

Media accessibility research and training: TransMedia Catalonia research group

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TransMedia Catalonia

<https://grupsderecerca.uab.cat/transmedia/>



Diverse users



DESIGNED FOR YOU&ALL

Capabilities: Beyond disabilities



Solutions to overcome...

- Linguistic barriers
- Sensorial barriers
- Cognitive barriers
- Social barriers
- Technological barriers

TransMedia Catalonia research

- User-centric methodologies
- Ethical processes
- Knowledge transfer to society
- Training

Overview of research on...

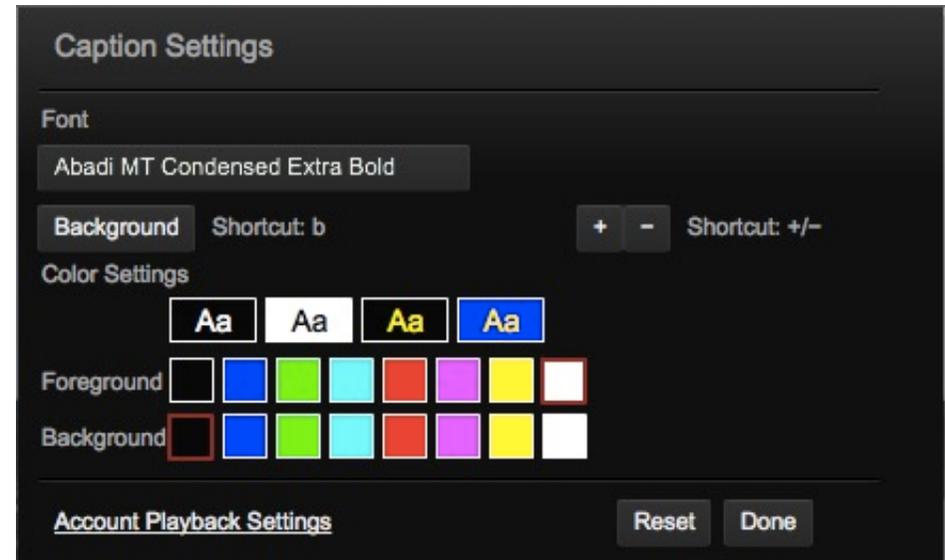
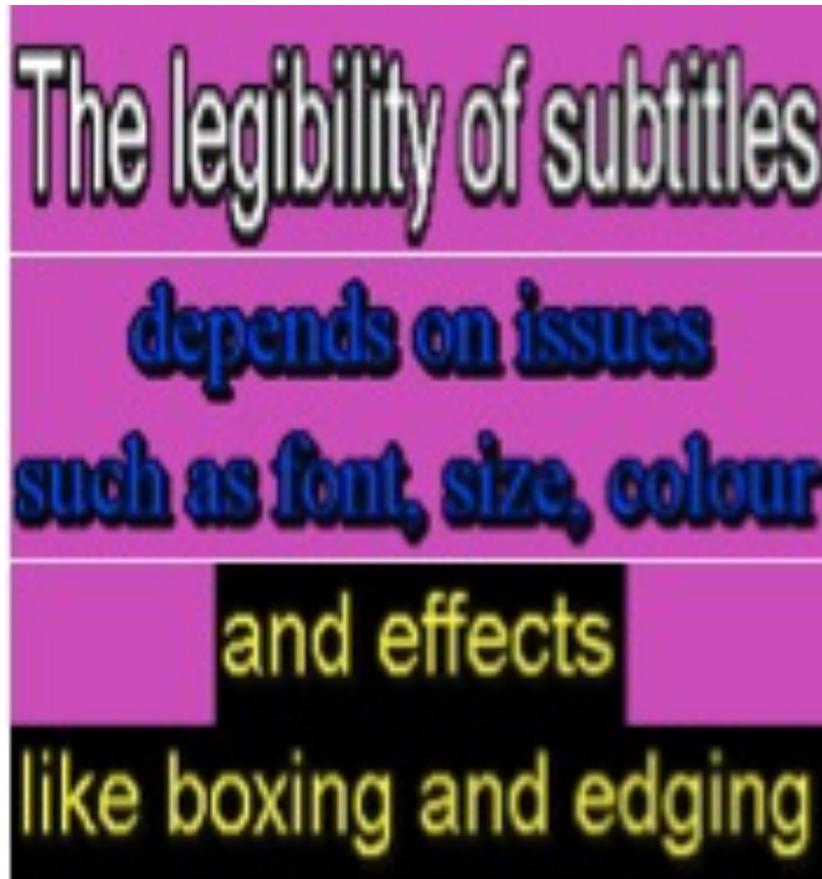
- Subtitling (and live subtitling)
- Audio description
- Easy-to-understand language
- Game accessibility
- Moving beyond disabilities
- Training

