

KLAARA 2021

Audiovisual content for all: Easy-to-read Language in Audiovisual Translation

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UAB

Universitat Autònoma
de Barcelona

TRANS
MEDIA
CATALONIA

Audiovisual translation/accessibility

Access to AUDIO + VISUAL components

- Subtitling
- Audio description
- Audio subtitling
- Sign Language interpreting

- Dubbing
- Voice-over

Mixing AVT and EL

Can we **create** audiovisual content that is easier to understand...

Can we **adapt** audiovisual content so that it is easier to understand...

Can we create **audiovisual access services** that are easier to understand...

...using easy-to-understand language principles?

Erasmus + project: educational approach



Erasmus + Strategic Partnerships in Higher Education.

2018-1-ES01-KA203-05275

September 2018-August 2021



Universida de Vigo

Main aims

- Mapping current training and practice in Europe.
- Producing recommendations for audiovisual content.
- Defining new professional profiles and their skills.
- Proposing a curriculum design and its certification.
- Developing training materials.
- Suggesting a certification strategy.

Focus of this presentation

- Recommendations for audiovisual content.
- Skills.
- Training materials available.

Recommendations for AV content

- 23 interviews and 4 focus groups. Total: 41 persons.
 - Is E2U audiovisual content needed?
 - Applicable genres?
 - How to implement it?
 - Skills of the new expert?
 - Quality assurance?
 - Terminology?
- Report led by SDH:
<https://ddd.uab.cat/record/204739>.

Recommendations for AV content

Results summary:

- Need for AV content in easy to understand.
- AV content in all genres (in some genres highly demanding).
- Discussion about EL or PL.
- Online distribution channels.
- Professionalisation.
- Quality validation (comprehension and comprehensibility)
- Lack of research and specific guidelines.

Recommendations for AV content

Recommendations summary:

- Keep the original meaning and context in the translations.
- Avoid simplistic solutions.
- Easy to understand AV content should...
 - be created by professionals.
 - use simplification guidelines.
 - follow the rules of the text type.
 - be offered on accessible platforms.
- Use of web-platforms, digital archives and DVDs.

Recommendations for AV content

Recommendations summary:

→ Recommendations for...

- Easy-to-understand subtitles.
- Easy-to-understand audio descriptions.
- Easy-to-understand AV news.

Report: <https://ddd.uab.cat/record/204739>.

Recommendations for AV content

Need for more research:

- User-oriented research.
- International cooperation.

EASIT reading lists: <https://ddd.uab.cat/record/204739>.

Hildesheim Event example



https://www.youtube.com/watch?v=do_n0Ikdzsg&list=PLZttiMCeHvvubCQ4SBDX2DT-SddYxA-S9&index=27&t=1s

Examples from EASIT

Easy subtitles, SDI:

<https://www.youtube.com/watch?v=UzsmHxkpEn0>

Easy subtitles, RTVSLO:

https://www.youtube.com/watch?v=jd8aoNL_IgU

Easy explorations in touch tours, by UNITS: :

<https://www.youtube.com/watch?v=69k46USDkzs&feature=youtu.be>

Skills card

- **Skills** cards for the expert in
 - E2U subtitles
 - E2U audio description
 - E2U audiovisual journalism

Report led by UVIGO: <https://ddd.uab.cat/record/213085>.

Media Accessibility

- Human diversity
- What is accessibility?
- What is universal design?
What is media accessibility?
- Media accessibility services

Easy-to-Understand

- Understanding E2U
- Legislation, standards and guidelines
- Processes
- Language
- Visual presentation

