ADLAB PRO: IO4
Development of course content

UAB team
Blaricum, September 2019

IO 4: timeline

- 01.01.18-01.08.19 = 19 months

- Stage 1: defining blocks and training materials. Finished.
- Stage 2: creating templates and core video samples. Finished.

IO 4: results 09/18

- List of units per module.
- Timeline.
- Copyright forms.
- Training materials proposals (first round).
- Instructions and templates for: core videos, tasks, multiple choice, additional videos, reading list.
- AD for intro and outro provided by SF.
- Core video sample evaluated.
- Technical specs by SF.

IO 4: stage 3

- Creation of all core videos with ppt, transcripts and subtitles.

- 20/09. Core videos and ppt finished, copyright forms submitted.

Core videos update

- All core videos, transcripts, ppt, audio files and jpegs uploaded for all units. Thanks!

- For M5 and M5 also: IO5 evaluation sheet uploaded, and reading list (to be discussed later).

Copyright update (24.09.18)

- M1 (Antwerp). No copyright.
- M2 (UAM). Copyright scanned (Mazur & Chmiel).
- M3 (UV). No copyright.
- M4 (UNITS). No copyright.
- M5 and M6 (UAB). Copyright signed (Orero, Matamala, Jankowska).

- 05/10. UAB revision of videos, not all contents (Jara: technical; Carme: formal. Content is responsibility of each partner).

- 19/10. Final core videos, ppt, transcripts ready.

- Added steps for videos: UAB > SF transcoding > UAB sends to DDD and sends link to SF > SF integrates in website (Carme/Mereijn to coordinate on server structure).

- Next steps in Stage 3 (parallel to stage 4)

  - 19/11 (approx.) Subtitling through exceptional costs (Carme Mangiron). Discussion on costs next.
  - 07/12 Revision of subtitles by partners.
  - 20/12 Final subtitles available.

- Next steps in Stage 3 (parallel to stage 4)

  - Questions:
    - format for transcript, ppt and subtitles (srt)? DDD accepts RTF, PDF, PPT, SRT.
    - transcripts in one file or in different files, separated by units? This is related to DDD structure (see future slides), but suggestion: separated (self-contained units).
    - previous agreement: each subtitle file will be converted into a sort-of-transcript file (not 100% accurate transcript but still useful). Format?

Exceptional costs

- Budget: 10.000 + 25% UAB cofunding: 13.334. This includes VAT, so the maximum without VAT is 11,111 euros. That is 1,587 per language (English, Catalan, Spanish, Polish, Dutch, Slovenian, Italian) or 225 per video.

Exceptional costs based on 50 5' minute videos

- Dutka: English 2.300. Polish: 2.700 euros.

- Doggen: Dutch 1.750 euros.

- Del Fovo: Italian 20 euros x minute or 25 euros per page. 50 x 5 x 20 = 5.000 euros.

- Jurjavcic: 875 euros. Need time until March.

- Escribano: English 375 euros (1,5 per minute). Catalan: 875, Spanish: 875.

- Solé: 1.500 spotting.

- International Soundstudio: English 3.000, Spanish 4.000, Catalan 4.750.

- SDI: 250 per video all languages (maximum 5 minutes) + VAT. Total: 12.500 euros.

- SDI could have been a partial solution (although 1.389 more euros were needed) BUT many partners have gone systematically over 5 minutes and the budget will not enough.

- Only solution: we split the money per language and each partner is responsible for providing subtitles for each language.

- Module 1: 1h 10min 49 seconds, 7.208 words.

- Module 2: 51:32, 5309.

- Module 3: 49:45, 6275.

- Module 4: 1h 30 min 26 seconds, 8889.

- Module 5 and 6 (together): 50:15, 5.756.

- **Reading lists**
  - template and instructions already provided by UAB
  - Examples from UAB, M5 and M6:
    - https://drive.google.com/file/d/1AUWKOWjeS0K6H2Md1_jaYtjPCstSB4Mg/view
    - https://drive.google.com/file/d/19S4wZbVeGKtRcnkVqAcFEjpZNDxTTiWf/view

  - Problem: in Google Drive the reading list configuration is lost.

- **Reading lists**
  - 26/10/2018. Reading lists ready for all modules (UA, UAM, UAB, UV).
  - 02/11/2018. All partners comment on lists (and add local references? To be discussed in Blaricum). Dropbox maybe???
  - 08/11/2018. Reading lists revised (UA, UAM, UAB, UV).
  - 03/12/2018. IO5 evaluation.
  - 10/12/2018. Final reading lists ready. UAB will upload them on DDD.

  - Question: one list per module? One list per unit? Both? Pdf format is ok?