SUBTITLING

Subtitle formats...



User interaction: subtitle format

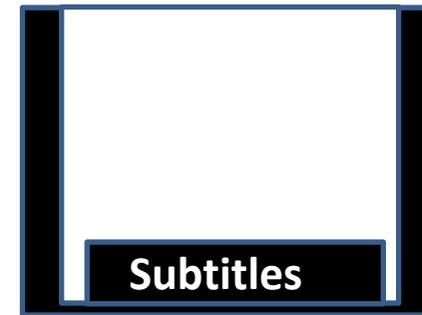
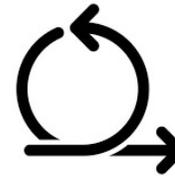
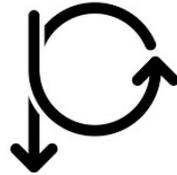




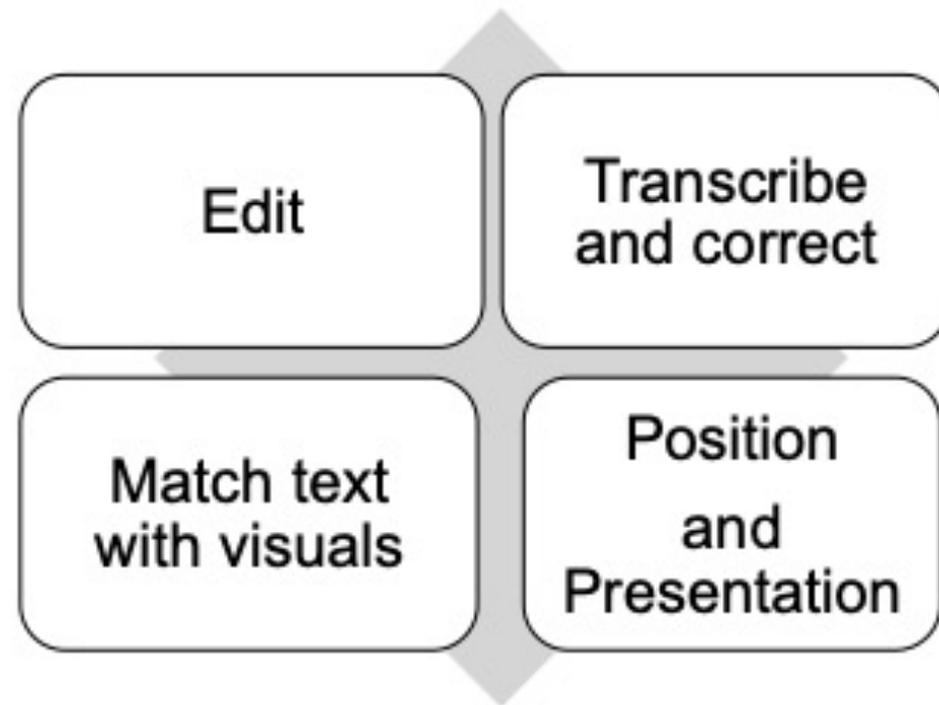


LIVE SUBTITLING

Live subtitling



Challenges



Standards and guidelines

Standards

Different countries
=
Different standards

Guidelines

Same country
=
Different guidelines

End-users perspective



The LTA project



LTA (Live Text Access)

Quality training in real time subtitling across EU and EU languages).