E2U and

a) Subtitling

b) Audio description

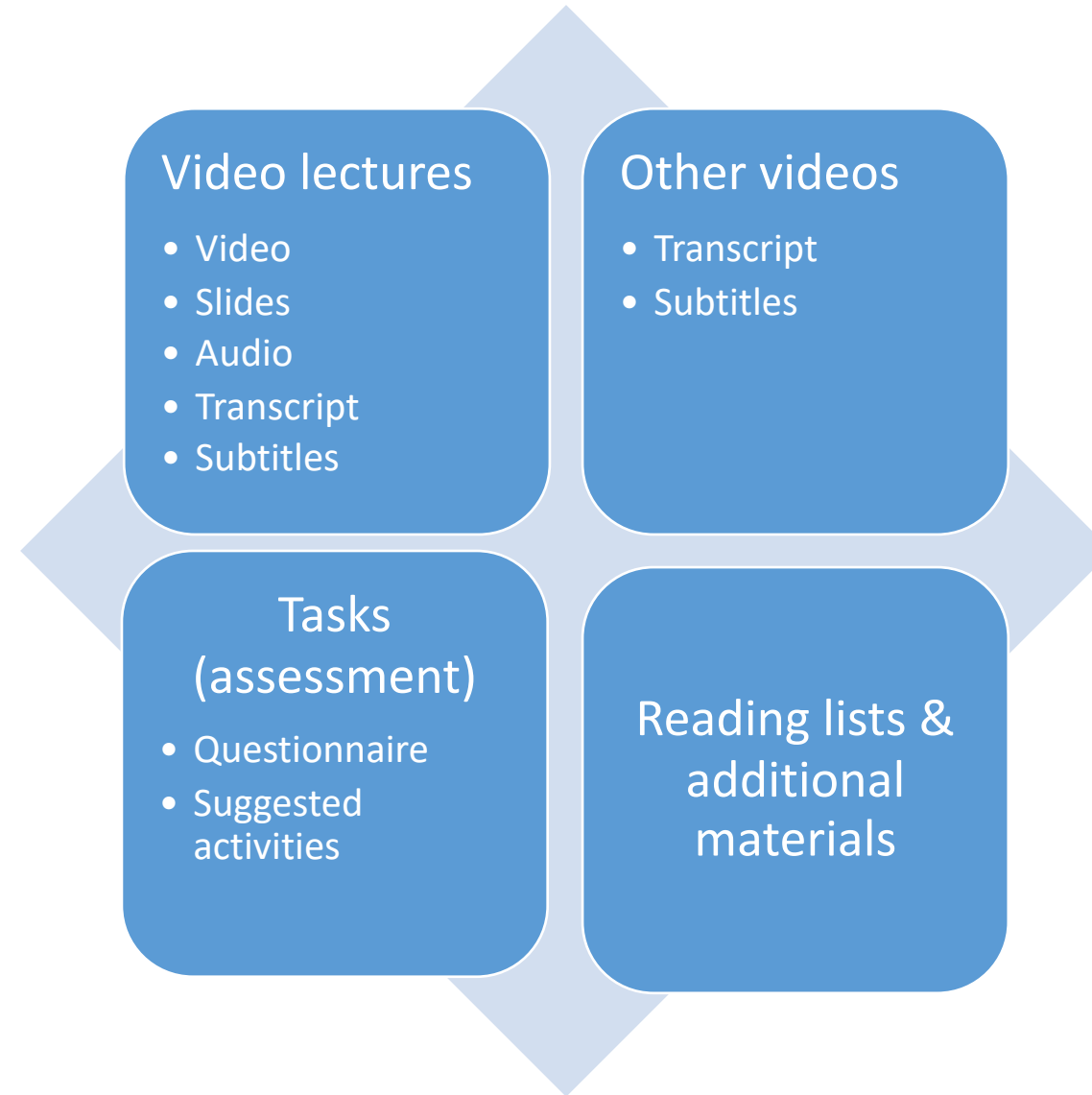
c) Audiovisual journalism

- Processes
- Linguistic aspect
- Technical aspects

Profession

- Personal skills
- Interpersonal skills

Types of educational content



Final result

EASIT

WHO WE ARE CONTACT

Easy Access for Social Inclusion Training (EASIT)

