

Tutorial on Audio Visual Media Accessibility

(New Delhi, India, 14-15 March 2012)

6. Putting it all together – from vision to reality

Peter Olaf LOOMS

Chairman ITU-T FG AVA

polooms@gmail.com



Content

What does this tutorial cover?

- Processes for turning ideas into actions to promote accessible media
- Getting the most out of your ideas
- Getting the most out of your team
- Using what we have done over the last 2 days

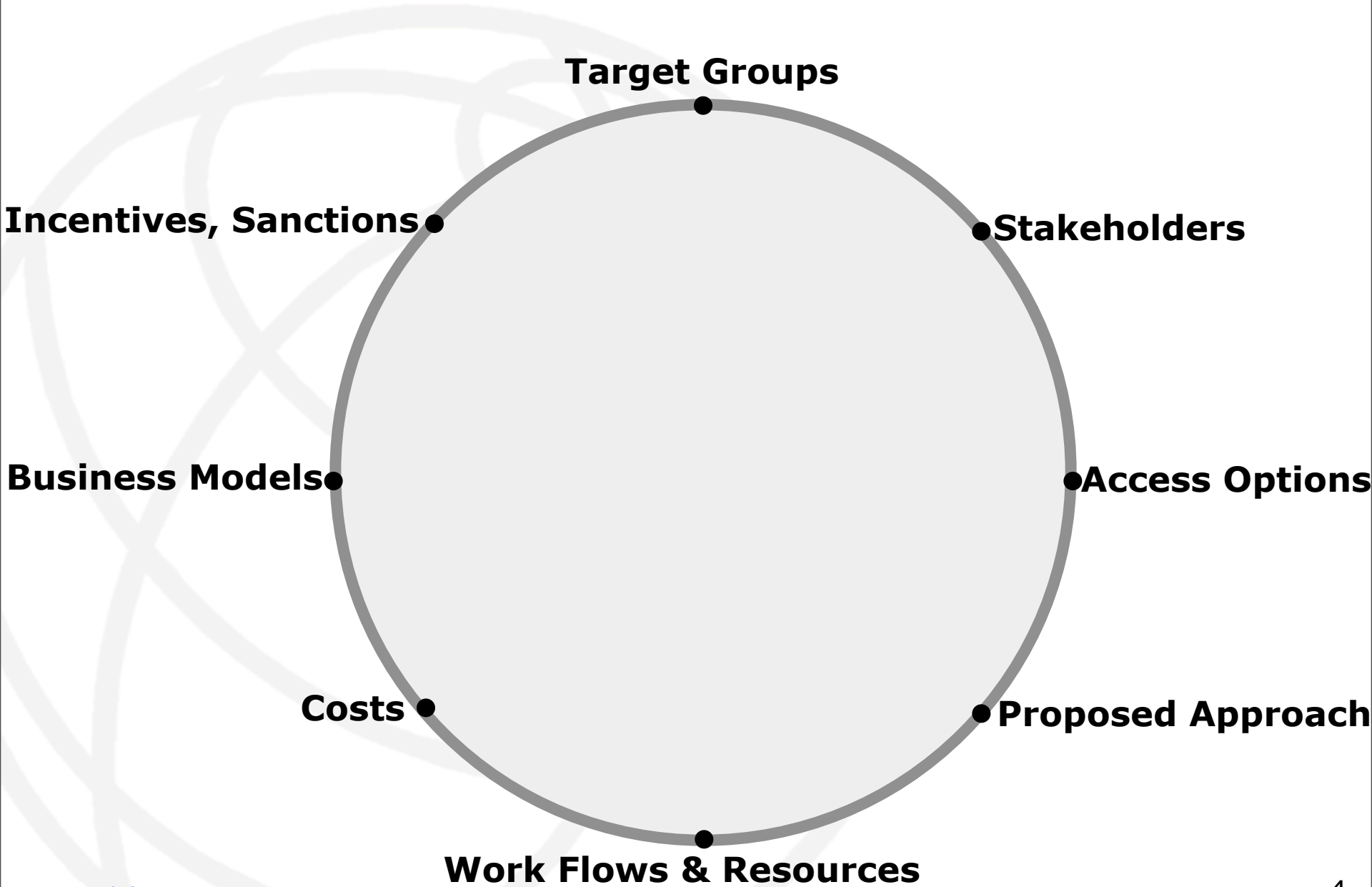
Outcomes

What will I be able to do?

At the end of this session, you should be able to

- use the checklist and the book
- use the resources in the tutorials to put together a proposal for accessible media in India