LTA aims to design an effective and certified curriculum for real-time intralingual respeakers and velotypists. The training materials will be open source and suitable for in-house, vocational and higher-education training.

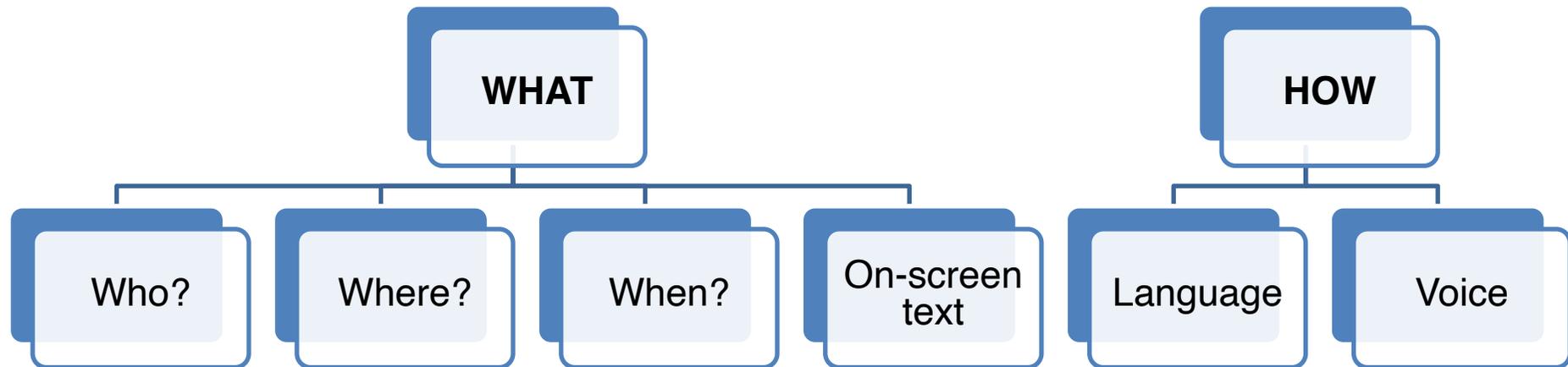
The **IMPACT** project

IMPACT (Inclusive Method based on the Perception of Accessibility and Compliance Testing).

IMPACT aims to create an expert training program on digital accessibility. This training will develop the skills of the experts so that they are able to provide high quality accessible content in different digital contexts.

AUDIO DESCRIPTION

Audio description



Audio description: TCM research

Speed

Explicitation

Voices

Information
load

Segmentation

New formats

An example: the RAD project

What does “neutrality” mean when referring to AD voicing?

