Module 1

Unit 4: Additional services

Core video transcript

Module 1
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Transcript

Slide 1

Hello. I'm Aline Remael, from the University of Antwerp, and in this ADLAB PRO video I will explain which services can be used to complement AD. This is Unit 4 (Additional Services) in Module 1 (AD: General Introduction).

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AD can go a long way towards making audiovisual texts of any kind accessible but some productions present additional challenges that then require additional services.

Slide 3

Some additional services are used mostly with dynamic AD for the screen or live events.

Slide 4

Some services are used with static AD such as AD for museums and exhibitions.

Slide 5

The additional services that will be introduced here are:
Audio Introductions, Audio Subtitling, Touch tours and Tactile Explorations

Slide 6

An Audio Introduction or AI is a continuous piece of prose that contains information that cannot be included in the AD.

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It complements the AD when time limitations restrict the information that can be added. It is mostly used for live events, sometimes for screen AD.

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An Audio Introduction is made available before the production or event starts.

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It can be offered live, or as a written text or a recording, for instance, on a website but also on a DVD or USB sent to the patrons beforehand.

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Slide 10

Audio introductions often contain a synopsis of the production and describe specific visual details, for instance, the setting or the characters. They can also offer technical information about the production.

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Audio introductions can also provide artistic or historical background information. In the case of live events, a description of the venue and its general ambience can be included.

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Films and other cultural products are becoming increasingly multilingual

today and/or they travel to other countries. Not all audiences everywhere are polyglots and understand all languages.

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Audio subtitling or AST can help AD overcome such linguistic barriers.

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Two common types of film translation are dubbing and subtitling.

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In a dubbed production the original dialogues are replaced by spoken dialogues in the target language, which people with sight loss can hear. So there is no problem.

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Subtitling is a form of text on screen, which people with sight loss cannot access. That is a problem. So AST is used.

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Audio subtitling is a spoken rendering of the written subtitles already provided with a film.

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AST ensures that people with sight loss can listen to the subtitles, thereby giving them access to the foreign language dialogues.

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Combined with AD, AST thus ensures full accessibility.

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In the case of live performances such as opera and theatre, surtitles projected above the stage are often used for the translation of dialogues or arias.

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Sometimes surtitling can also be rendered aurally as AST.

Slide 22 AST

However, very often relevant information from the surtitles will be paraphrased and integrated in the audio introduction or in the AD itself.

Slide 23

Audio introductions and audio subtitling provide information aurally.

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Other additional services provide information through touch, also in combination with AD.

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At live events Audio Introductions can be combined with a touch tour.

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Patrons can then explore the stage and the set, handling selected props. At the same time an audio describer describes the objects that can be touched.

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Tactile exploration refers to the manual exploration of objects at a museum or exhibition.

Slide 28

Tactile exploration is also combined with AD, which can be recorded or live. Some of the objects are items that have been selected especially for tactile exploration, some are models of larger pieces.

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And here ends our brief survey. More information can be found in Louise Fryer's book, *An Introduction to Audio Description.*(2016) and in *Pictures Painted in Words*, the ADLAB Audio Description Guidelines online.

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