Check list



Check list

Target Groups

Incentives, Sanctions

Stakeholders

Business Models

Access Options

Costs

Proposed Approach

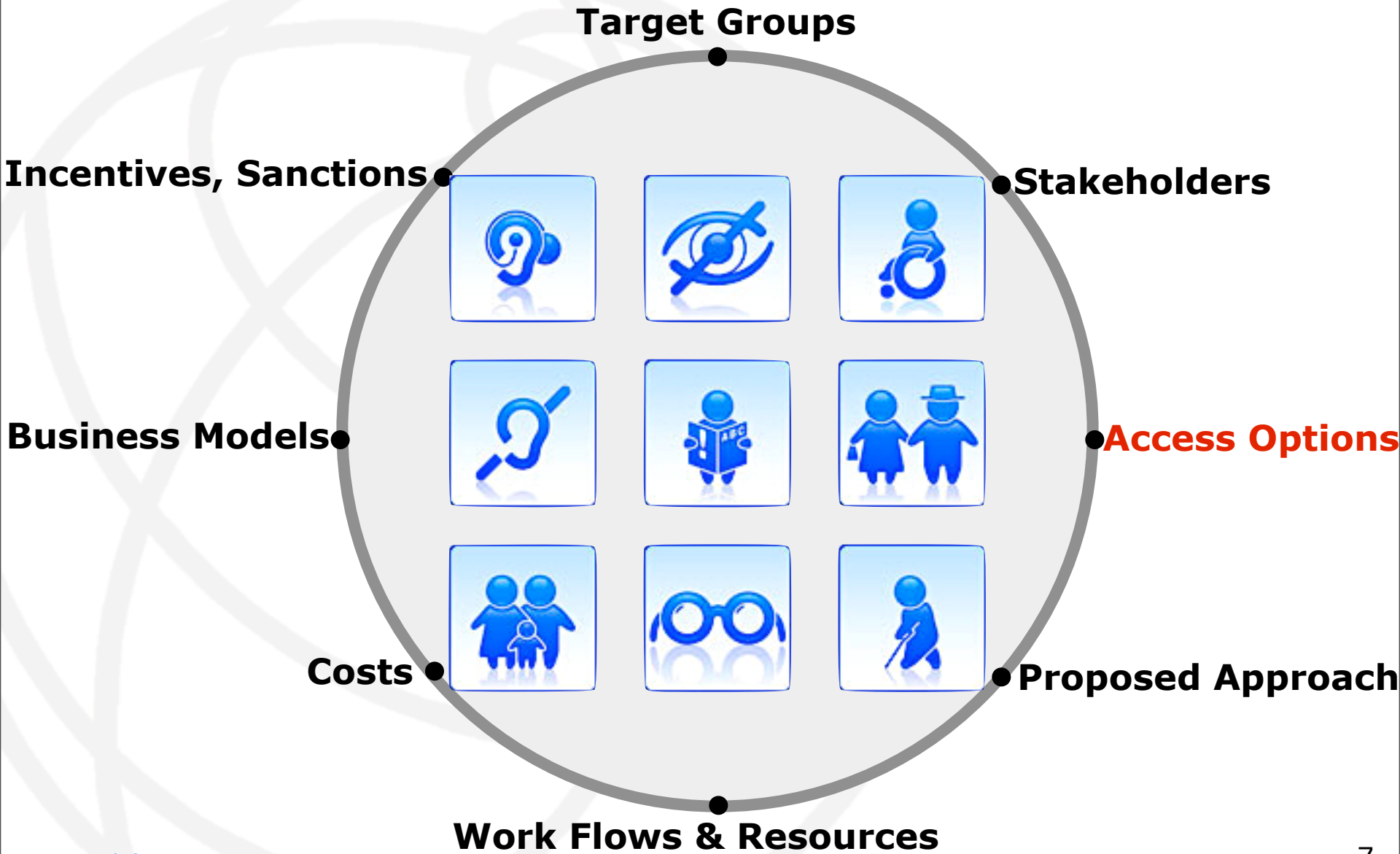