The RAD project

pazines.uab.cat/rad



EASY-TO-UNDERSTAND LANGUAGE

UTICamp

Easy-to-understand language in audiovisual content

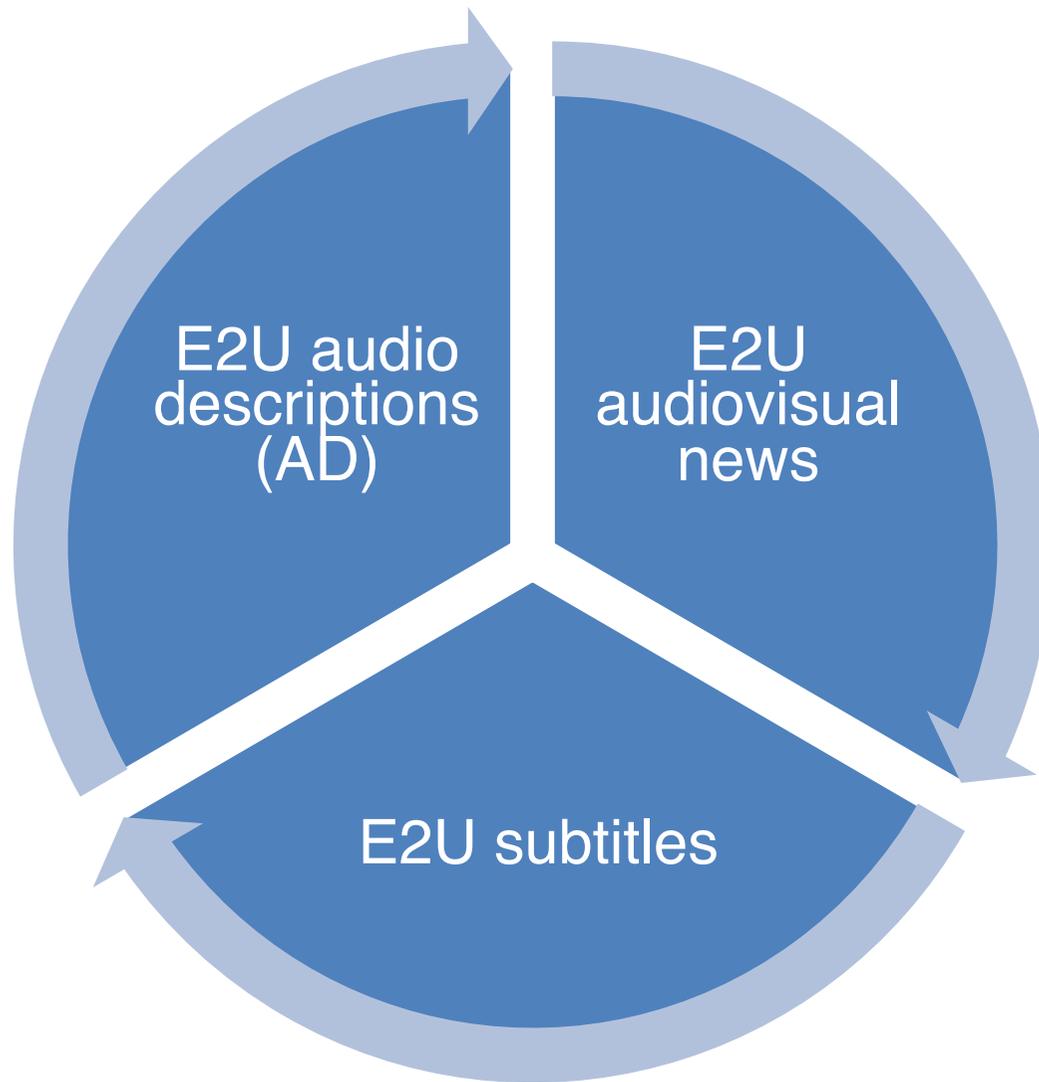


Erasmus + Strategic Partnerships in Higher Education.

2018-1-ES01-KA203-05275

September 2018-August 2021





UNIT 1. MEDIA ACCESSIBILITY	ELEMENT 1. HUMAN DIVERSITY	1.1.1. HUMAN DIVERSITY 1.1.2. DISABILITY MODELS 1.1.3. LANGUAGE ON DISABILITY 1.1.4. TASKS	» 1.1.1. Human
UNIT 2. EASY-TO-UNDERSTAND LANGUAGE	ELEMENT 2. WHATS IS ACCESSIBILITY?		
UNIT 3A. E2U AND SUBTITLING	ELEMENT 3. WHAT IS UNIVERSAL DESIGN?	 WATCH THE VIDEO	
UNIT 3B. E2U AND AUDIO DESCRIPTION	ELEMENT 4. WHAT IS MEDIA ACCESSIBILITY?		
UNIT 3C. E2U AND AUDIOVISUAL JOURNALISM	ELEMENT 5. MEDIA ACCESSIBILITY SERVICES		[.mp3] [.mp4]
UNIT 4. THE PROFESSION	QUESTIONNAIRE		
	 DONWLOAD TRANSCRIPT		[.pdf]
	 DONWLOAD PRESENTATION		[.pptx]
	 DOWNLOAD SUBTITLES		[.srt]

