

ADLAB

Audio Description: Lifelong access for the Blind

European Erasmus
Multilateral Lifelong Learning Project
2011-2014



Partners



- ✧ University of Trieste
- ✧ Autonomous University of Barcelona
- ✧ Polytechnic University of Leiria
- ✧ Artesis, Antwerp University
- ✧ University of Poznan (UAM)
- ✧ BayerischeRundfunk
- ✧ Vlaamse Radio en Televisie (VRT)
- ✧ Senza Barriere



Objectives and Vision



- ❧ Create authoritative guidelines for the AD profession/industry in all Europe
- ❧ Develop curricula for universities in Europe
- ❧ Training of audio describers and audio describer trainers
- ❧ Sensitise and influence *decision-makers* at a local, national and European level
- ❧ Create useful connections with the industry and with the service providers
- ❧ Social inclusion
- ❧ Improve the lives of the blind and visually impaired population (but also that of immigrants, those with learning difficulties, language learners, etc.)

Work Packages



- ❧ WP 1 User Needs Analysis
- ❧ WP 2 Text Analysis and Development
- ❧ WP 3 Testing
- ❧ WP 4 Guidelines

Work Package 2



- ✧ An extensive text analysis was carried out on the film *Inglourious Basterds* by all partners, and coordinated by UAB
- ✧ The film was chosen because of its myriad varied features, its connections to other films and genres, its use of several languages and basically because of its extreme difficulty for the audiodescriber

Methods Used



- ❧ Eye-tracking technology
- ❧ Psychological studies
- ❧ Systemic-functional linguistics
- ❧ Bottom-up processing

BENJAMINS

Audio Description
New perspectives illustrated

edited by
Anna Maszerowska
Anna Matamala
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■ TRANSLATION ■

LIBRARY

HTL
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Maszerowska,
A. Matamala & Orero

Audio Description

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Book Chapters



- ❧ Text on screen
- ❧ Music and sounds
- ❧ Textual Cohesion
- ❧ Intertextual relations
- ❧ Cultural references
- ❧ Secondary elements
- ❧ Gestures and facial expressions
- ❧ Cinema techniques
- ❧ Spatial temporal features
- ❧ Characters
- ❧ Language

Work Package 3: Testing



- Comparison of descriptive and narrative approaches measuring levels of comprehension and enjoyment



The Manual



✧ For ADLAB, the decision was made, taking into consideration all that had been learnt *en route*, to formulate **strategic** guidelines for the manual.



More on:



www.adlabproject.eu/

Thank you!



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