

BNU-HKBU United International College (17/05/2023)

Media accessibility: research and training

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Universitat Autònoma de Barcelona

UAB

Universitat Autònoma
de Barcelona

TRANS
MEDIA
CATALONIA

Overview

1. The basics: what is media accessibility and why it matters.
2. What do we research in media accessibility?
3. Educational projects.

1. What is media accessibility and why it matters

Audiovisual content (1/2)

Audio

- Linguistic
- Non-linguistic

Visual

- Linguistic
- Non-linguistic

Audiovisual content (2/2)

Audio

- Linguistic
- Non-linguistic

Visual

- Linguistic
- Non-linguistic

- When?
- Where?
- How?
- What?
- For whom?

- Multi/cross-media
- Multi-cross/platform

Cannot understand the language



AVT modalities such as...

Dubbing

Subtitling

Voice-over

Interpreting

Audiovisual Translation Studies,
within Translation Studies

Cannot fully access the audio



Cannot fully access the visuals: images



Cannot fully access the visuals: text



Cannot fully understand



Cannot fully access...

- The devices (remote control)
- The interface (menus)
- The building

Solutions such as...

Subtitling for the Deaf and hard-of-hearing

Audio description

Audio subtitling

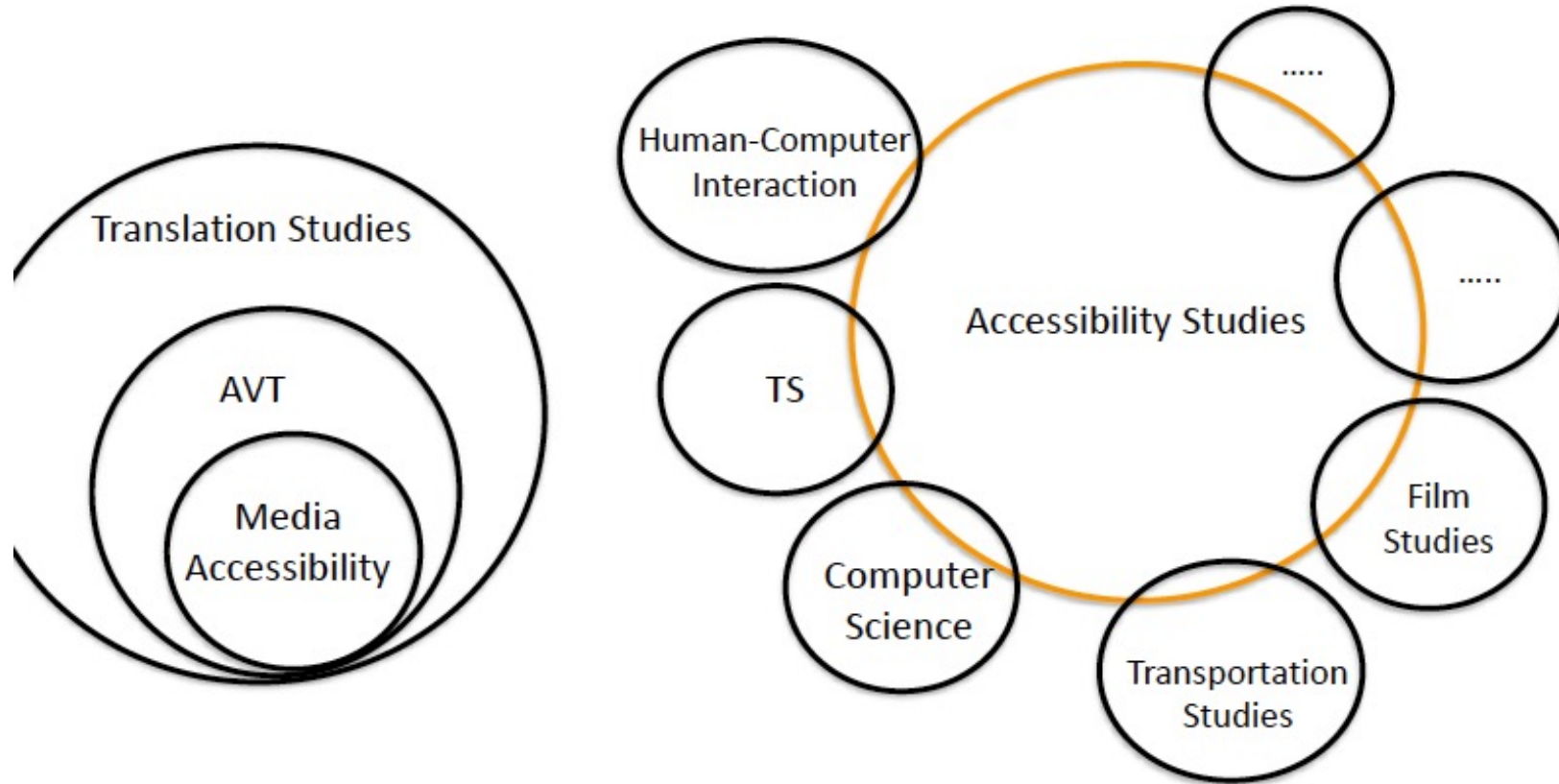
Media accessibility

Audio introductions and touch tours

Easy Language content

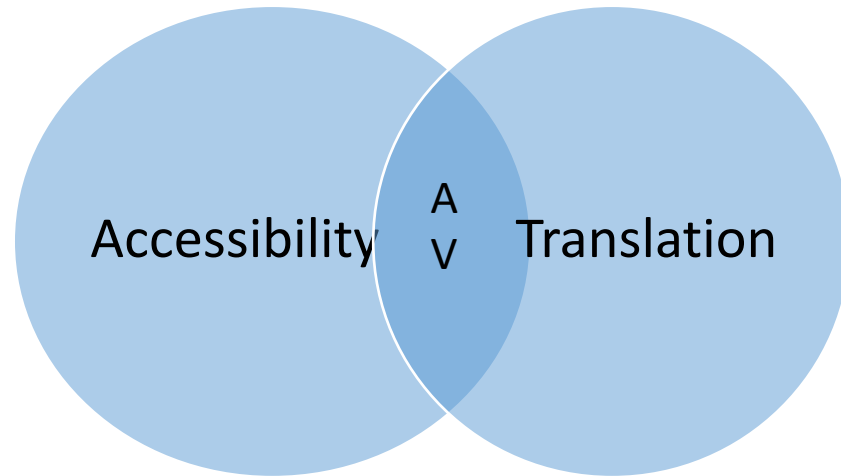
Greco (2018)

Accessibility Studies



Matamala (2019)

- Audiovisual translation
- Audiovisual accessibility



Why?

Universal declaration of human rights:

- Article 26: Everyone has the right to education.
- Article 27: Everyone has the right to freely participate in the cultural life of the community.

UN CRPD (1/2)

- Article 9- Accessibility
