



## Module 1

### Unit 5

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## Module 1

### Unit 5: Process

#### Task 1: Multiple choice<sup>1</sup>

##### Question 1

The audio description process varies according to several parameters. Which of the following statements is NOT true?

- a) Whether the AD will be recorded or performed live influences the AD creation process, because it influences timing and voicing.
- b) The distribution format used for the AD does not influence the AD creation process, because this technical requirement can only be decided after creating the AD.
- c) Whether or not an audio introduction will be used influences the AD creation process, because it influences what needs and needn't be included in the AD itself.
- d) Project managers should decide on the creation process, depending on the scope of a project (time and budget).

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##### Question 2

The terms “accessible filmmaking” or “integrated AD” refer to:

- a) The fact that AD integrates accessibility features into audiovisual products to make them more accessible to persons with sight loss.

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<sup>1</sup> The responses are based on the ADLAB PRO core videos. Only one answer is correct.

- b) The fact that persons with sight loss should be involved in the AD creation process, for instance, during feedback and quality control.
- c) The different creation processes that exist for live or recorded audiovisual products.
- d) The approach where AD is not created in the post-production stage, but created in parallel to creating the original audiovisual product.

### Question 3

The creation of an audio description is teamwork and it usually involves several specialists, depending on the scope of the project. In general, the people involved can be subdivided into distinct groups.

Which statement is correct?

- a) The organiser of the event or film, the artistic team that created the audiovisual product and the AD team.
- b) The project management team, the technical team responsible for the recording and the artistic team.
- c) The financial supporter, the project management team and the AD team.
- d) The organiser, the artistic team and the technical team.

### Question 4

Wat is an AD script?

- a) It refers to the project plan developed for each AD creation process, detailing all the steps to be taken by the project team.

- b) It refers to the script in which the written and timed descriptions are noted by audio describers as a basis for recording.
- c) It refers to the film or performance script that audio describers use as a basis to make their own descriptions.
- d) It refers to a transcript of the audio descriptions that is made after the AD has been recorded.

### Question 5

The creation process of an audio description varies according to several parameters and needs to be developed to fit the requirements of each individual project. However, we can identify six general stages in all AD creation processes: preparation, scripting, voicing, mixing/performing, quality control, feedback. In which of these stages is the audio describer for film ideally included?

- a) Audio describers for film are specialists involved in the scripting stage. The other tasks should only be performed by trained specialists, such as the project manager, voice talents, sound technicians and experienced users.
- b) Audio describers for film are involved in scripting and quality control, since they adapt their own scripts after feedback.
- c) Audio describers for film are involved in preparation, scripting and voicing, as the audio describers should be consulted early on in the project to finetune the AD process and should always voice their own descriptions, as they are most familiar with timing and necessary intonation.

d) Audio describers should ideally be consulted in all stages of the process, as they are the main experts and best placed to advise on all decisions to be made regarding the AD.



## Module 1

### Unit 5: Process

#### Task 2

##### Aim(s):

- Learners know what specialist are involved in the AD creation process.
- Learners are familiar with the tasks the different specialist in the AD workflow fulfil for film.

**Grouping:** individual or in groups of 2 or 3.

**Approximate timing:** 60 minutes.

##### Material and preparation needed:

- Handout Task 2 (optional).

##### Development:

1. Learners fill in the table provided in the handout, developing an AD creation process for film and linking each specialist to each stage in the process. The list of stages and expertise in the handout is optional, depending on how difficult the trainer wants the exercise to be.
2. Learners then write in the third column what they think the main tasks are in each stage for each specialist.
3. One student or group presents their results and the other learners provide feedback and/or alternative approaches, as there are many possible solutions to this exercise.

## **Additional comments:**

Recommended additional material: Additional videos 1 and 2 give learners additional information to be applied in this exercise.



## Task 2: Handout

Stages in the AD production process:

- Preparation.
- Scripting.
- Voicing.
- Mixing/performing.
- Quality control.
- Feedback.