VIDEO GAMES

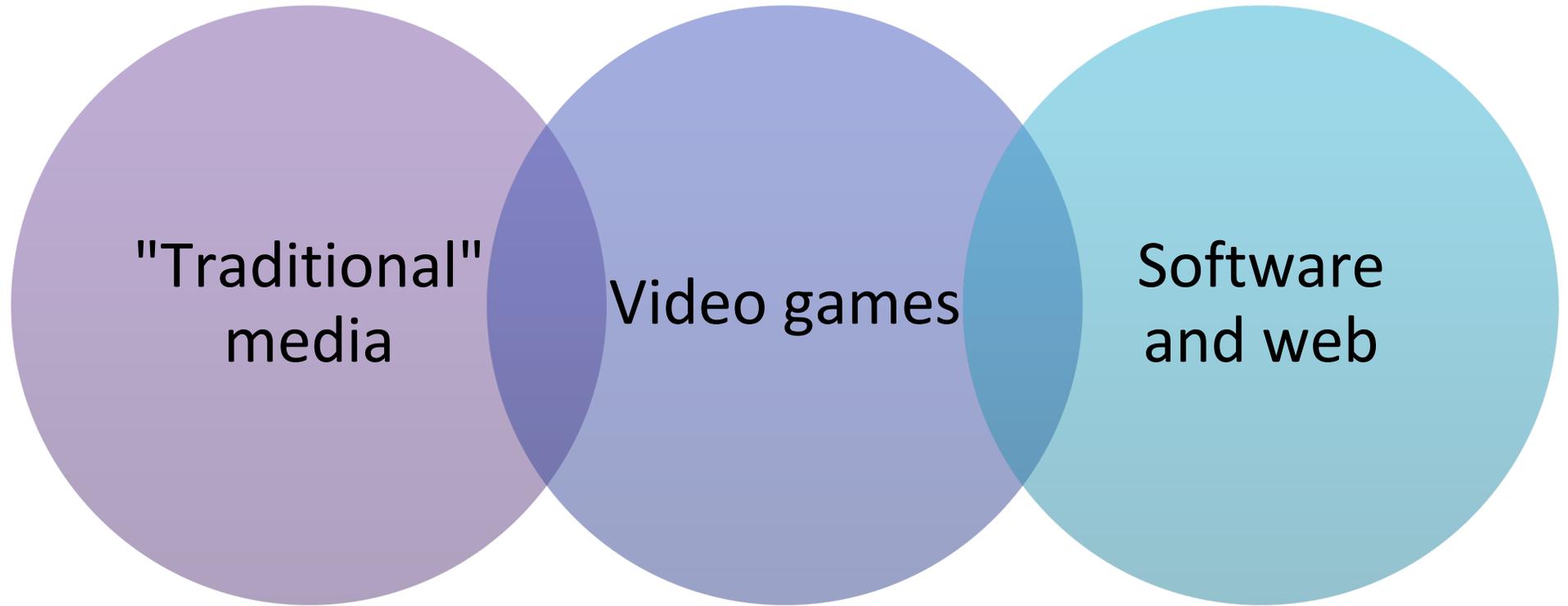


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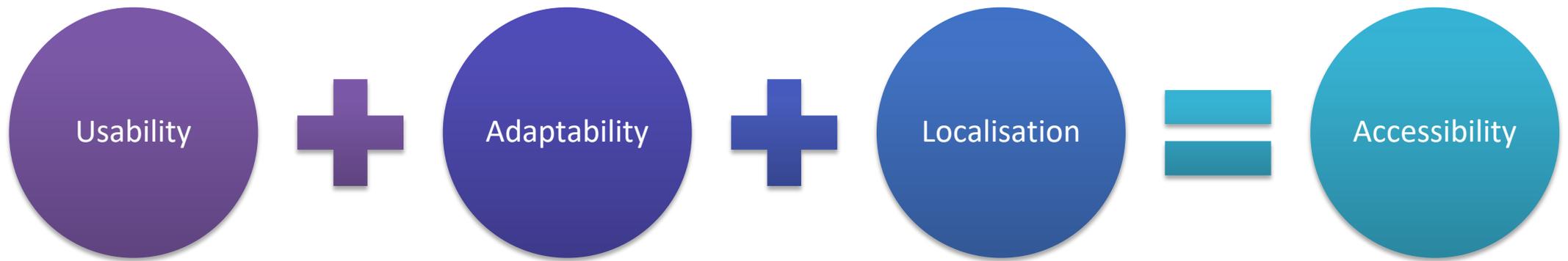
Game accessibility