 - “To enable persons with disabilities to live independently and participate fully in all aspects of life, States Parties shall take appropriate measures to ensure to persons with disabilities access, on an equal basis with others, to the physical environment, to transportation, to information and communication, including information and communication technologies and systems, and to other facilities and services open or provided to the public, both in urban and rural areas”.

UN CRPD (2/2)

- “Enjoy access to cultural materials in accessible formats.”
- “Enjoy access to television programmes, films, theatre and other cultural activities, in accessible formats.”
- “Enjoy access to places for cultural performances or services, such as theatres, museums, cinemas, libraries and tourism services, and, as far as possible, enjoy access to monuments and sites of national cultural importance.”

2. What do we research in media accessibility?

Research focus

- Saldanha & O'Brien, on research in TS:
 - Product-oriented research
 - Process-oriented research
 - Participant-oriented research
 - Context-oriented research

This approach can be transferred to Media Accessibility research.

Let's look into current topics

A shared exercise: go through Media for All programme and check topics

Preliminary conference schedule

TMC research

TransMedia Catalonia webpage

Users · Technology



Three selected projects · One finished, two active ones.

Be there from the very beginning



[ImAc webpage](#)

Matamala (2021)

[Accessibility in 360° Videos: Methodological Aspects and Main Results of Evaluation Activities in the ImAc Project](#)



Evaluation activities in ImAc

- Professional tools
- Player
- Services:
 - Subtitles
 - Audio description
 - Audio subtitling
 - Sign Language interpreting

Follow-up: eye-tracking in VR

Brescia et al (2022)

VR 360° subtitles

**Designing a Test Suite with Eye-Tracking
Technology**

Embrace new technologies (1/2)



- Citizen Journalism
- Co-creation with a social/educational perspective
- Artistic experiences

Embrace new technologies (2/2)

