



# **Unit 3A. Easy to understand (E2U) and subtitling**

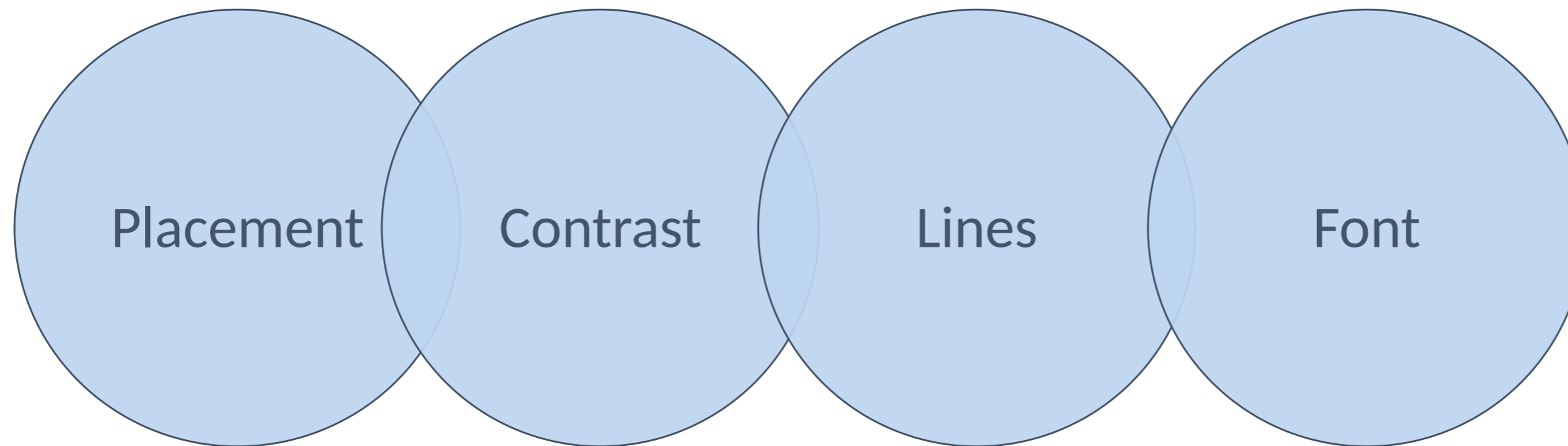
## **Element 2. Linguistic aspects**

# **Subtitling parameters: visual aspects**

**Rocío Bernabé**

**Internationale Hochschule SDI München**

# Visual aspects

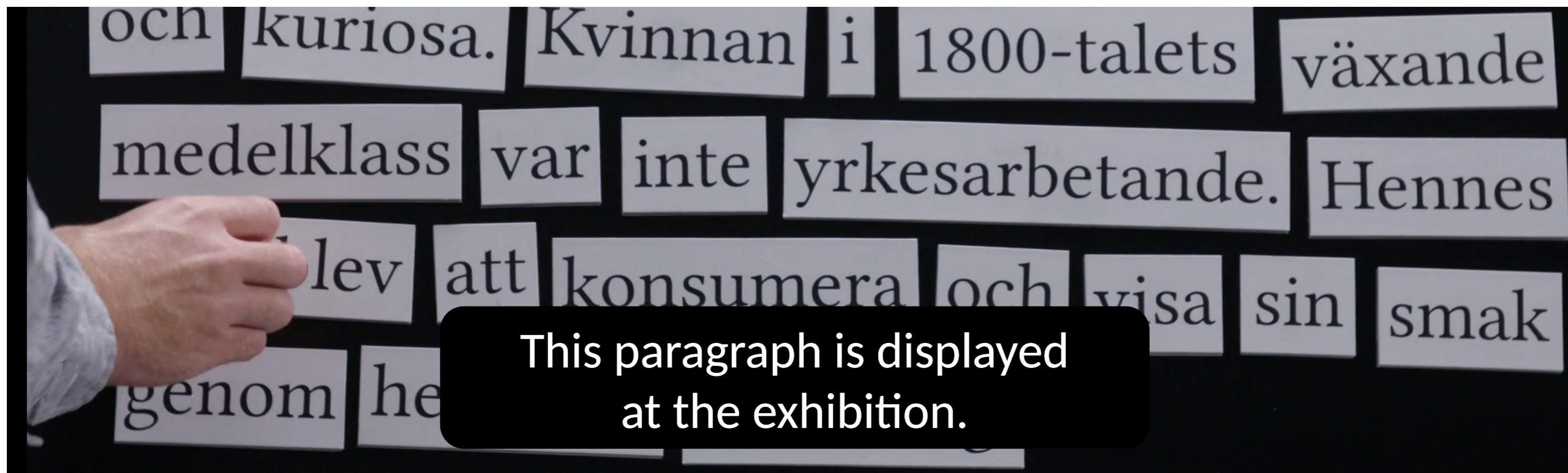


# Placement

- Lower bottom
- Same position, where possible



# Contrast



# Contrast ratio

**4.5:1**

**4.5:1**

# Subtitling box



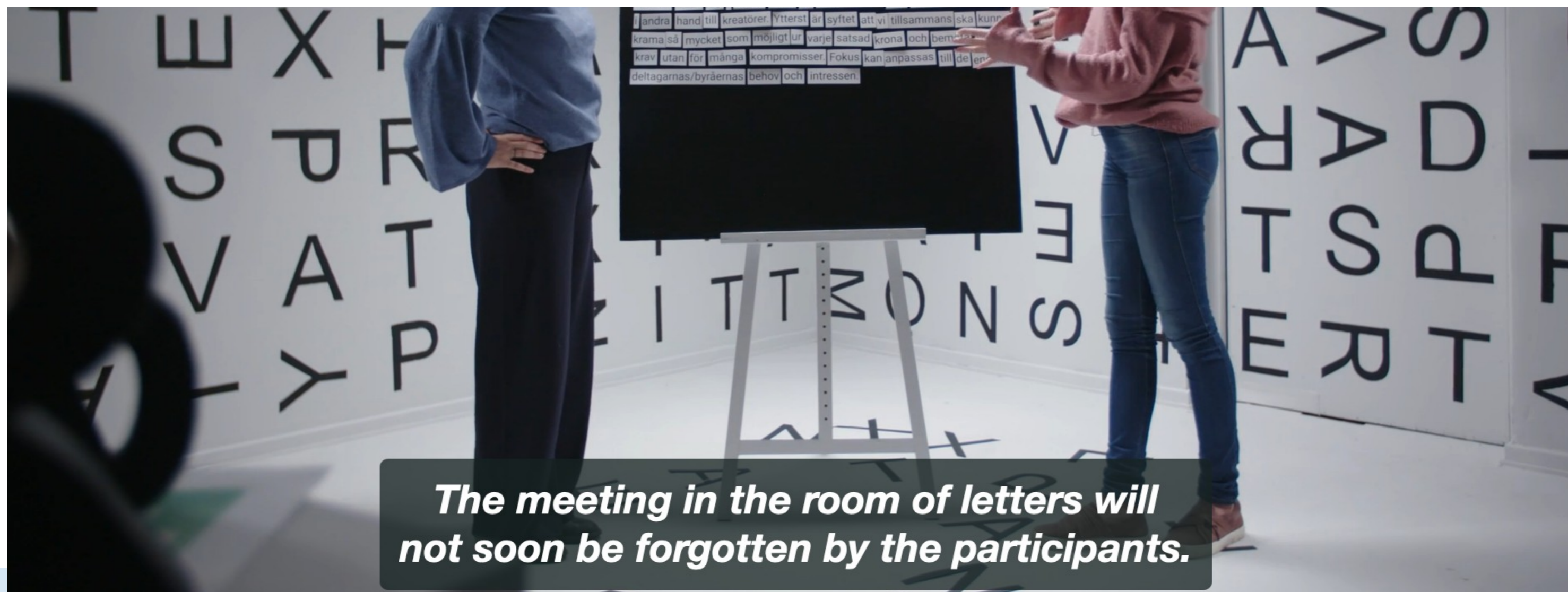
Today we are facing a huge challenge