Work Flows & Resources



Check list



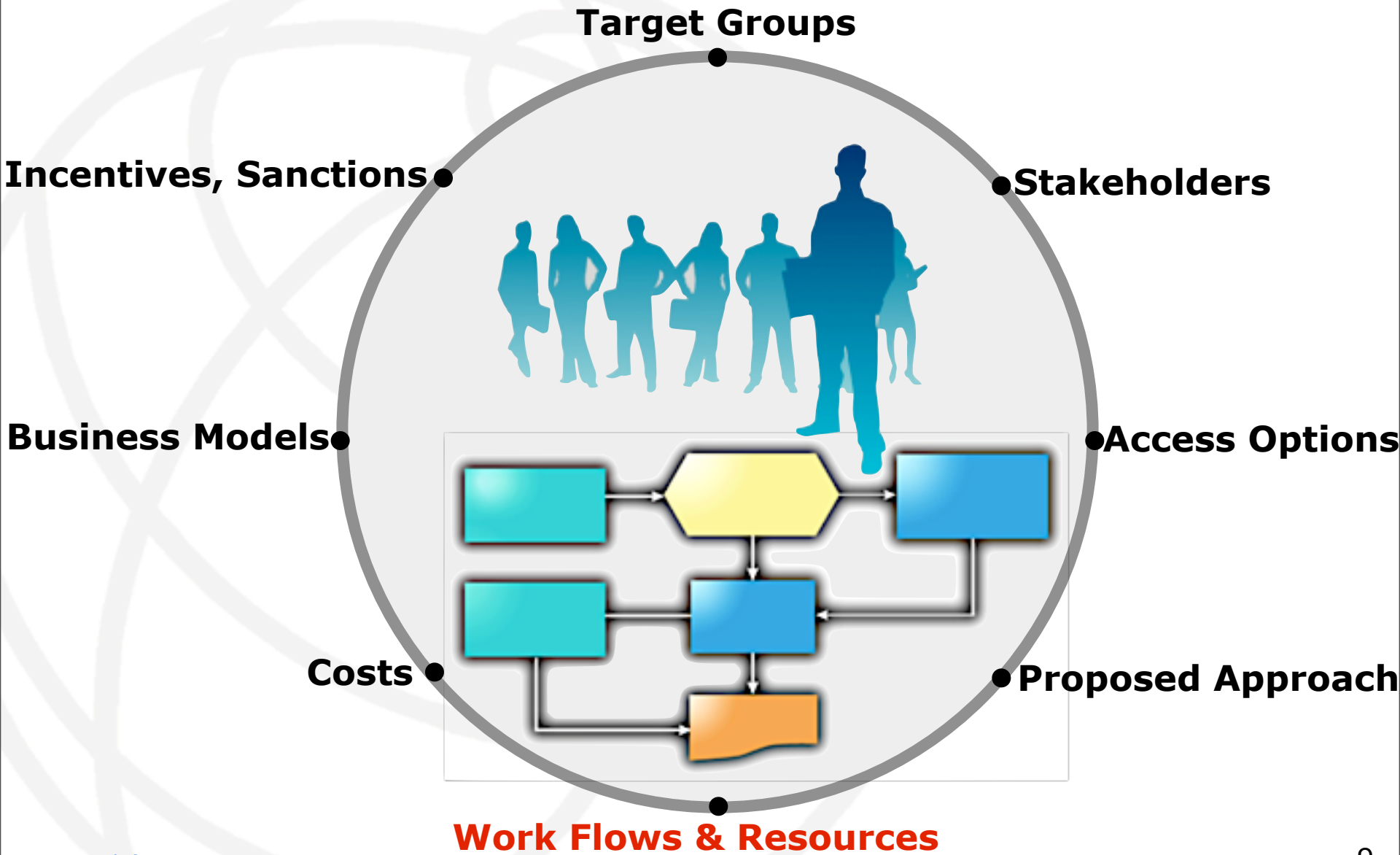
Check list



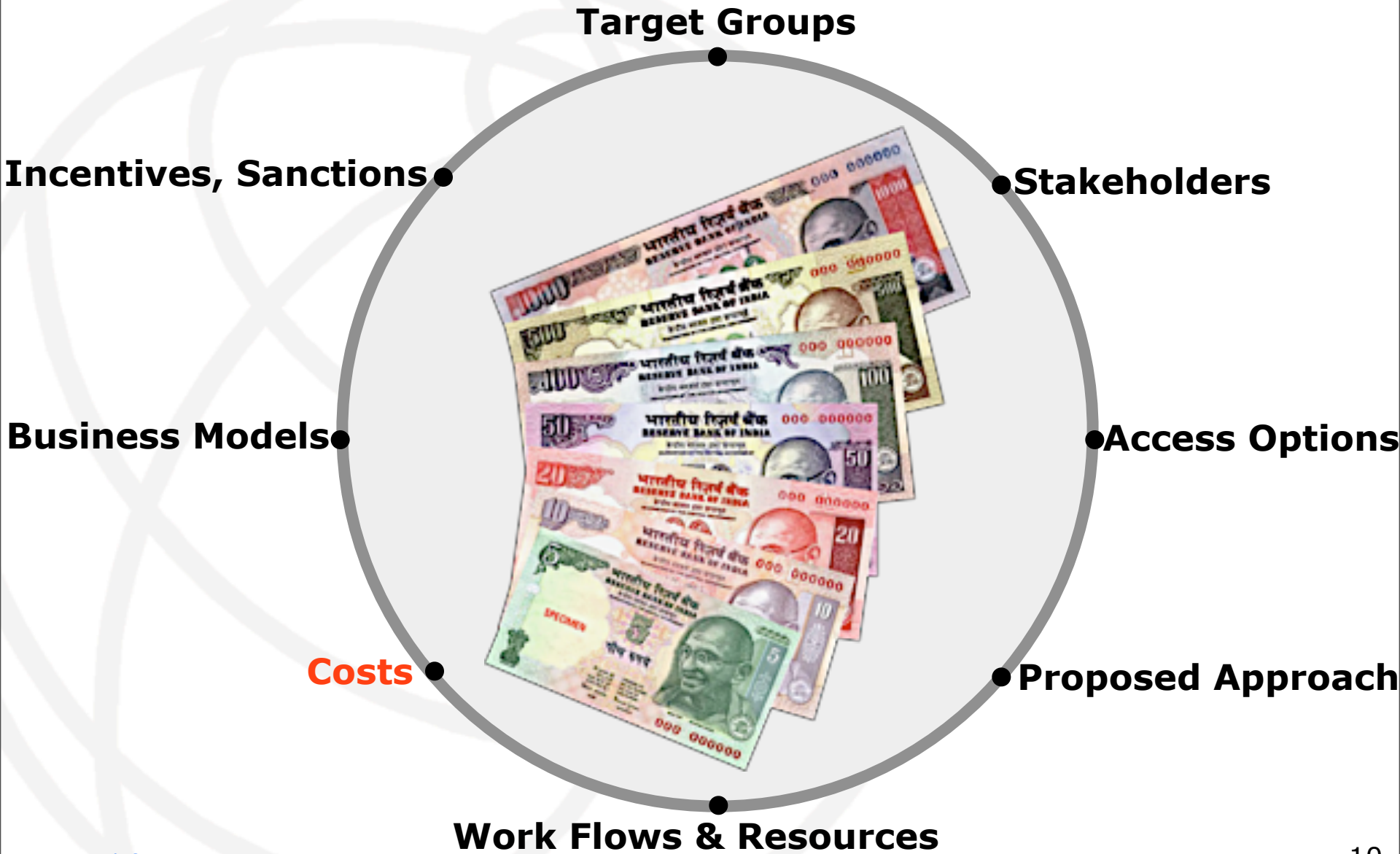
Check list



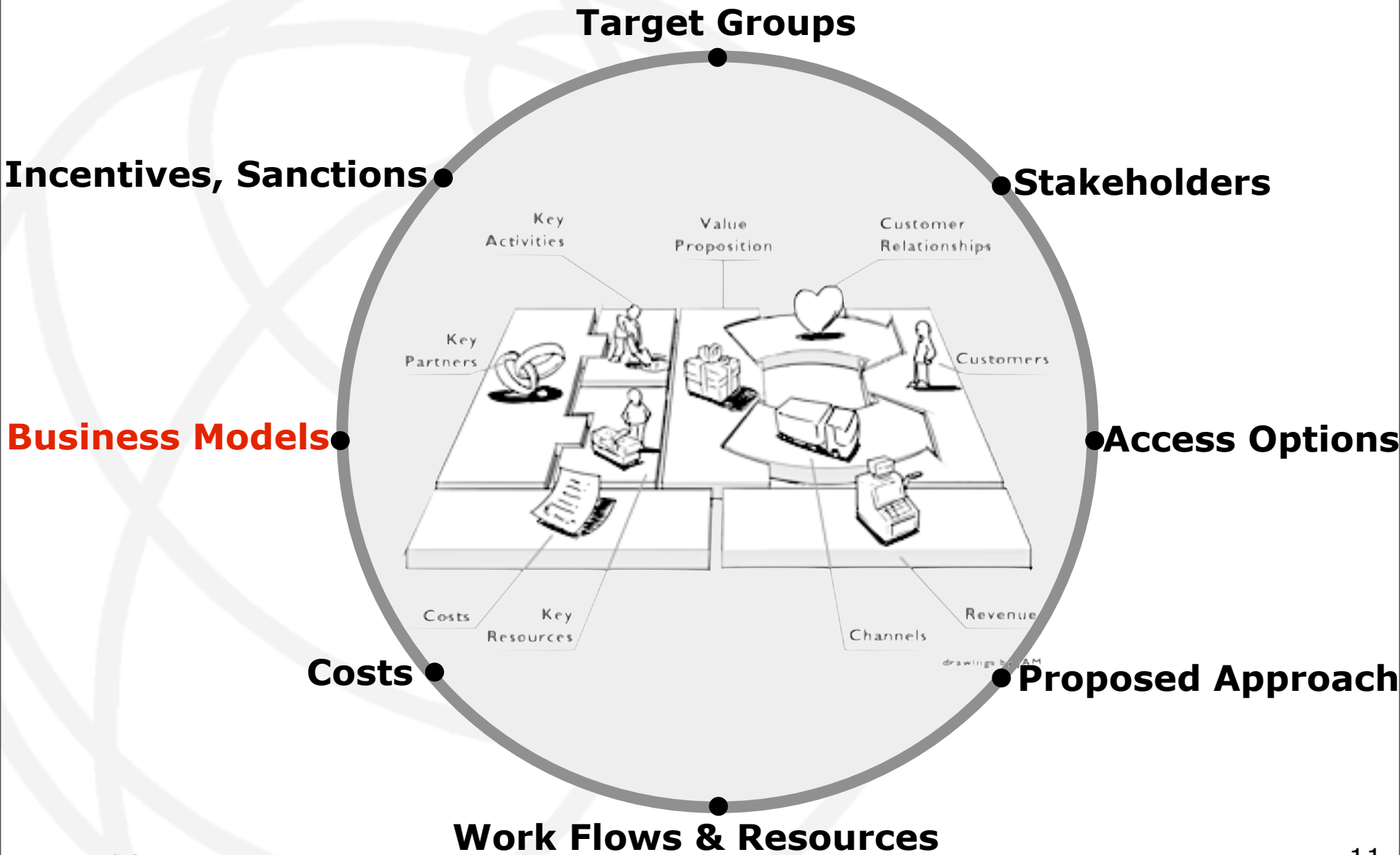
Check list



Check list



Check list



Check list



What are you aiming to do?

2015?

GOAL



March 2012

Where are you now?



What is the final deliverable?