The screenshot displays the MediaVerse dashboard. On the left is a navigation sidebar with the following items: **MediaVerse** (with logo), **Dashboard** (home icon), **Upload** (upload icon), **MyAssets** (folder icon), **Search** (magnifying glass icon), and **Projects** (calendar icon). At the bottom of the sidebar are links for **Terms and conditions** and **Privacy policy**. The main content area is titled **Dashboard** and features a welcome message: **Welcome to Mediaverse - English**. Below this, a box indicates the **Dashboard version 1.1.24**. The dashboard is organized into a grid of six cards: **Social Media login** (with icons for Facebook, TikTok, Twitter, and YouTube), **Summary of Shared Assets** (with a folder icon), **Help us improve filling out this survey** (with a survey icon), **Invite your Friends to join Mediaverse** (with a share icon), and two identical, faintly visible cards at the bottom.

What about accessibility?

- Co-creation as a tool for inclusion:
 - pilots with associations of persons with disabilities
- Discussion on accessibility and blockchain technology in terms of decentralised subtitle copyright management:
 - Orero, Fernández-Torné & Oncins 2023
[The visible subtitler: Blockchain technology towards right management and minting](#)

Clear Communication on climate change



[GreenScent Webpage](#)

Sustainability and accessibility



GDA

Green Digital Accessibility

[GDA Webpage](#)

Approach

From research on media/audiovisual/digital accessibility...

...to research on multiple topics in which accessibility is integrated transversally.

3. Educational projects

Training: selected previous projects



Some shared features

Define a new professional profile.

Skills' card, based on survey + focus groups.

Curriculum design.

Training materials.

Additional layers: certification, recommendations/policy, etc.

ACT (2015-2018)

Accessibility profiling for the scenic arts

Accessibility coordinator and accessibility manager for the scenic arts: skill's card by ECQA (certification).

University curriculum and MOOC development.

Policy implementation guidelines & quality label proposal

For more information visit the [ACT webpage](#)

ACT

Main output:

[Accessibility to the Scenic Arts online course](#)

coursera



ADLAB PRO (2016-2019)

Audio description professional

Course design, development and testing

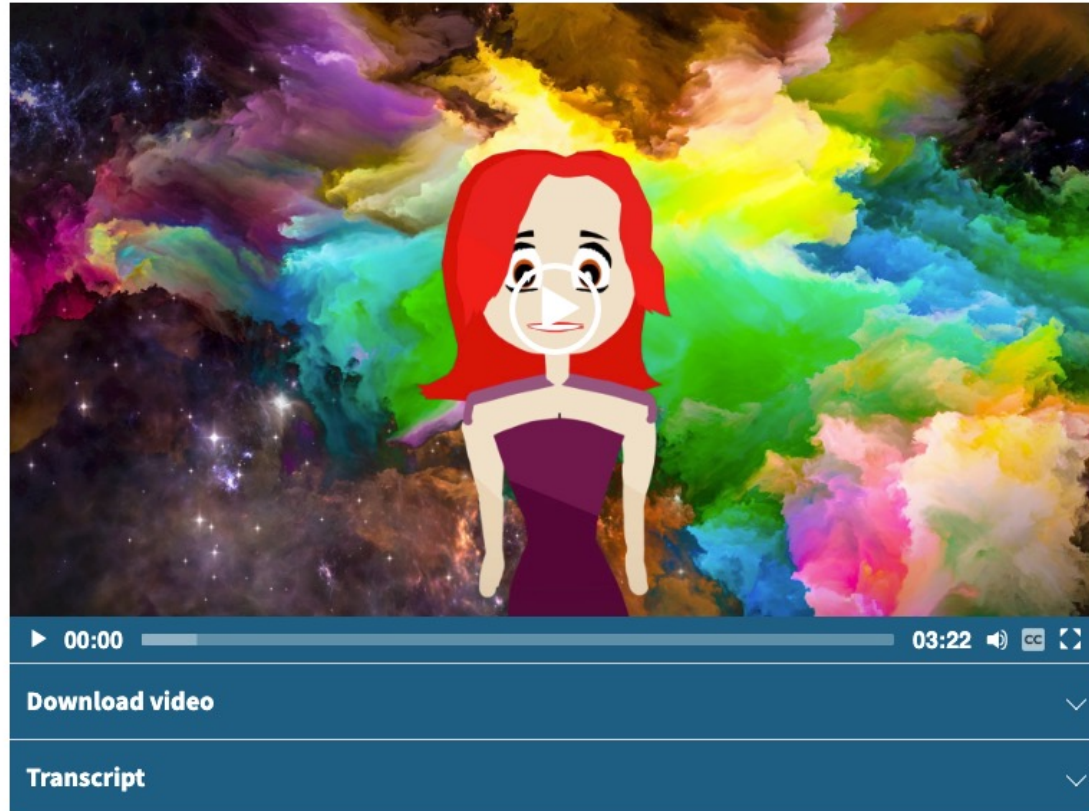
Main output [AdlabPro online course materials](#)

