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Unit 3B. Easy to understand (E2U) and audio description (AD)

Element 1. Processes

What is E2U art AD?

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Overview

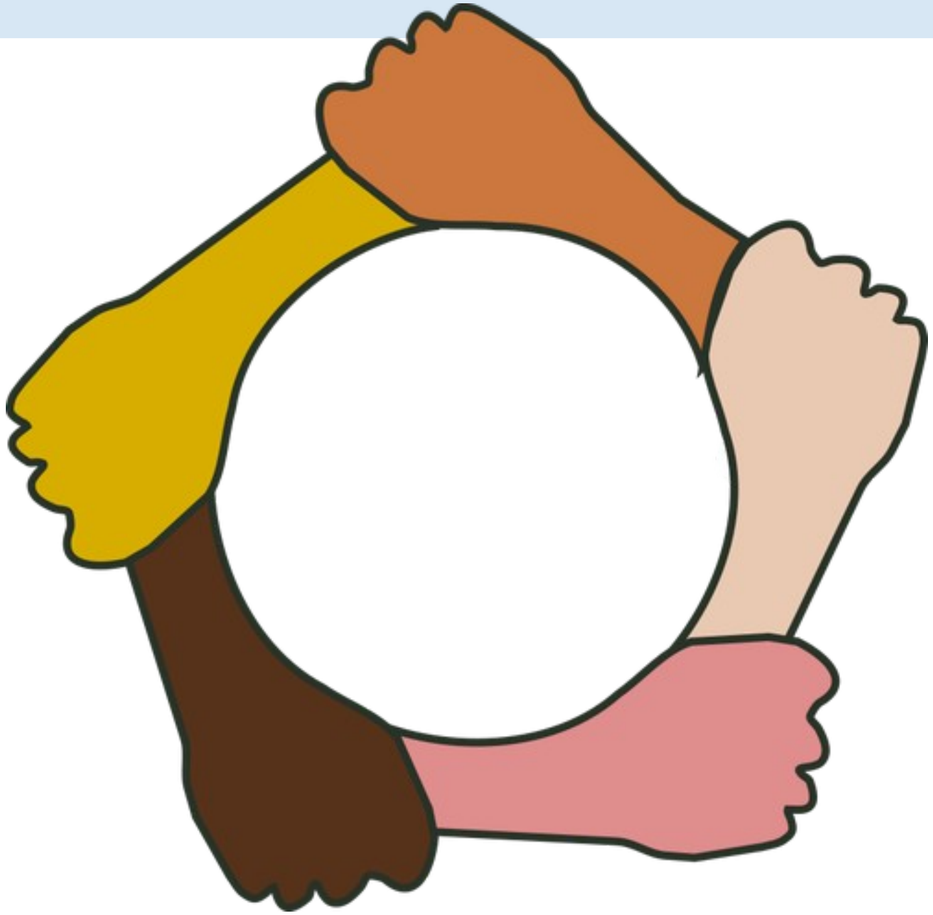
Define audio description.

Focus on art AD.

How to make it simpler.

Accessibility.

Inclusion.



Audio description

Accessible

Assistive

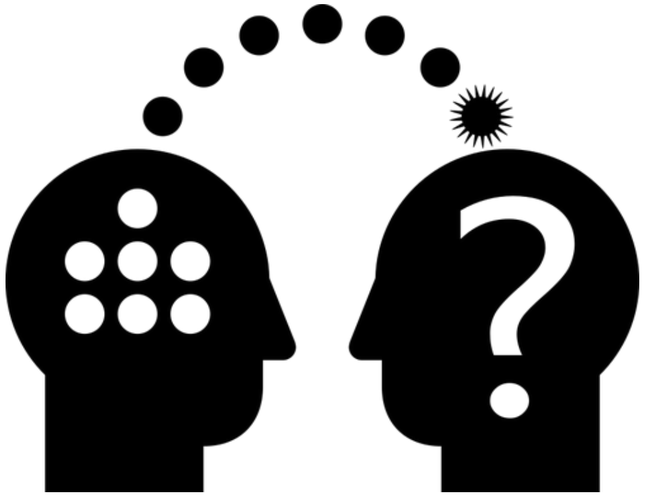
Intersemiotic

audiovisual translation

Verbal > Oral

Audio description

More or less complex.



