

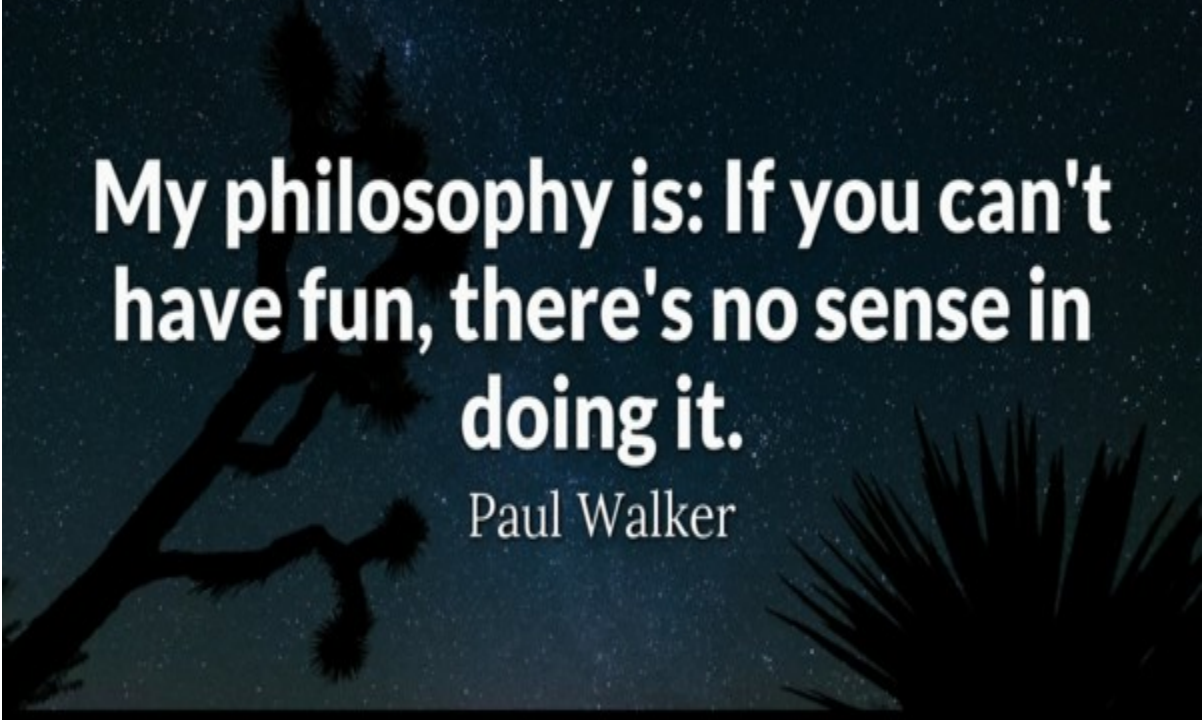
**Audio Description Associates, LLC – “The Visual Made Verbal”
presents**

**The Fundamentals of Audio Description:
What Every Describer Must (strive to) Master
—or—
Putting the “FUN” in AD FUNdamentals**

with Joel Snyder, Ph.D.
President, Audio Description Associates, LLC
Director, Audio Description Project, ACB

**ADLAB PRO – MULTIPLIER EVENT – Barcelona, SPAIN
March 21, 2019 – 9:30-10:00**





**My philosophy is: If you can't
have fun, there's no sense in
doing it.**

Paul Walker



**People rarely succeed unless
they have fun in what they
are doing.**

Dale Carnegie

FUN

- IS -

GOOD.

DR. SEUSS

ArtistUPgrade
The Power of Design

“NOTHING ABOUT US
WITHOUT US.”

Shit People Say To Blind People

FOUR FUNDAMENTALS OF AUDIO DESCRIPTION

OBSERVATION: “You can see a lot just by lookin’.” Yogi Berra

EDITING: “I think less is more when it comes to kissing in the movies.”
Julia Roberts

LANGUAGE: “You cannot depend on your eyes ... when your imagination is out of focus.” Mark Twain

VOCAL SKILLS: “That that is is that that is not is not.” Anonymous

“Those who have never suffered impairment of sight or hearing seldom make the fullest use of these blessed faculties. Their eyes and ears take in all sights and sounds hazily, without concentration and with little appreciation.”

Helen Keller

FedEx

“Seeing is forgetting the name of
what one sees.”

Paul Valery

FedEx

فیدیکس

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“The great struggle of art is to leave out all
but the essential.”

Oliver Wendell Holmes

To accomplish more,
sometimes you need to see less.

Go on. Be a Tiger.

High performers don't allow themselves to be
distracted. To see how Accenture can help you
maximize your focus on your most important
goals, visit accenture.com

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“Vision is the art of seeing things
invisible.”

Jonathan Swift





THE BOOK THIEF



Thesaurus.

“I have only made this letter longer
because I have not had the time to make
it shorter.”

