING

Part 1: <https://youtu.be/hx5Rn6K2hEA>

Part 2: <https://youtu.be/r8ywllJsoKk>

Part 3: <https://youtu.be/IZKiOJkcFDY>

Part 4: [https://youtu.be/clxFURiQdV\\_k](https://youtu.be/clxFURiQdV_k)

Part 5: <https://youtu.be/XlquuhNZObI>

Part 6: <https://youtu.be/humHf0dOByU>

Part 7: <https://youtu.be/2XkQLaGjxSI>

# 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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