March 2012

Accessibility = AV Media **for All**

Listening

Watching

Sharing

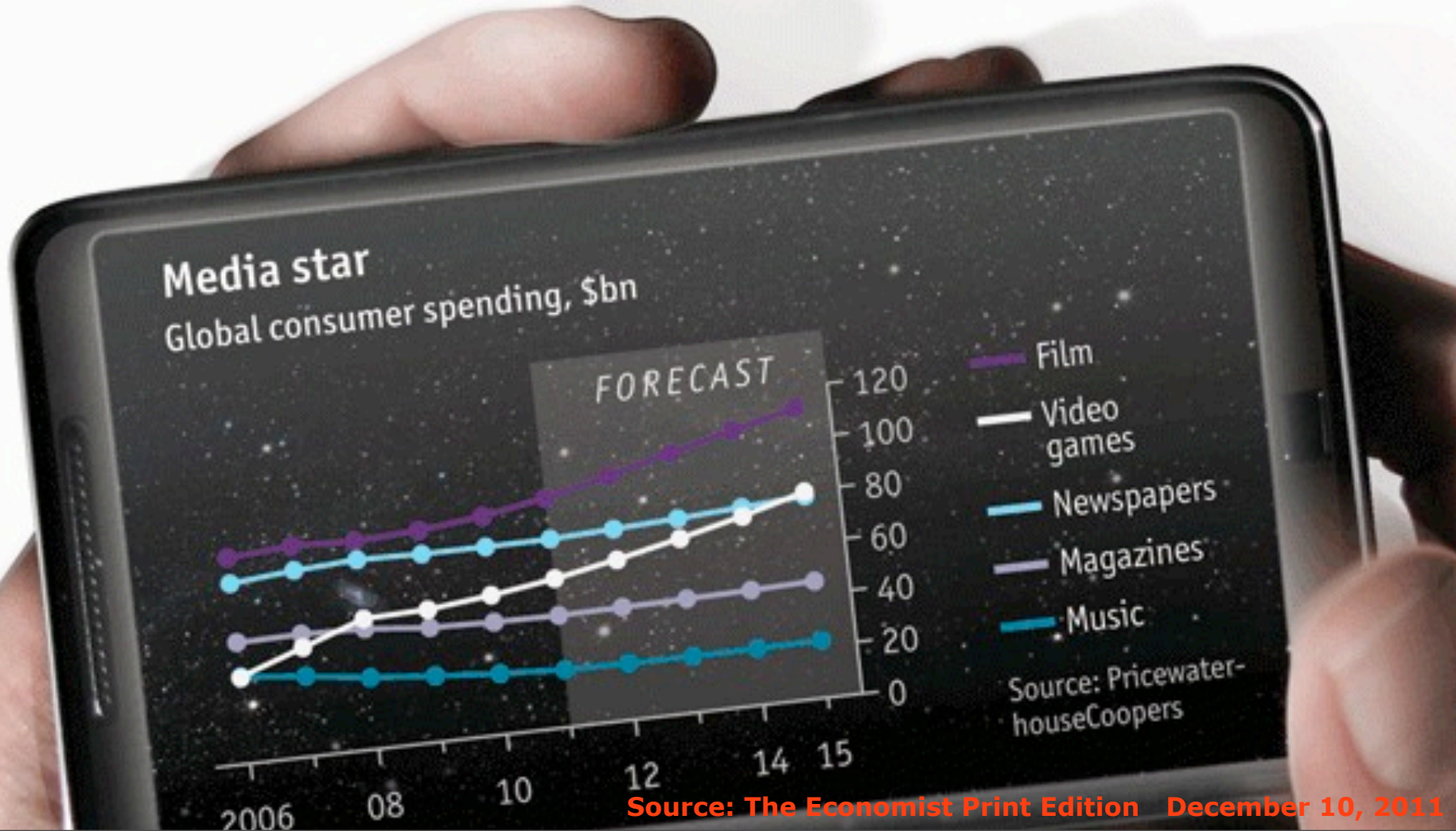
Participating

Enjoying



Creating?

Which AV-Media? (Need to have or Nice to have?)



Which AV-Media?

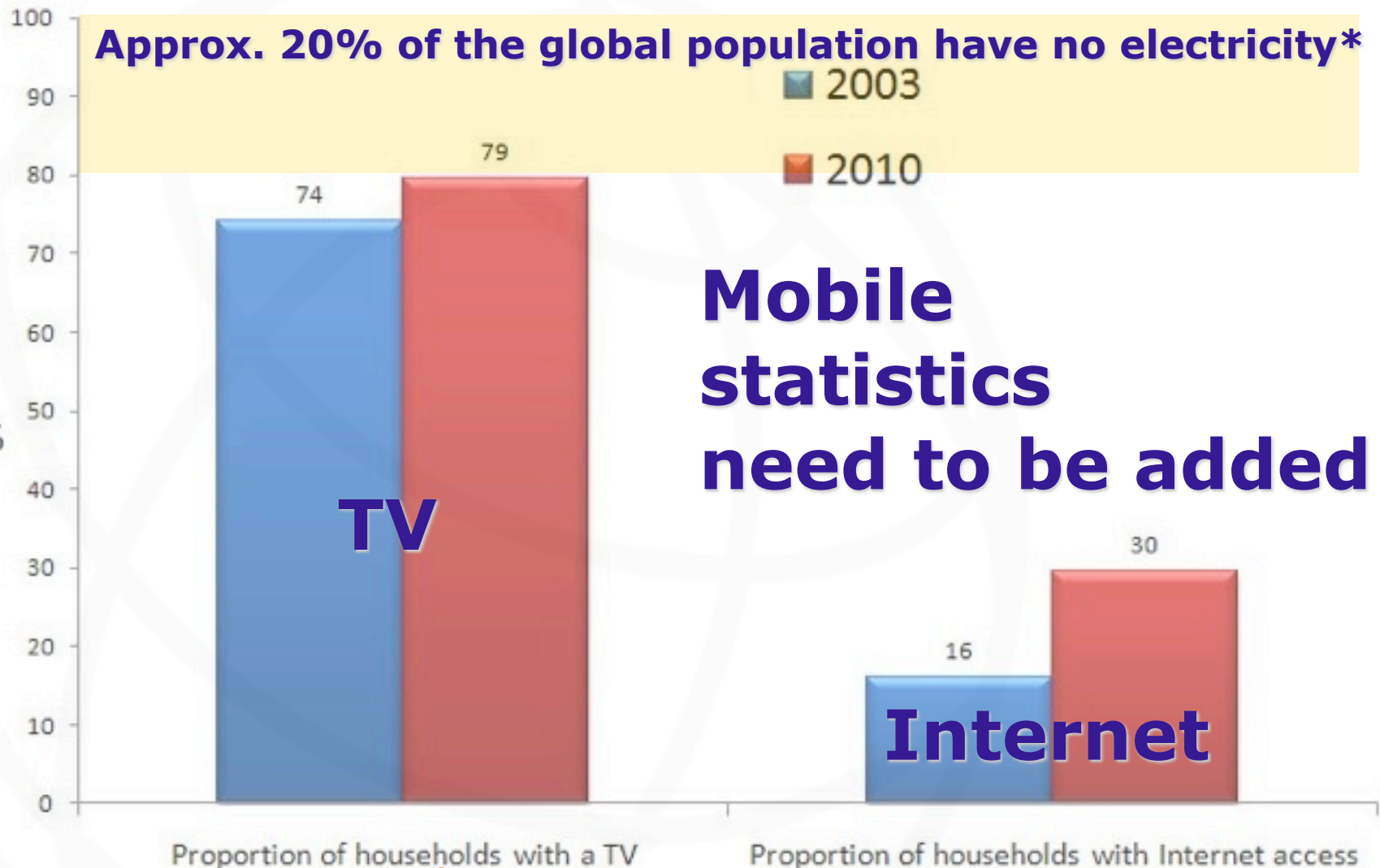
How much is spent globally?