- Video games have become a worldwide phenomenon
- Rise of casual games
- Beyond entertainment: educational, therapeutic value
- Technological developments erect new barriers
- Most mainstream games not accessible

Game accessibility



Game accessibility



Accessibility issues

- Users cannot receive stimuli, be it visual, auditory or tactile.
- Users not able to determine appropriate response to perform action required to advance in the game.
- No input can be provided to the game because the interface device cannot be manipulated.

([Yuan, Folmer and Frederick, 2010](#))

The RAD project

- Researching Audio Description: Translation, Delivery and New Scenarios (PGC2018-096566-B-I00-MCIU/AEI/FEDER, UE).
- One of its aims is to improve game accessibility for blind and low vision players through AD and other technologies, such as text-to-speech.



The RAD project

- Descriptive research on the current state of game accessibility for blind and low vision players.
- Experimental research by means of questionnaires and interviews addressed to blind and low vision players and game developers.

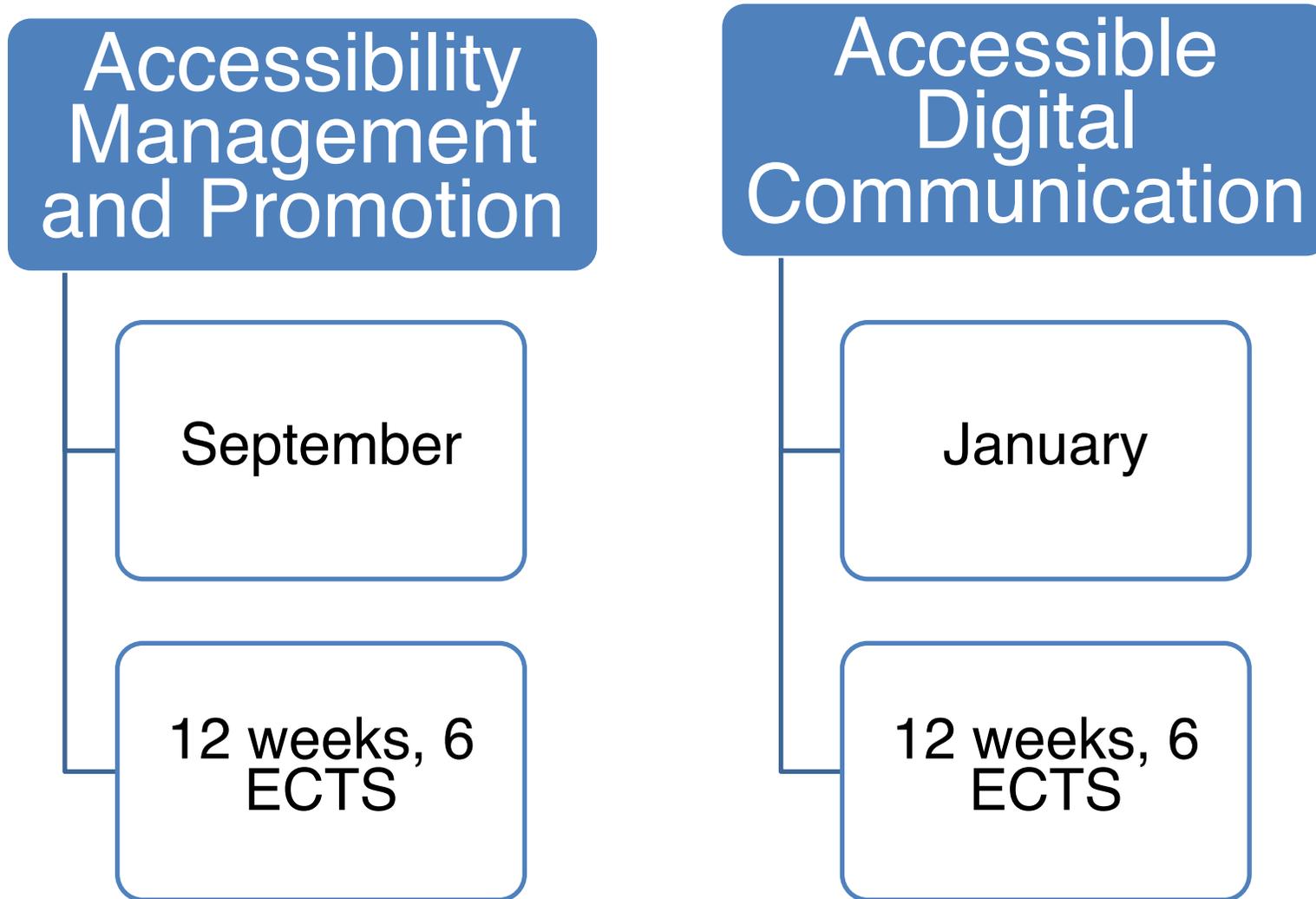


TRAIN, SHARE, NETWORK



UTICamp

Training: specialisation courses





LEAD-ME

ALMA The word "ALMA" is written in a blue, sans-serif font. To its right is a blue graphic consisting of a series of vertical lines of varying heights, resembling a soundwave or audio waveform, which ends in a solid blue arrow pointing to the right.

Media Accessibility Platform

<http://mapaccess.org>

Welcome to MAP

Welcome to MAP, the Media Accessibility Platform, a unified atlas charting the worldwide landscape of research, policies, training and practices in this field. MAP aims to make media accessible to all, regardless of sensorial and linguistic barriers.

[Read more](#)

PROJECTS