More information on the [AdlabPro webpage](#)

ADLAB PRO



ADLAB PRO Course Materials



A video player interface showing a video thumbnail. The thumbnail features a cartoon character with red hair and glasses, wearing a purple dress, standing against a background of colorful, ethereal clouds or nebulae. Below the thumbnail is a video player control bar with a play button, a progress bar showing 00:00, a total duration of 03:22, and icons for volume, closed captions, and full screen. Below the control bar are two menu items: 'Download video' and 'Transcript', each with a downward arrow icon.

Welcome to our course materials! The course materials we have created are the main result of the ADLAB PRO project. They are open, free and fully customisable. 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, PDFs, associated tasks, reading lists). A trainee's guide will

Download:

[All materials](#)

[Course structure](#)

EASIT (2018-2021)

Experts in easy-to-understand subtitles/ audio description / audiovisual journalism

Recommendations, skills' cards, curriculum design, certification.

Main output: [EASIT educational platform](#)

More information on the [EASIT webpage](#)

EASIT (2018-2021)

READ ME FIRST

UNIT 1.
MEDIA ACCESSIBILITY

UNIT 2.
EASY-TO-UNDERSTAND
LANGUAGE

UNIT 3A.
E2U AND SUBTITLING

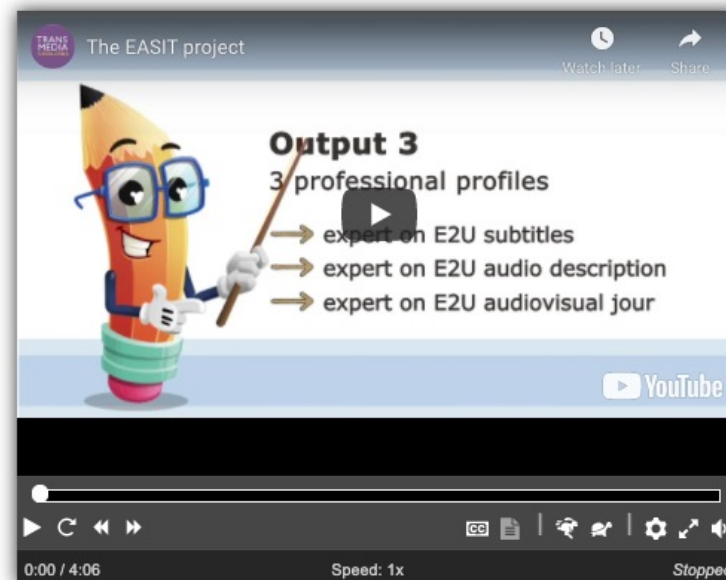
UNIT 3B.
E2U AND AUDIO DESCRIPTION

UNIT 3C.
E2U AND AUDIOVISUAL
JOURNALISM

UNIT 4.
THE PROFESSION



The EASIT project



DOWNLOAD

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

Copyright and disclaimer: The project EASIT has received funding from the European Commission under the Erasmus+ Strategic Partnerships for Higher Education programme, grant agreement 2018-1-ES01-KA203-05275.

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From educational projects to research

Easy-to-Understand Language – written

PhD thesis by Mariona González

[Empirical evaluation of Easy Language recommendations: a systematic literature review from journal research in Catalan, English, and Spanish](#)

Easy-to-Understand Language – oral

Articles by Matamala: [Easy-to-understand language in audiovisual translation and accessibility: state of the art and future challenges](#)

PhD tesis by Marina Pujadas (ongoing)

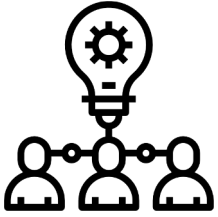
Training: current Erasmus + projects



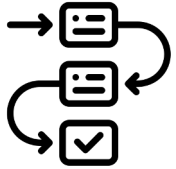
"Certified Trainer in Inclusive Distance Learning"

1. Identify the **challenges of online teaching and learning during the COVID-19** from a learners' and from a teachers perspective.
2. Propose and validate the needed competences for the creation of a **new professional profile** "Certified Trainer in Inclusive Distance Learning".

