AUDIO DESCRIPTION: A LABORATORY FOR THE DEVELOPMENT OF A NEW PROFESSIONAL PROFILE

Multiplier Event 3, University of Antwerp, 5 March 2018

Dept. of Legal, Language, Translation and Interpreting Studies, Section of in Modern Languages for Interpreters and Translators
University of Trieste, Via Filzi, 14 - 34144 Trieste, Italy
Project numberStudies: 2016-1-IT02-KA203-024311
www.adlabproject.eu
FUNDED BY THE ERASMUS + PROGRAMME OF THE EUROPEAN UNION

IO3: Producing course design

Aline REMAEL

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IO3 | Aims

- Design a flexible modular AD curriculum
- Based on competences formulated as Learning Outcomes
- Taking into account European accreditation criteria (ECTS)
- Suitable for different contexts: Universities & companies
- Suitable for different, student-centred, teaching methods

IO3 | Challenges

- Fill the gaps in existing curricula (IO1) and take into account the recommendations of audio-describers & providers (IO2)
- Cater for a diverse potential audience: students, professionals,...
- Create a coherent curriculum with modules that can function independently
- Create a coherent curriculum that can be adapted to different levels of difficulty and specialization
- Incorporate the input from ADLAB (guidelines) and specialized literature on AD and curriculum design
- Make the curriculum accessible

IO3 | Starting point

- Level of the curriculum: post-Bachelor (languages, literature, film, theatre, cultural studies, ...)
- Entry requirements: linguistic/textual, computer, basic vocal, information mining, transferrable communicative and interpersonal skills
- Teaching of: knowledge, skills and attitudes
- Moving from competences to learning outcomes to teaching methods and learning materials (IO4)

IO3 | Core competence topics

- History, developments in AD practice & research
- General knowledge of the concept of AD and main target audience(s)
- Understanding of the functioning of AV texts
- Software solutions production, reception, distribution of ADs
- Knowledge of work flows & production processes (teams)
- Skills for the production of AD scripts for different contexts
- Skills for the delivery of different ADs
- Knowledge of the parameters for qualitative AD, assessing & editing
- Knowledge of use of AIs and AST in different contexts
- Willingness to remain informed of new developments in AD

IO3 | Course structure

MODULE 1
Introduction & transferrable skills

MODULE 2
Screen AD

MODULE 3
Dynamic performances & events

MODULE 4
Static arts & environments

MODULE 5
Additional services & specific contexts

MODULE 6
Technological Issues, New developments

Different suggested trajectories will be defined.
Combinations can be tailor-made.

IO3 |Concrete examples of standard LOs

Module 1:

Students can explain the importance of a well-timed AD script	**Comprehension**	**Basic**	**Lecture-viewing-analysis-discussion**	**Powerpoint & clip**	**Hours/ECTS + one or more other LOs**

Module 3

Students can write an AD script for a live perf., defend their choices	**Synthesis/ application**	**Basic**	**Watch recorded scene performance, script AD, class discussion**	**Clip & script template**	**Hours/ECTS + one or more other LOs**

Module 6

Students can identify the requirements for translation of AD	**Knowledge/ comprehension**	**Basic**	**Lecture-viewing-analysis-discussion**	**Powerpoint & clip**	**Hours/ECTS + one or more other LOs**

IO3 |Concrete examples of advanced LOs

Module 2:

Students can compile the parameters for a quality AD end product.	**Synthesis-creation**	**Advanced**	**Exercise & discussion**	**End product: a check list**	**Hours/ECTS + one or more other LOs**

Module 3

Students can summarise & evaluate new AD trends (live perf.)	**Analysis**	**Advanced**	**Independent study**	**Presentation**	**Hours/ECTS + one or more other LOs**

Module 6

Students can explain how research supports additional AD applications	**Comprehension**	**Advanced**	**Inquiry & discussion**	**Reading (literature review)**	**Hours/ECTS + one or more other LOs**

IO3 | Work in progress

- Fine-tuning the level and sequence of the LOs per module and across modules
- Grouping LOs and assigning hours/ECTS to the modules
- Fine-tuning and suggesting further learning methods and materials for IO4 to develop

TO CONCLUDE

Questions for the audience:

Universities:

- how many hours or weeks, how many ECTS would you want to devote to an AD curriculum such as ADLAB PRO?
- how can you imagine implementing such a curriculum: master degree, postgraduate, summer school, modules integrated into an existing master programme, ...

Providers / audio-describers:

- Would you be interested in implementing such a curriculum or parts of it?
- Would you rather have staff attend an implementation of the curriculum at an HI?

Thank you for your attention

your answers

and

your questions

More on:
www.adlabproject.eu/

Thank you! The ADLAB PRO team