Audio description

Art:

- long texts,
- varied words,
- precise, specialized words,
- long adjectives.

Example

«an

extrordinarily

luminous

sulphur-lemon

yellow»

Example

«an extrordinarily luminous sulphur-lemon yellow»

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Syntax

- Long sentences.
- Passive voice.
- Subordination.
- Embedded structures.

Example

«The sunflowers are mostly grouped in threes around a central flower facing us - with swirling orange and brown middle, energetic, sinuous golden brushstrokes radiating from the top for petals and similar pale green strokes at the bottom for sepals where the petals have fallen off»

Information for all

European standards for making information easy to read and understand

Some E2U principles

Short sentences.

Simple syntax.

SVO structure.

Some E2U principles

Salient words.

High-frequency words.

Common words.

Some E2U principles

Unelaborated adjectives.

Opt for one-word items.

Example

Highlight **salient**,

necessary elements.

«The sunflowers are mostly grouped in threes around a central flower facing us - with swirling **orange and brown middle**, **energetic**, sinuous **golden brushstrokes** radiating from the top for **petals** and similar **pale green** strokes at the bottom for **sepals** where the petals have fallen off»

«The sunflowers are **mostly** grouped in threes around a central flower facing us - with **swirling** orange and brown middle, energetic, **sinuous** golden brushstrokes **radiating** from the top for petals and similar pale green strokes at the bottom for sepals where the petals have fallen off»

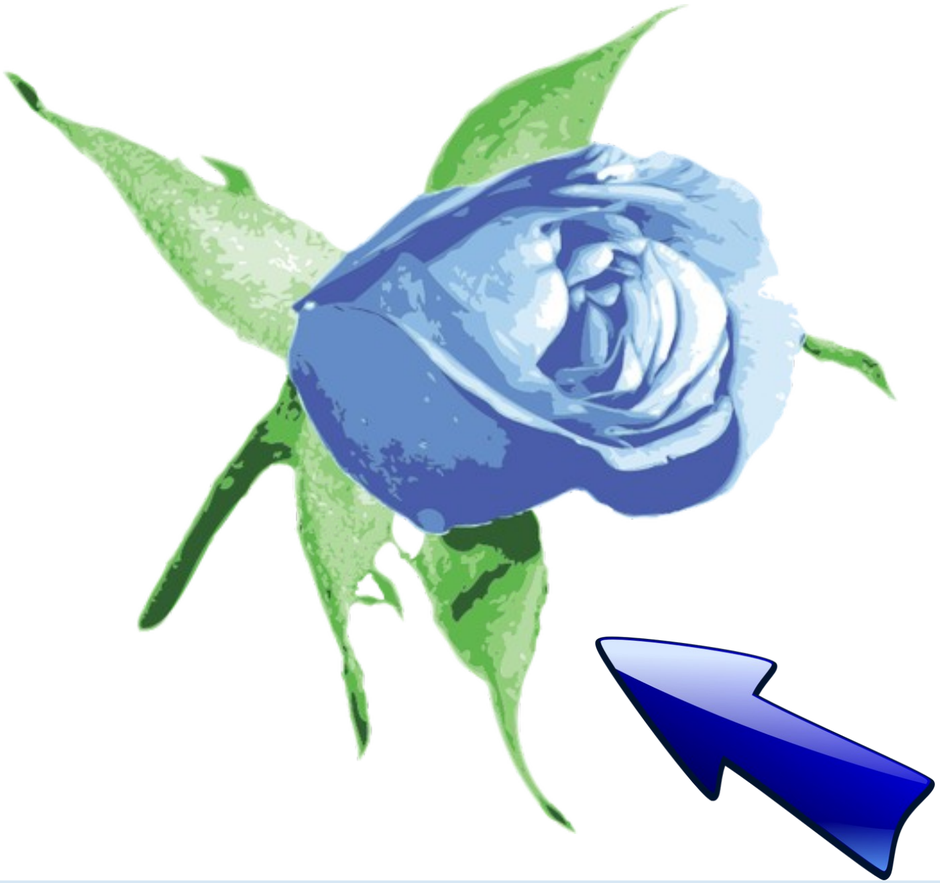
Example

Brushstrokes

> «the marks of the brush made by the painter»