# Large and opaque



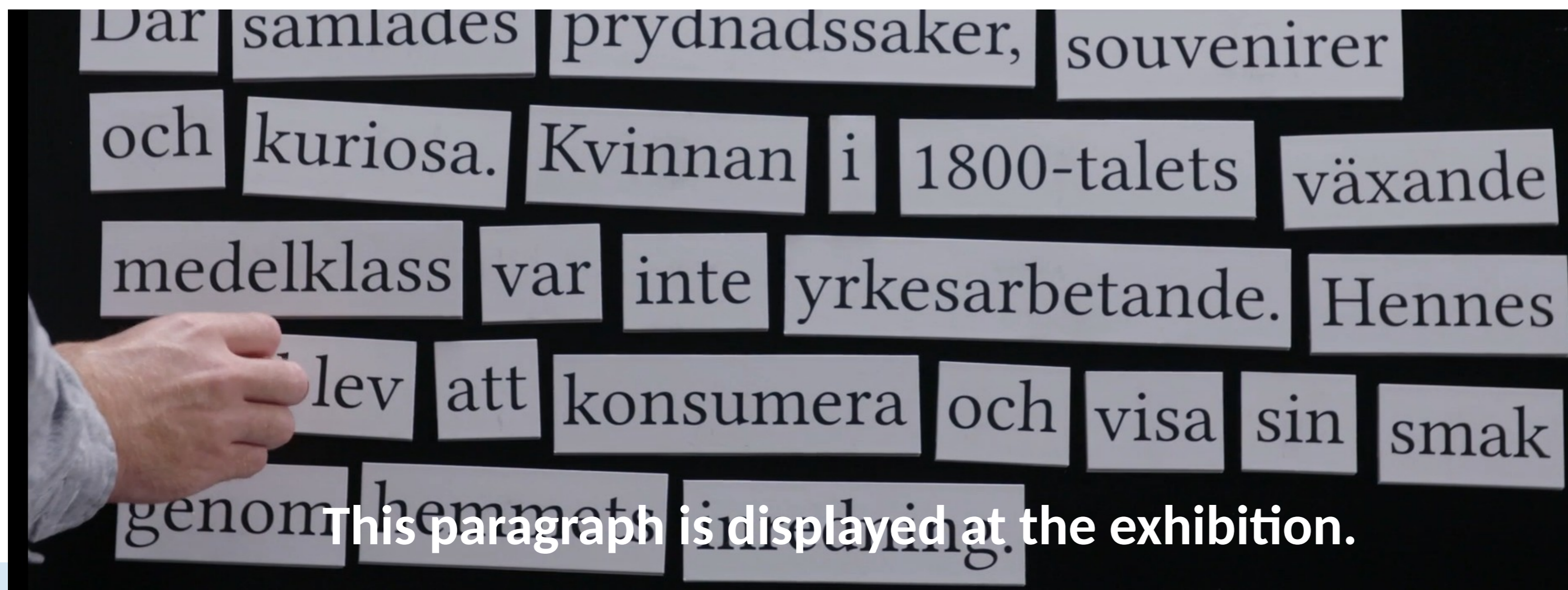
Bourgeoise to middle-class.

# Smaller and transparent





# No box



This paragraph is displayed at the exhibition.

# Lines

- Avoid animated lines.
- Use static text.
- Limit the number to two subtitling lines.
- Start each sentence in a new line.
- Use a line per speaker.

# Characters per line



I work as a marketing communicator  
at the Nordic Museum.

# Fonts

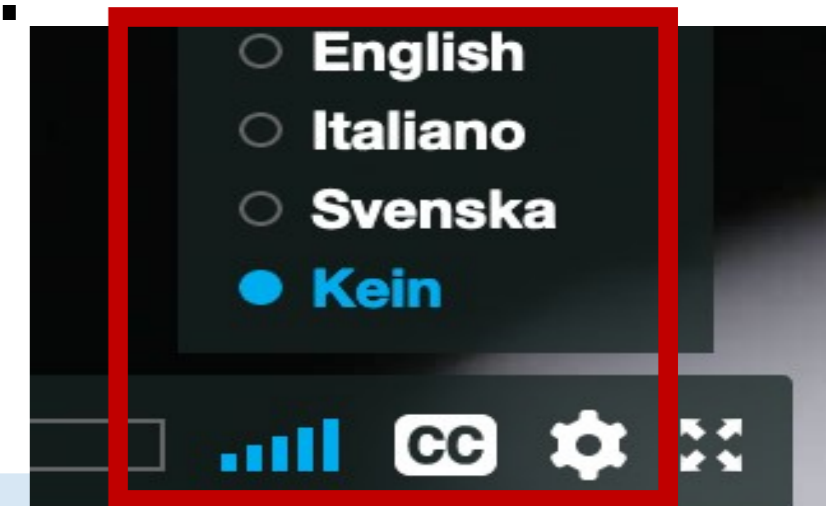
- Use a larger font-sizes, (e.g., pixel, per cent, ems).
- Use fonts with the greatest legibility (e.g., Calibri).

# Text alignment

Align subtitling text to the left.

# Customisation

- Allow users **to turn on/off** the subtitles at any time.
- Provide clear instructions for operating the service.
- Provide a written file with the text, if possible.





# Summary

- Coherent visual presentation
- SDH subtitling
- Open issues:
  - number of characters per line
  - number of subtitle lines



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