- **Additional videos**

  - instructions provided by UAB (planned: 26/10, provided before)
  - re-using content versus creating content (intros change)
  - some partners are already working on this: RNIB, UAB. Also content suggested by UV from Vocal Eyes.
  - please do not only rely only on external content

- **Additional videos**
  - examples from UAB available
    - ARSAD (intro slide missing)
    - TTS
    - Dubbing samples
    - Voice-over samples
  - xamples from other partners?

  - Discussion in Blaricum: update "training proposal document" and agree on what partners will do.

- **Introductory videos**
  - RTVSLO is already working on a module sample (different style)
  - partners responsible for modules will need to produce a short script (RTVSLO to contact them when needed)
  - SF will give support, if necessary

  - 12/11. Sample for introductory video ready. Maybe before?
  - 03/12. Accessibility revision (RNIB/SF) and IO5 evaluation (UV).
  - 12/04. All introductory videos ready, with all accessibility features (RTV SLO will take care, correct?).
  - 26/04. Revision by all partners.
  - 09/05. Final videos ready.
  - 31/05. Subtitling ready and 06/06. Revision of subtitled introductory videos by partners.
  - 13/06. Introductory videos ready and uploaded on UAB's website.
  - 27/06. Website ready (Soundfocus).

- **Tasks (including multiple choice)**

  - Template ready.
  - Discussion on content of Tasks and Multiple Choice in Blaricum.

  - 12/11/2018. Sample for tasks ready by UAB.
  - 03/12/2018. Accessibility (RNIB/SF) and IO5 evaluation (UV).
  - 10/12/2018. Final instructions for tasks plus sample.
  - 20/02/2018. Tasks by partners ready.

- **Trainer's guide**

  - Do we need this?
  - What to include?
  - Format?

  - Discussion in Blaricum.

- Video > core videos, additional videos
- Text File > final report plus reading lists, tasks, etc.
- Youtube > changed into UAB's open access repository and website
- Book > edited book
- Publications > one or two articles
- Internet > information on website
- Website > project website plus training materials
- Paper brochures > related to the project, not needed for IO4
- Event > Workshop 4
- Oral > presentations at conferences
- Other

- Possibility of a Practice Your Skills section by UAB

  - Access to crowdsourcing AD editor (Scribit) with tutorials

  - Access to professional web AD editor (Anglatècnic) with tutorials

  - Ongoing work by UAB-Pilar Orero. Update?

- UAB: upload on DDD open access repository.
  - One registry per unit?
  - Formats: mp4 is fine, also RTF, PDF, PPT.
- SF: deal with website and training materials page.

  - Presentation by Mereijn to discuss structure of the training materials page and where (and how) users will have access to training materials.

IO 4: accessibility of videos

- Agreements after discussion UNITS, SF, UAB

- Videos DISPLAYED on the main website: general introductory video plus videos related to ME could be added. Full accessibility measures.

- Videos DISPLAYED on the course material page. Introductory video to each module. Same techs as above.

- Core videos and additional videos, only to be DOWNLOADED, on course material page. There will be an .srt file in English and in the other project languages for core videos. For additional videos there may be or not (more flexibility).

ADLAB PRO: ME in Barcelona

UAB

ME & TPM in Barcelona

- ME4. Barcelona. Presentation of IO4 materials. Together with ARSAD conference. Suggested date at the application: 15-03-2019. Leader: UAB.

- ME5. Barcelona. Recording, mixing, and delivering AD. Leader: Soundfocus. 16-03-2019.

- ARSAD 2019: 19/03 (all day), 20/03 (morning)

- ME: 20/03 (afternoon), 21/03 (morning)

ME on training materials

- Agreement on: Joel Snyder (30-minute presentation). Not contacted yet.

- UNITS: Vicenza Minutella. Also: Laura Cruz (Las Palmas).

- UV: Matthew Cock (runs VocalEyes) + blind trainer (any of the following: Toby Davey, Zoe Partington, Sally Booth, Kirin Saeed.+

- SF: Susanne Verberk.

- Josélia? (suggested by one partner)

- UA: Dosch and Benecke.

- Agreements: we should aim at 4-5 speakers. They can be contacted in October, when we know who will be attending ARSAD.

ME on sound mixes

- Matt Kaplowitz (Bridge Multimedia).
- PLAN A.
  - Short presentation about the project (10 minutes)
  - 1st part by Mereijn on production processes in Europe (focus on sound). 90'
  - Break
  - 2nd part by Matt on a case study: social media and advertising, including a part on audio production processes (90')
- PLAN B: short presentation about project (5') + Mereijn + ??? + Matt.
- Other names: Mariana López? To be further discussed.

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