- ◆— TV
- Film
- ▲— Video games
- ✕— Newspapers
- ✱— Magazines
- Music

Sources: The Economist Print Edition December 10, 2011;
IDATE Next Gen TV 2011 - from World Television Markets January 2010

Which AV-Media? How many have access?

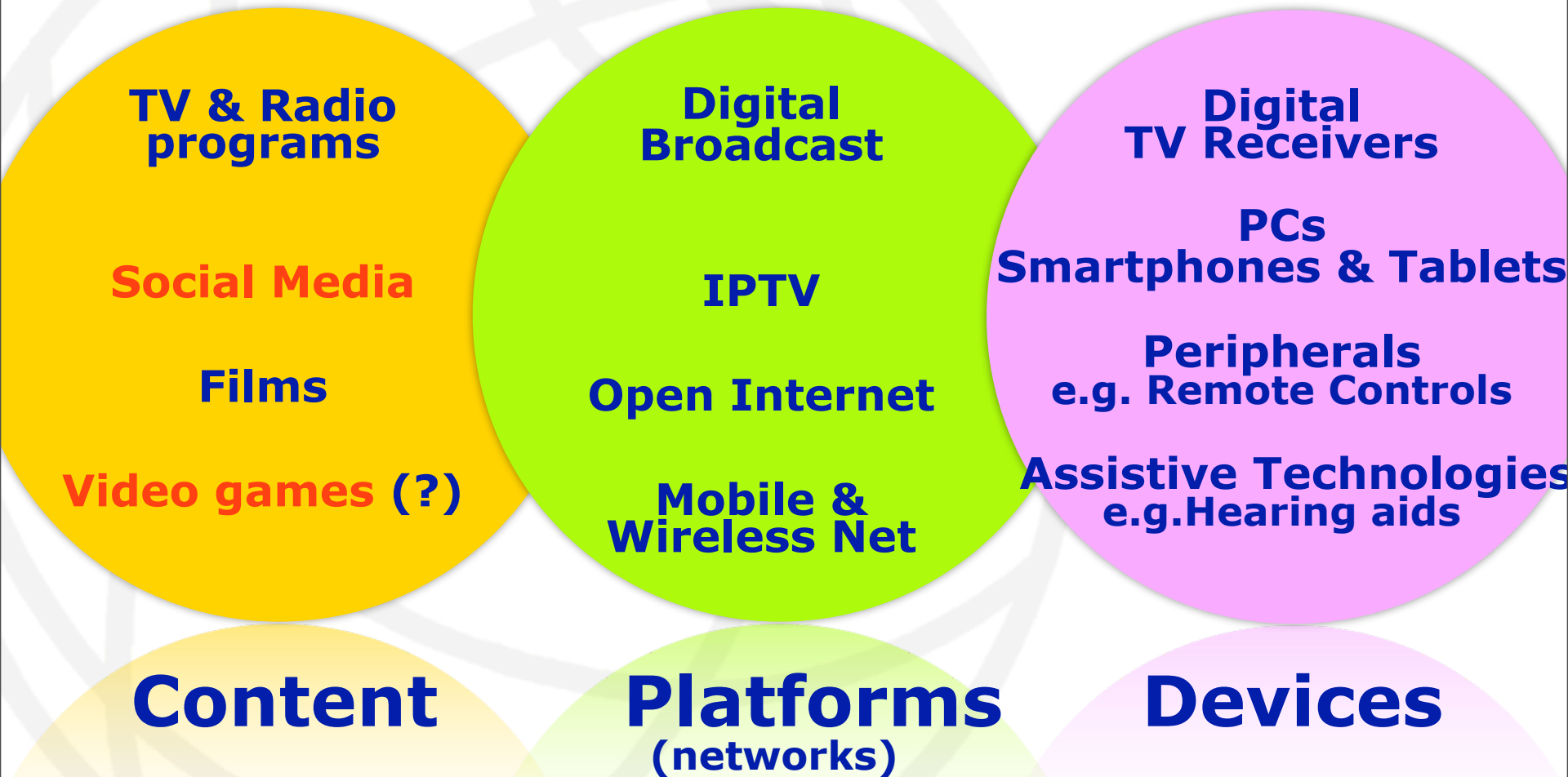


Source: ITU Geneva November 2011

* Ban Ki-moon Powering sustainable energy for all International Herald Tribune page 12 January 12 2012