IDE@ (Validated competences)



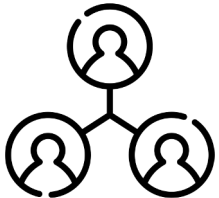
Understand diversity in online teaching



Plan and evaluate accessibility in online teaching



Design and create accessible course materials in online teaching



Manage and promote diversity in online teaching

Young ArchHers (2022 – 2024)



YoungArchHers

[Project website](#)

Learning to defend architectural heritage in primary schools (9-12 years old)

Objectives:

1. Promote the protection of heritage buildings in partner cities (Paris, Nicosia, Athens and Barcelona)
2. Raise awareness on inclusive education and common values among primary teachers and their students.
3. Enhancing skills for the protection of architectural heritage from a diverse and inclusive perspective.

Developed resources: Educational Toolkit



YoungArchers

The 'Young Archers educational toolkit' is structured in the following 5 modules:

- Module 1: Built heritage in schools
- Module 2: Heritage buildings and their stories
- Module 3: Accessible digital storytelling
- Module 4: The Young Archers Building Recording Form (for teachers and for learners)
- Module 5: Lesson plans

Outputs: Coming soon



YoungArchers

1. A set of accessible audio guides to support educational walks around selected architectural paths in partner cities (Paris, Athens, Barcelona and Nicosia). Sample: [Barcelona Walk](#)
2. An accessible manifold digital game to be used by teachers inside and outside of the classrooms.
3. Local and international awareness campaigns to offer students a voice to promote the preservation of built heritage in their urban contexts.

ATHENA (2023-2024)

[Project website](#)

Aim: recommendations on how to integrate accessibility and design for all into the Higher Education curricula.

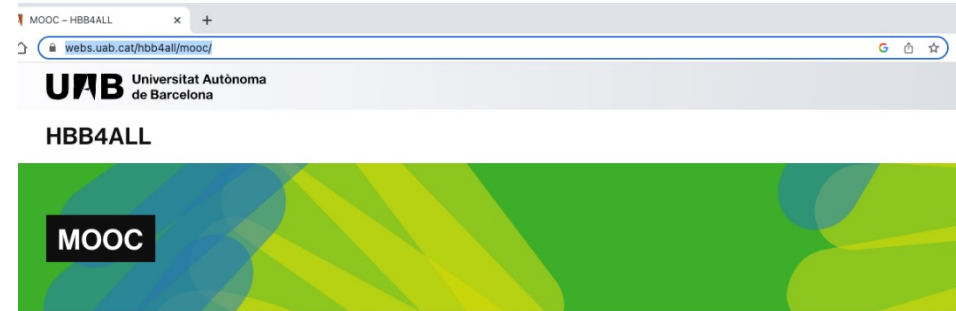
Phase 1: curriculum analysis across domains

Phase 2: focus groups discussions and development of recommendations and samples

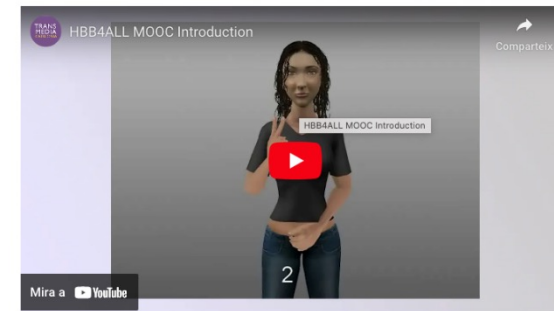
Other training resources by TMC



[Project website](#)



INTRODUCTION



SIGNEM: Overview



Instruccions

Unitat 1

Unitat 2

Unitat 3

3.1. Les salutacions i els agraïments

3.2. Les presentacions

3.3. Les afirmacions i les negacions

3.4. Els colors

3.5. Autoavaluació

3.6. Més recursos

Unitat 4

Unitat 5

Unitat 6

3. La comunicació bàsica en llengua de signes catalana (1)

En aquesta unitat aprendrem els primers signes bàsics en LSC que ens permetran saludar, agrair, presentar-nos, afirmar i negar de manera molt senzilla. A continuació veurem els colors. Amb aquests nous signes començarem ja a exercitar les mans de manera que ens sentim entrenats amb la llengua per més endavant formar frases.

