

ADLAB PRO

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

WHAT

ADLAB PRO is a three-year project financed by the European Union under the Erasmus+ Programme, Key Action 2 – Strategic Partnerships.

ORIGINS

ADLAB PRO is the natural successor to ADLAB, which focused mostly on film audio description (AD), or the verbal descriptions illustrating the visual elements of an AV product for people who are blind or partially sighted. ADLAB produced the first European AD guidelines.

OBJECTIVES

Creating free-access, flexible and customizable didactic materials for the training of an extremely important professional figure: the audio describer. Assuring that this professional figure will fulfill a key role in the field of media accessibility and access to culture, and it will contribute directly to the creation of a truly inclusive society. Expanding the work of ADLAB.

DURATION

36 months >
September 1st, 2016
– August 31st, 2019.

WHY

There are few professionals working in the field of AD. The provision of AD is uneven across Europe. AD training is not offered consistently (or at all). All cultural and media sectors need to become really accessible.

CONTACT

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Funded by the
Erasmus + Programme
of the European Union



Financed by European Union under Erasmus+ Programme, Key Action 2 – Strategic Partnerships. Call 2016. EC Project Number: 2016-1-IT02-KA203-024311. National Project ID: GU10213041978. Coordinator: University of Trieste (IT)

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THE ADLAB PRO COURSE MATERIALS

This brochure offers a short overview of the online open fully customisable course materials created as the main result of the project. Six modules divided into units can be picked and matched according to the needs and existing educational or professional background of the trainees. A variety of training materials is offered to cover all the learning styles (videos, PPTs, transcripts, tasks, reading lists). A trainer's guide will accompany teachers all the way through their teaching pathway. Introductory videos for all modules will offer a short yet thorough snapshot of each. More on www.adlabpro.eu



WHO IS THE AUDIO DESCRIBER

The audio describer is an audiovisual translator charged with producing verbal descriptions for the blind community. These descriptions recount the visual features of a work of art or an audiovisual product (a film, a museum, a dance, a sporting event or a religious ceremony, etc.).

WHO IS THE TARGET

The course is designed for students, trainers, trainees and AD professionals who need to acquire or expand their knowledge on this accessibility service.

PRE-REQUISITES

You can either be already working in the field or be new to it!

WHAT IS THE COURSE ABOUT

The course explores several AD-related topics, ranging from very general and basic to more specific, to enable trainees and AD professionals to enhance their future employability in diverse settings.

WHAT IS THE COURSE STRUCTURE

The course includes six modules divided into units that can be picked and matched according to the needs and existing educational or professional background of the trainees.

HOW WILL I BE TRAINED

A variety of training materials is offered to cover all the learning styles (videos, PPTs, transcripts, tasks, reading lists). A trainer's guide will accompany teachers all the way through their teaching pathway. Introductory videos for all modules will offer a short yet thorough snapshot of each.

ECTS/ECVETS

The whole course has been assigned 30 ECTS/ECVETS. Institutions that will use the course will adhere to or customise this number according to their training needs.

MODULE 1

GENERAL INTRODUCTION

Covers the basic skills and knowledge that audio describers and AD researchers must acquire to understand what AD is, how it is produced and how it functions, how it is researched, what challenges it poses, and what its purpose is. (6 ECTS/ECVETS)

MODULE 3

AD OF LIVE EVENTS

Looks at the challenges of describing different types of live performance (e.g. dance and opera) and outlines the technical skills needed by a describer of live events. It helps you to select relevant content and to script your description.

It tells you what you need to know about touch tours, live AD workflow, and audio introductions. (6 ECTS/ECVETS)

MODULE 5

ADDITIONAL SERVICES

Focuses on audio subtitling, dubbing, and voice-over. An AD can be created for content originally produced in the same language or for content originally produced in another language and transferred to the audience through subtitling, dubbing or voice-over. The transfer mode chosen has an impact on the AD, and this is what is addressed in this module. (3 ECTS/ECVETS)

MODULE 2

SCREEN AD

This module is about AD for recorded content, mainly films and television programmes. It covers the basic skills and knowledge that audio describers must acquire to understand how screen AD is produced and how it functions. (6 ECTS/ECVETS)

MODULE 4

(SEMI) LIVE AD AND RECORDED AD FOR STATIC ARTS AND ENVIRONMENTS

Besides defining static arts, new museums and new audiences, it will teach you the strategies to describe an artwork both in isolation and embedded in a descriptive tour. The main features of touch tours, as well as of live vs. recorded ADs, will be discussed to make you ever more independent in your activity as an art AD expert. (6 ECTS/ECVETS)

MODULE 6

ADDITIONAL TECHNICAL ISSUES, DEVELOPMENTS AND CHANGE

Focuses on technology for consumption and for delivery, audio description translation, text-to-speech systems, crowdsourcing and collaborative processes, new services and audiences, and accessible productions.

The topics are diverse but share an interest in advances in technology, production processes and new audiences. (3 ECTS/ECVETS)