KLAARA 2021

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

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# 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.

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# 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

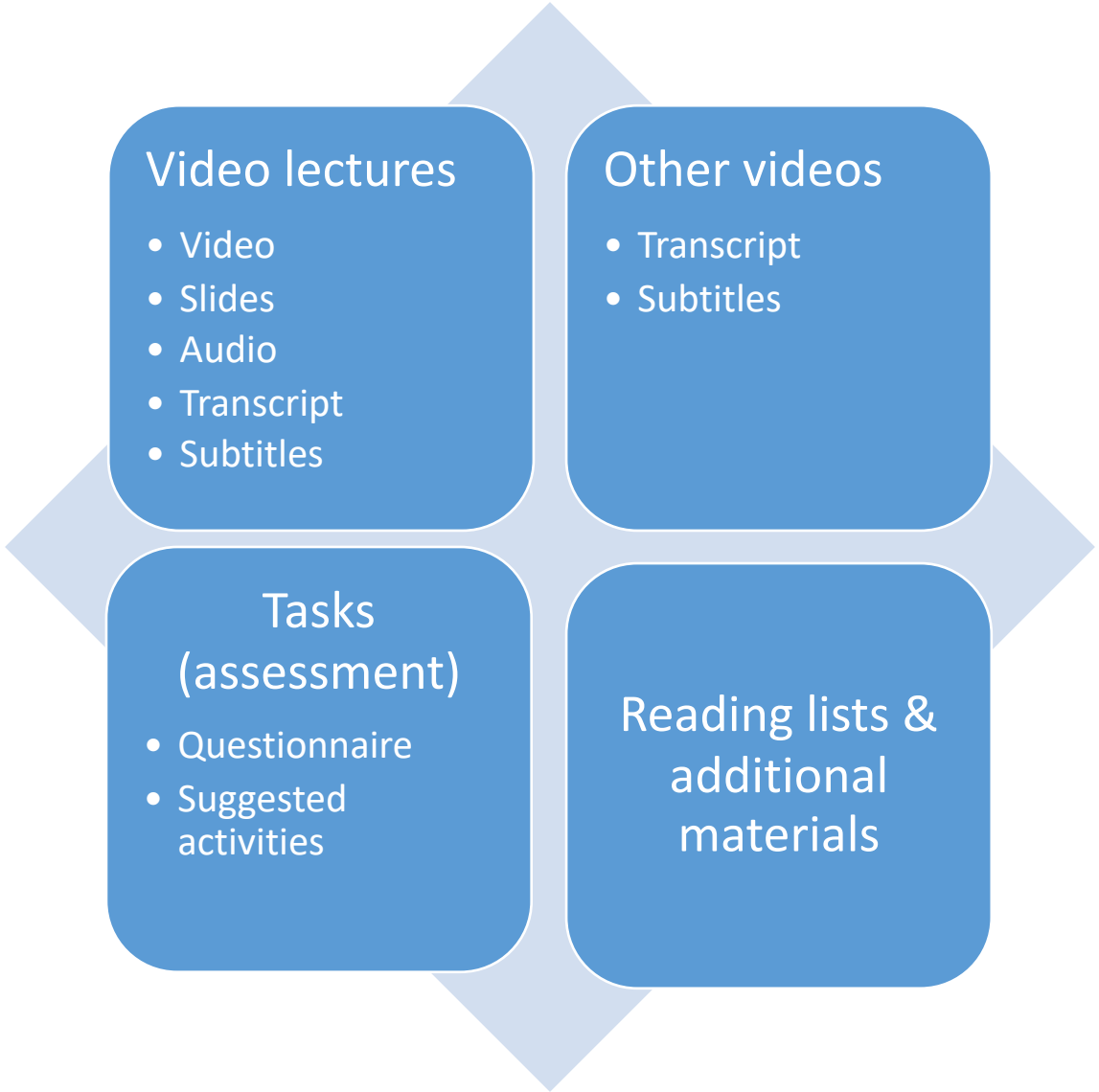
# Skills card

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

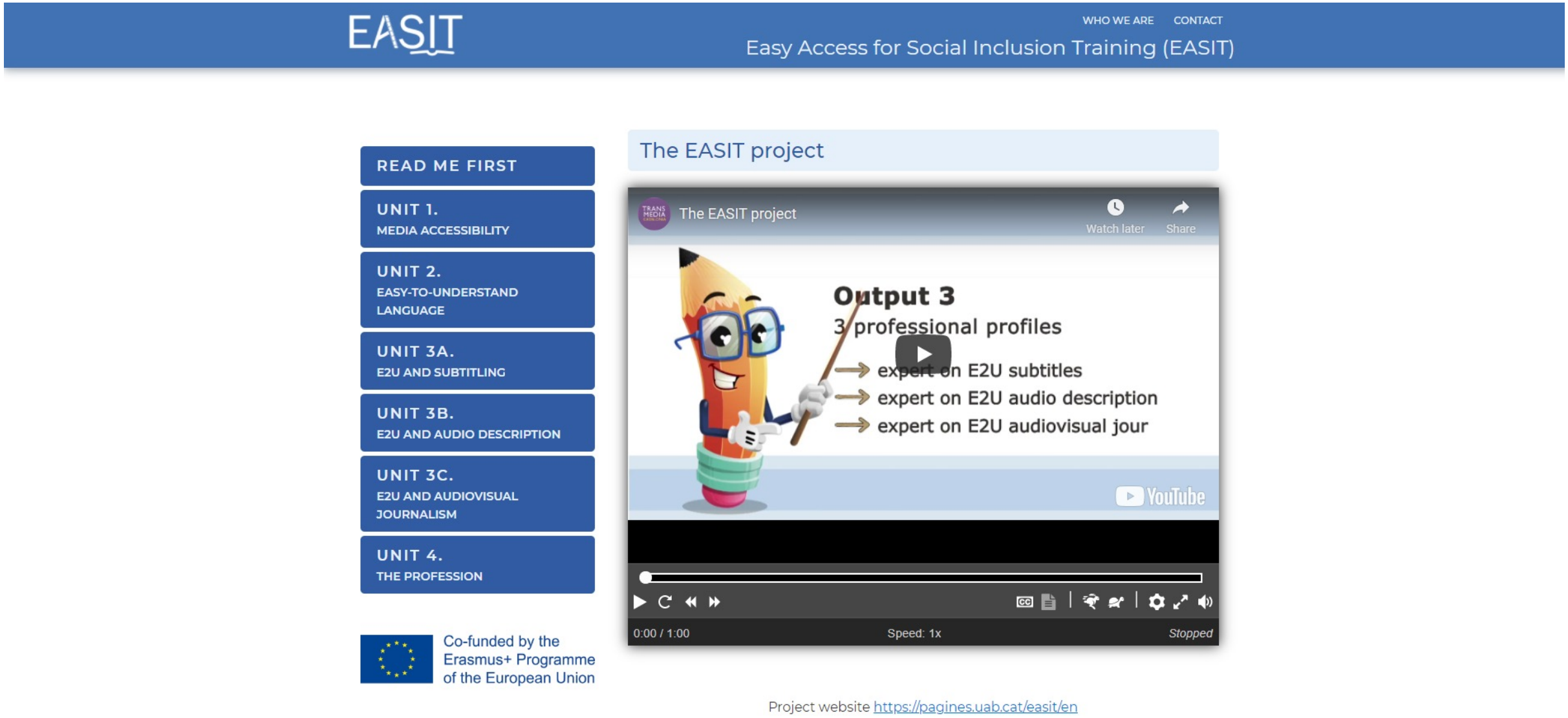
Report led by UVIGO: https://ddd.uab.cat/record/213085.

| | |
|---|---|
| Media Accessibility | • Human diversity<br>• What is accessibility?<br>• What is universal design?<br>What is media accessibility?<br>• Media accessibility services |
| Easy-to-Understand | • Understanding E2U<br>• Legislation, standards and guidelines<br>• Processes<br>• Language<br>• Visual presentation |
| E2U and<br>a) Subtitling<br>b) Audio description<br>c) Audiovisual journalism | • Processes<br>• Linguistic aspect<br>• Technical aspects |
| Profession | • Personal skills<br>• Interpersonal skills |