Blaise Pascal

W. Y. S. I. W. Y. S.

“WHAT YOU SEE IS WHAT YOU SAY”





**EURO
MILLIONS®**



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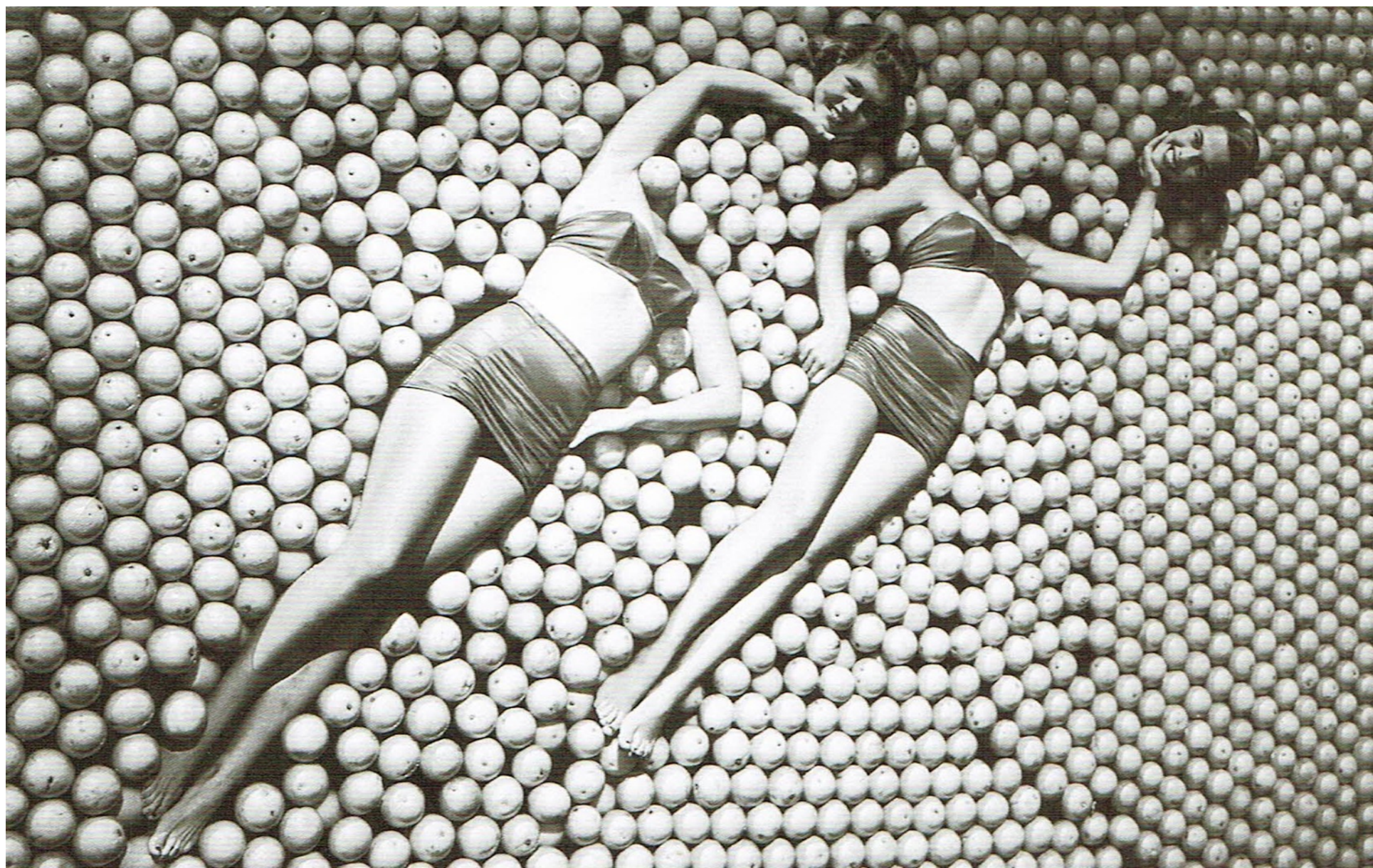
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THAT THAT IS IS THAT
THAT IS NOT IS NOT

THAT THAT IS, IS;
THAT THAT IS NOT, IS NOT.



JOEL SNYDER, Ph.D.

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The Visual Made Verbal:

*A Comprehensive Training Manual and Guide to the History and
Applications of Audio Description*

www.amazon.com - www.thevisualmadeverbal.net

<https://mall.acb.org/mini-mall-shops/pages-and-tracks>

American Council of the Blind's Audio Description Project (ADP)—

- Sixteenth ADP AD Institute: July 2019 – Rochester, NY
- Seventeenth ADP AD Institute: February 2020 – Washington, DC
- Sixth Audio Description Project Conference - July 2020 – Chicago, IL
- Eighteenth ADP AD Institute: July 2020 – Chicago, IL