READ ME FIRST

UNIT 1.
MEDIA ACCESSIBILITY

UNIT 2.
EASY-TO-UNDERSTAND
LANGUAGE

UNIT 3A.
E2U AND SUBTITLING

UNIT 3B.
E2U AND AUDIO DESCRIPTION

UNIT 3C.
E2U AND AUDIOVISUAL
JOURNALISM

UNIT 4.
THE PROFESSION



Co-funded by the
Erasmus+ Programme
of the European Union

The EASIT project

The screenshot shows a YouTube video player. The video title is "The EASIT project". The video content features a cartoon pencil character with glasses and a blue shirt, pointing with a stick to a list of three professional profiles under the heading "Output 3". The profiles are:

- expert on E2U subtitles
- expert on E2U audio description
- expert on E2U audiovisual jour

The video player interface includes a progress bar at 0:00 / 1:00, a speed control set to 1x, and a "Stopped" status. The YouTube logo is visible in the bottom right corner of the video frame.

Project website <https://pagines.uab.cat/easit/en>

Final result



WHO WE ARE CONTACT

Easy Access for Social Inclusion Training (EASIT)

The EASIT project

- READ ME FIRST
- UNIT 1. MEDIA ACCESSIBILITY
- UNIT 2. EASY-TO-UNDERSTAND LANGUAGE
- UNIT 3A. E2U AND SUBTITLING
- UNIT 3B. E2U AND AUDIO DESCRIPTION
- UNIT 3C. E2U AND AUDIOVISUAL JOURNALISM
- UNIT 4. THE PROFESSION

- ELEMENT 1. HUMAN DIVERSITY
- ELEMENT 2. WHAT IS ACCESSIBILITY?
- ELEMENT 3. WHAT IS UNIVERSAL DESIGN?
- ELEMENT 4. WHAT IS MEDIA ACCESSIBILITY?
- ELEMENT 5. MEDIA ACCESSIBILITY SERVICES
- QUESTIONNAIRE
- READING LIST

Unit 3
Professional profiles
Expert on E2U subtitles

- 1.4.1. UNDERSTANDING THE AUDIOVISUAL TEXT
- 1.4.2. WHAT IS MEDIA ACCESSIBILITY?
- 1.4.3. MEDIA ACCESSIBILITY SERVICES
- 1.4.4. MEDIA ACCESSIBILITY STANDARDS
- 1.4.5. MEDIA ACCESSIBILITY LEGISLATION

0:00 / 1:00 Speed: 1x Stopped

 Co-funded by the Erasmus+ Programme of the European Union

Project website <https://pagines.uab.cat/easit/en>

<https://alocreativa.com/tmp/easit/unit-1/element-4/what-is-media-accessibility/>

Final result

READ ME FIRST

UNIT 1.
MEDIA ACCESSIBILITY

UNIT 2.
EASY-TO-UNDERSTAND
LANGUAGE

UNIT 3A.
E2U AND SUBTITLING

UNIT 3B.
E2U AND AUDIO DESCRIPTION

UNIT 3C.
E2U AND AUDIOVISUAL
JOURNALISM

UNIT 4.
THE PROFESSION



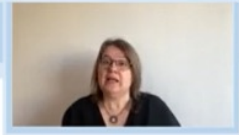
Co-funded by the
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of the European Union

[Home](#) » [UNIT 1. Media accessibility](#) » [ELEMENT 4. What is media accessibility?](#) » 1.4.2.
What is media accessibility?

1.4.2. What is media accessibility?

EASIT

Audiovisual translation (AVT)



- Translation Studies > audiovisual texts.
- “constrained translation”, “film translation”, “screen translation”, “media translation”, “multimedia translation”.

in v literaturi
boste našli

0:49 / 8:35 Speed: 1x Playing

← PREVIOUS

NEXT →

Final result

← PREVIOUS

NEXT →



Additional materials

- [open-access style guide] National Center on Disability and Journalism. (2018). [Disability language style guide](#). [in English]
- [open-access guide] Royal National Institute of Blind People (RNIB). [Understanding sight loss: Flexible learning for staff and volunteers](#). [in English]

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Website

- pagines.uab.cat/easit
- Follow us on Twitter and Facebook: @EASITproject

Disclaimer

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