3.1. Les salutacions i els agraïments

Practiquem junts les salutacions i els agraïments. Farem una ullada als vídeos per comprendre bé i articular correctament la configuració del signe. Després, practiquem els signes en diverses ocasions.

- [Hola](#)
- [Adéu](#)
- [A reveure](#)
- [Bon dia](#)
- [Bona tarda](#)
- [Bona nit](#)
- [Gràcies](#)
- [De res](#)
- [Si us plau](#)
- [Perdó](#)
- [Ho sento](#)

Hbb4ALL MOOC

[MOOC website](#)

Accessibility

Subtitling

Audio description

Sign Language

HBB4ALL

Project Objectives ▾

The Partners ▾

Deliverables

[HOME](#) [MOOC](#)

MOOC

INTRODUCTION

<https://youtu.be/ZIRhPFMiBHQ>

UNIT 1: ACCESSIBILITY

Part 1: <https://youtu.be/w0EItcpBBco>

Part 2: https://youtu.be/fIVk_7OMz6Y

Part 3: <https://youtu.be/OomvBgQF3zY>

Part 4: <https://youtu.be/rpTcvCIO4SM>

Part 5: <https://youtu.be/GCdDiYDoNZg>

Video: <https://youtu.be/6u1ItvVUVIY>

UNIT 2: SUBTITLING

Part 1: <https://youtu.be/hx5Rn6K2hEA>

Part 2: <https://youtu.be/r8ywllJsoKk>

Part 3: <https://youtu.be/lZKiOJkcFDY>

Part 4: <https://youtu.be/clxFURiQdVvk>

Part 5: <https://youtu.be/XlquuhNZObI>

Part 6: <https://youtu.be/humHf0dOByU>

Part 7: <https://youtu.be/2XkQLaGjxSI>

Online training at UAB

- MA in Accessible Communication for a Diverse Society.
- Graduate Diploma in Managing Accessibility in Information and Communication.
- Specialisation Course in Information and Communication Accessibility.
- Specialisation Course in Accessibility in Information, Technologies and Communication.

Website with the [available training](#). Starting October 2023.

**Share knowledge:
Media Accessibility Platform**

[MAP Website](#)



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

La accesibilidad sensorial en la universidad española. Necesidades actuales y soluciones para el futuro

Project duration **2022-2024**

Leading Institution **Pompeu Fabra University**

Funding bodies **Spanish Ministry of Science and Innovation**

Modalities **Media Accessibility**

LATEST NEWS

21/05/2022 **[LEAD-ME Summer School](#)**

21/05/2022 **[GAAD 2022 at TransMedia Catalonia](#)**

21/05/2022 **[Open Call for LEAD-ME short-term scientific mission](#)**

21/05/2022 **[CFP: Green Digital Accessibility](#)**

21/05/2022 **[CFP: ARSAD 2023](#)**

21/05/2022 **[CFP: Media for All 10](#)**

◀ May 2023 ▶

Su	Mo	Tu	We	Th	Fr	Sa
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

PUBLICATIONS

La trayectoria de TransMedia Catalonia en el ámbito de los videojuegos. Formación, investigación y transferencia

Type **Conference Proceedings** Year **2014**

Author(s)

Modalities **Localisation**

TRAINING COURSES

Curs d'especialització en innovació en accessibilitat en la informació, tecnologies i comunicació

Course Type **University Course** Year **2023-2024**

University **Autonomous University of Barcelona**

Modalities **Accessible Filmmaking**

EVENTS

1st International conference on didactic audiovisual translation and media accessibility

Type **Conference** City **Madrid**

Date **22/03/2023, 23/03/2023, 24/03/2023**

Modalities **Audio Description, Subtitling for the Deaf and Hard of Hearing, Voice-over**

Network, share and transfer knowledge



[AccessCat website](#)

[LEAD-ME website](#)

Disclaimer

TransMedia Catalonia is a research group funded by Secretaria d'Universitats i Recerca del Departament d'Empresa i Coneixement de la Generalitat de Catalunya, under the SGR funding scheme (ref. code 2021SGR0077).

Projects mentioned and funding. European: IMAC (761974), Mediaverse (957252), GreenScint (101036480). Erasmus +: ACT (2015-1-ES01-Ka203-015734), ADLAB PRO (2016-1-IT02-Ka203-024311), EASIT (2018-1-ES01-Ka203-05275), IDEA (2020-1-FR01-KA226-VET-095584), Young Archers (2011-FR01-KA220-SCH-000034341), ATHENA (101089469).

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