# Types of educational content



# Final result

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# Final result

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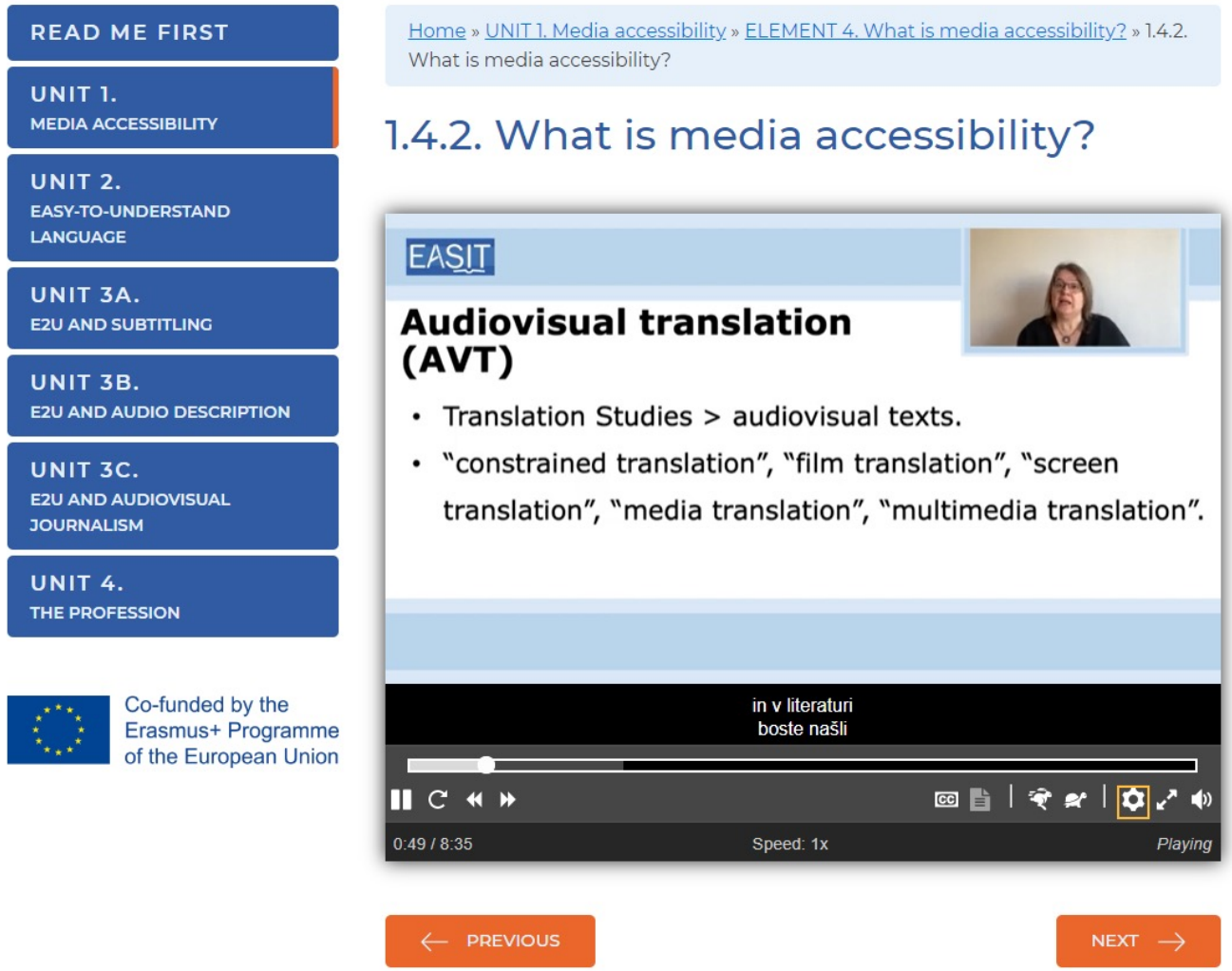


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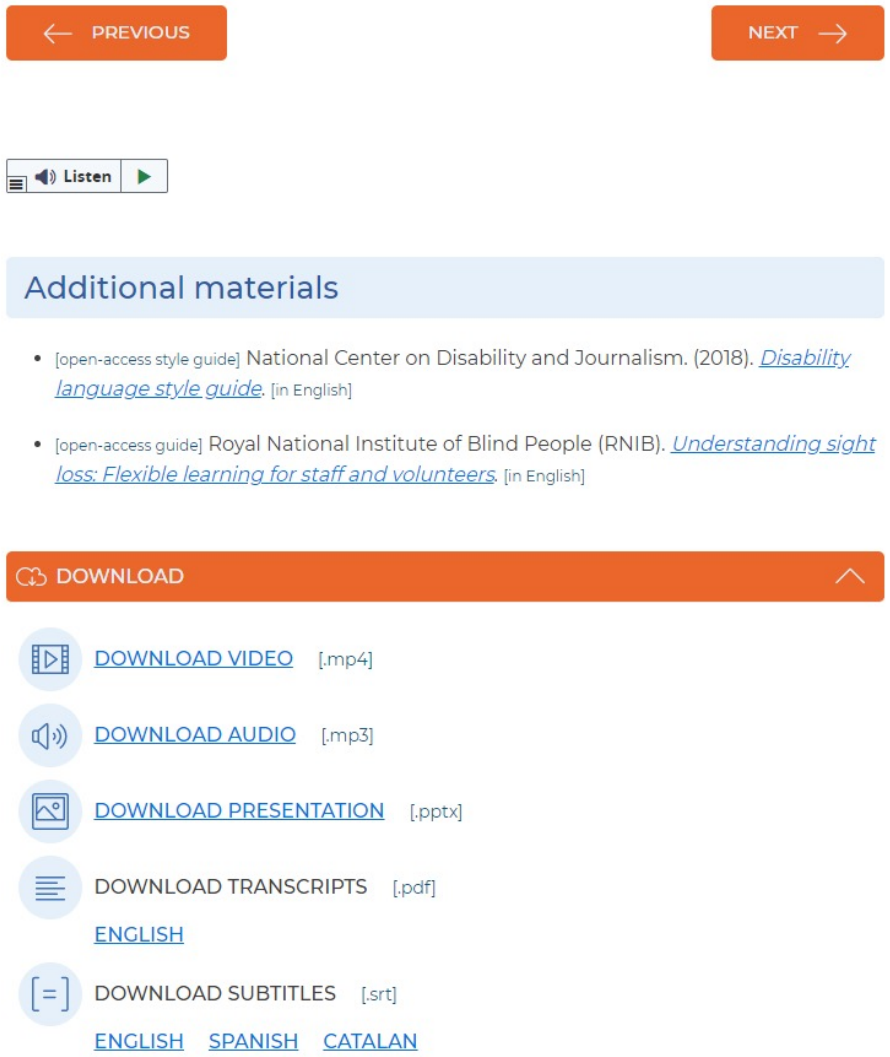
# Final result



# Website

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

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