Personalised content creation for the deaf community in a connected digital single market

Project duration **09/2017-11/2020**

Leading Institution **Fincons Group**

Funding bodies **European Commission**

Modalities **Sign Language Interpreting, Media Accessibility**

LATEST NEWS

14/05/2021 **Launch of the stable release of the Media Accessibility Platform to celebrate GAAD 2021**

11/11/2020 **LEAD-ME Winter Training School 2020**

11/11/2020 **Online free EASIT event**

11/11/2020 **ARSAD programme published**

11/11/2020 **M4ALL 9 programme published**

21/01/2020 **M4ALL and ARSAD 2021 call for papers out**

May 2021						
Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

PUBLICATIONS

Reception of game subtitles. An empirical study

Type **Journal article** Year **2016**

Author(s) **Carme Mangiron**

Modalities **Localisation, Subtitling, Subtitling for the Deaf and Hard of Hearing**

TRAINING COURSES

An advanced introduction to interlingual respawning

Course Type **Professional training course**

Institution **Shaping Multilingual Access** Year **2021**

Through Respawning Technology (SMART) project

Modalities **Respawning**

EVENTS

From access to inclusion

Type **Conference** City **Dublin**

Date **09/03/2021, 16/03/2021, 23/03/2021**

Modalities **Media Accessibility**

Accessometer

The Accessometer provides a world map of the legislation, standards and guidelines on media accessibility organised by countries.

[Read more](#)



LEGISLATION, STANDARDS AND GUIDELINES

Provision of Access Services Code

Code **BC 01/17**

Type **Guidelines** Year **2017**

Authoring **Gibraltar Regulatory Authority**

Broadcasting Division

Country **United Kingdom**

Riktlinjer för undertextning i Sverige

Type **Guidelines** Year **2020**

Authoring **Medietextarna**

Country **Sweden**

Disclaimer

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