AV-Media \approx Digital Media

From **AVA-I-0003**: Scoping the terms "audiovisual media" and "accessibility"



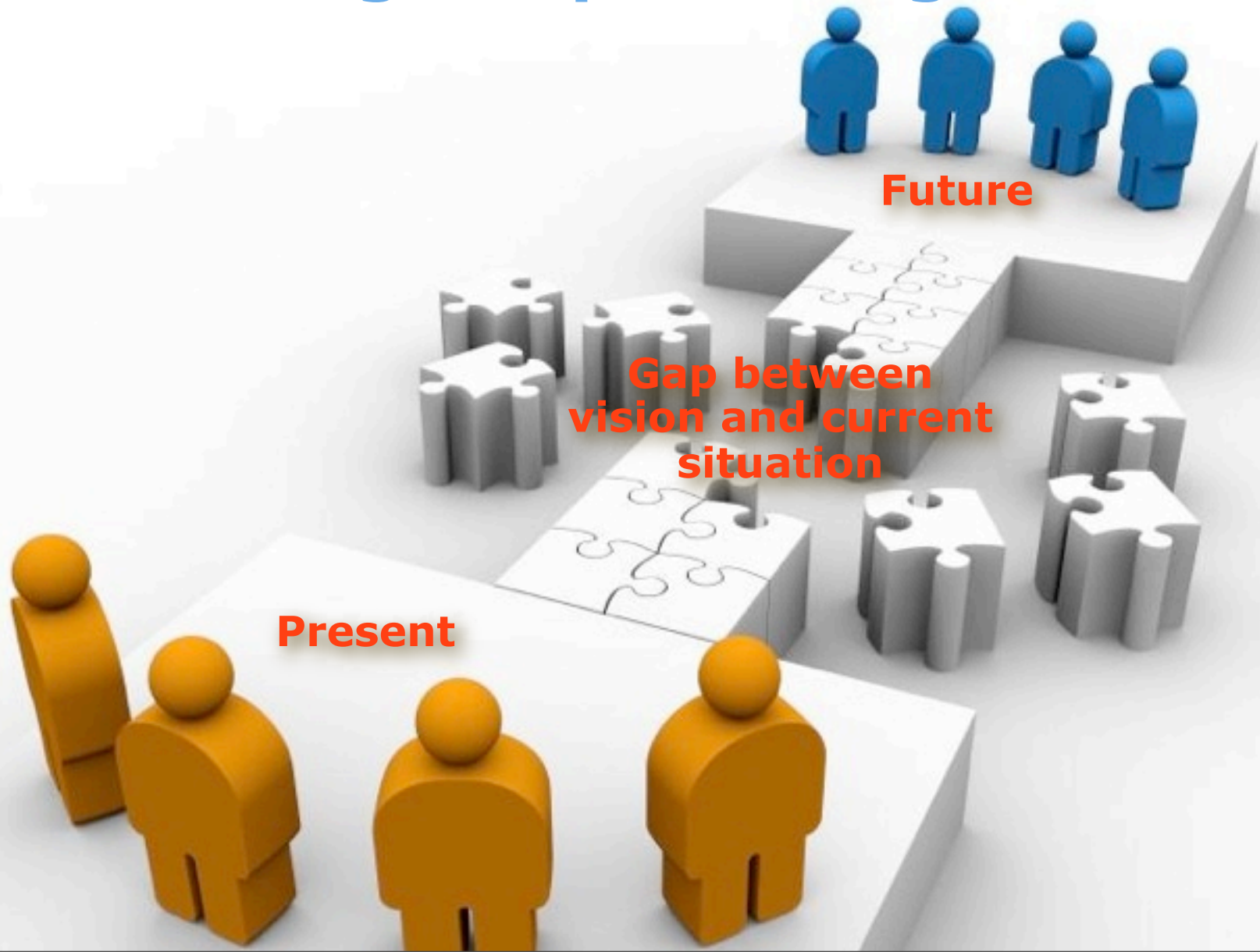
AV-Media Accessibility

What can we do?

- **Usability:** do something to make programs as intelligible as possible
- **Access services:** offer captioning, audio description, sign language
- **Intelligent devices:** make devices truly assistive
- **E2E:** End-to-end integration

A road map - the process

Putting the pieces together



A road map - the process

Putting the pieces together

Where do we want
AV Media to be?