Possible specialists involved:

- Film production company.
- Broadcaster.
- Cultural venue.
- Sports organisation.
- Museum curator.
- Governmental agency.
- NGO.
- User organisation.
- Director and assistants.
- Actors/artists.
- Director of photography.
- Sound designer.
- Costume designer.
- Stage designer.





## Module 1

### Unit 5: Process

#### Task 3

##### Aim(s):

- Learners understand the different skills involved in each stage of the AD creation process.

**Grouping:** class discussion.

**Approximate timing:** 30 minutes.

##### Material and preparation needed:

- Handout Task 2.

##### Development:

1. Based on Task 2, learners take a moment to think about the skills needed by each of the specialists they have included in their table (or by the specialists indicated by the teacher if you wish to make this exercise shorter and more focussed).
2. Class discussion about the required skills for the specialists involved.

##### Additional comments:

Additional videos 1 and 2 of this unit can be viewed before or after this exercise to deepen learners' knowledge.

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## Module 1

### Unit 5: Process

#### Task 4

##### Aim(s):

- Learners know what specialist are involved in the AD creation process.
- Learners are familiar with the tasks the different specialist in the AD workflow fulfill for other types of audiovisual products than film.

**Grouping:** individual or in groups of 2 or 3.

**Approximate timing:** 60 minutes.

##### Material and preparation needed:

- Handout Task 2 (optional).

##### Development:

1. Learners fill in the table provided in the handout, developing an AD creation process for another type than film, and linking each specialist to each stage in the process. The list of stages and expertise in de handout is optional, depending on how difficult the trainer wants the exercise to be.
2. Learners then write in the third column what they think the main tasks are in each stage for each specialist.

3. One learner or group presents their results and the other learners provide feedback and/or alternative approaches, as there are many possible solutions to this exercise.

**Additional comments:**

Recommended additional material: Additional videos 1 and 2 give learners additional information to apply in this exercise.



## Task 2: Handout

Stages in the AD production process:

- Preparation.
- Scripting.
- Voicing.
- Mixing/performing.
- Quality control.
- Feedback.

Possible specialists involved:

- Film production company.
- Broadcaster.
- Cultural venue.
- Sports organisation.
- Museum curator.
- Governmental agency.
- NGO.
- User organisation.
- Director and assistants.
- Actors/artists.
- Director of photography.
- Sound designer.
- Costume designer.
- Stage designer.





## Module 1

### Unit 5: Process

#### Task 5

##### Aim(s):

- Learners are familiar with the tasks the different specialist in the AD workflow fulfill.
- Learners understand the different skills involved in different stages of the AD creation process.

**Grouping:** individual.

**Approximate timing:** 2 hours.

##### Material and preparation needed:

- Invite a local AD specialist to give a lecture to your class, such as a describer, a voice talent, a project or accessibility manager, etc.

##### Development:

Guest lecture:

1. Learners listen to the guest lecture.
2. Learners prepare a report in which they summarise the guest lecturer's intervention and describe his or her place in the AD creation process.

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## Module 1

### Unit 5: Process

#### Task 5 (alternative)

##### Aim(s):

- Learners are familiar with the tasks the different specialist in the AD workflow fulfill.
- Learners understand the different skills involved in different stages of the AD creation process.

**Grouping:** individual.

**Approximate timing:** 60 minutes.

##### Material and preparation needed:

- Additional video for Unit 5 entitled “Technology”, in which the role of technology is discussed in the creation process of live AD and in which Dr. Aline Remael explains how important teamwork is and what role an Accessibility Manager plays in this.

##### Development:

1. Learners listen to Additional video 2 of Unit 5, entitled “Technology”.
2. Learners think about the following question: “What is the role of the Accessibility Manager in the AD process and how does an audio describer work together with this expert? To what extent

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does it make the audio describer's role easier or more difficult?"

3. Learners prepare a report in which they summarise their answer or prepare a short presentation as a basis for a class discussion.



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