Example

Sepals > «the outer part of a flower that surrounds the petals»



«The sunflowers are grouped in threes.

The sunflowers group around a central flower.

The central flower faces us.

Its middle part is orange and brown.

The petals are golden.

Some petals have fallen off.

The outer part of the flowers is pale green.

The style of the painter is unique.

The marks of the brush are lively»

Listenability

- Ease of listening.
- Ability to understand.
- Enjoyment.

Listenability

Listenability is not readability.

Listenability

Message:

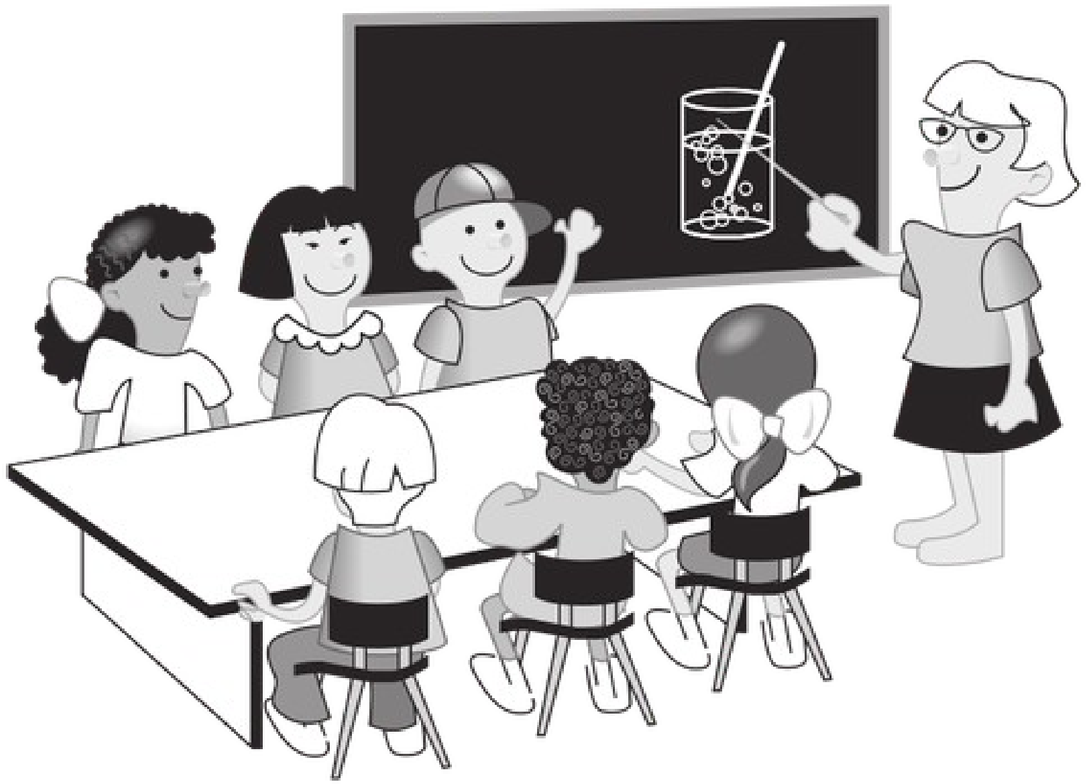
- Intelligible.
- Stimulating.
- Attention grabbing.

Listenability

- Oral-based style.
- Read slow.
- Engagement.

Listenability

- Appropriate voice.
- Volume and quality of recording.
- Rate of delivery.



Sunflowers

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