Future

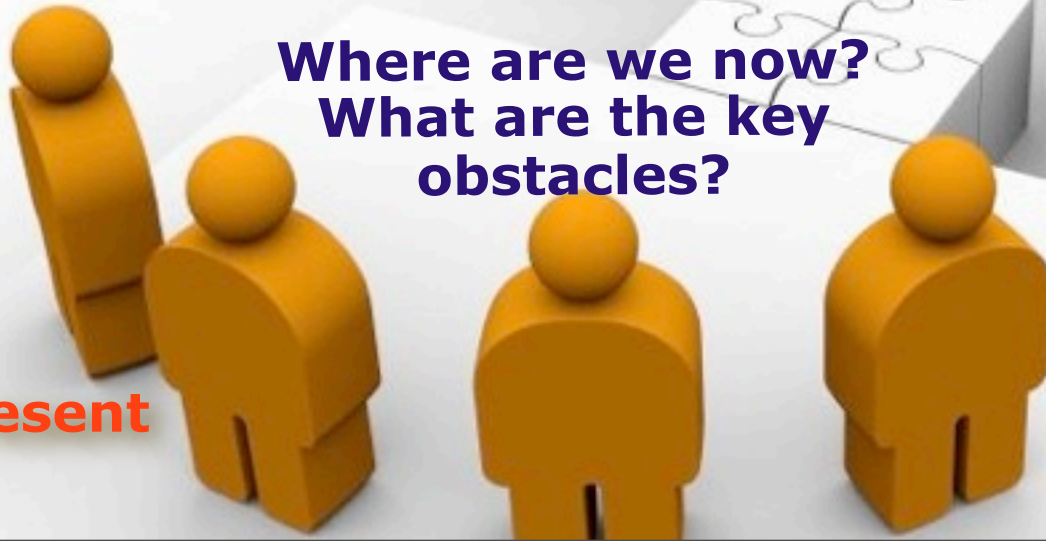
What roadmap
of actions
and metrics
do we recommend?

**Gap between
vision and current
situation**

What actions
can bridge
the gap?

Where are we now?
What are the key
obstacles?

Present



From ideas to reality



**Get inputs from stakeholders
who really know
what they are talking about**

From ideas to reality



**Establish what the common ground is
and build consensus**

Avoid "no!" situations



**Put your arguments together
so decision-makers won't say no.**



Get the best out of your ideas



Edward de Bono - Six Thinking Hats

Assessing a proposal

Six thinking hats

Six distinct states (hats) are identified



- **Neutrality (White)** - considering purely what information is available, what are the facts?
- **Feeling (Red)** - instinctive gut reaction or statements of emotional feeling (but not any justification)
- **Negative judgement (Black)** - logic applied to identifying flaws or barriers, seeking mismatch
- **Positive Judgement (Yellow)** - logic applied to identifying benefits, seeking harmony
- **Creative thinking (Green)** - statements of provocation and investigation, seeing where a thought goes
- **Process control (Blue)** - thinking about thinking

Edward de Bono - Six Thinking Hats

Assessing a proposal

Six thinking hats



Six distinct states (hats) are identified

- **Neutrality (White)** - considering purely what information is available, what are the facts?
- **Feeling (Red)** - instinctive gut reaction or statements of emotional feeling (but not any justification)
- **Negative judgement (Black)** - logic applied to identifying flaws or barriers, seeking mismatch
- **Positive Judgement (Yellow)** - logic applied to identifying benefits, seeking harmony
- **Creative thinking (Green)** - statements of provocation and investigation, seeing where a thought goes
- **Process control (Blue)** - thinking about thinking

Edward de Bono - Six Thinking Hats

Assessing a proposal

Six thinking hats



Six distinct states (hats) are identified

- **Neutrality (White)** - considering purely what information is available, what are the facts?
- **Feeling (Red)** - instinctive gut reaction or statements of emotional feeling (but not any justification)
- **Negative judgement (Black)** - logic applied to identifying flaws or barriers, seeking mismatch
- **Positive Judgement (Yellow)** - logic applied to identifying benefits, seeking harmony
- **Creative thinking (Green)** - statements of provocation and investigation, seeing where a thought goes
- **Process control (Blue)** - thinking about thinking

Edward de Bono - Six Thinking Hats

Assessing a proposal

Six thinking hats



Six distinct states (hats) are identified

- **Neutrality (White)** - considering purely what information is available, what are the facts?
- **Feeling (Red)** - instinctive gut reaction or statements of emotional feeling (but not any justification)
- **Negative judgement (Black)** - logic applied to identifying flaws or barriers, seeking mismatch
- **Positive Judgement (Yellow)** - logic applied to identifying benefits, seeking harmony
- **Creative thinking (Green)** - statements of provocation and investigation, seeing where a thought goes
- **Process control (Blue)** - thinking about thinking

Edward de Bono - Six Thinking Hats

Assessing a proposal

Six thinking hats



Six distinct states (hats) are identified

- **Neutrality (White)** - considering purely what information is available, what are the facts?
- **Feeling (Red)** - instinctive gut reaction or statements of emotional feeling (but not any justification)
- **Negative judgement (Black)** - logic applied to identifying flaws or barriers, seeking mismatch
- **Positive Judgement (Yellow)** - logic applied to identifying benefits, seeking harmony
- **Creative thinking (Green)** - statements of provocation and investigation, seeing where a thought goes
- **Process control (Blue)** - thinking about thinking

Edward de Bono - Six Thinking Hats

Assessing a proposal

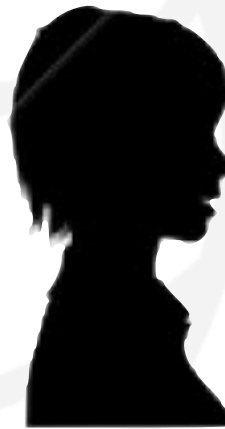
Six thinking hats



Six distinct states (hats) are identified

- **Neutrality (White)** - considering purely what information is available, what are the facts?
- **Feeling (Red)** - instinctive gut reaction or statements of emotional feeling (but not any justification)
- **Negative judgement (Black)** - logic applied to identifying flaws or barriers, seeking mismatch
- **Positive Judgement (Yellow)** - logic applied to identifying benefits, seeking harmony
- **Creative thinking (Green)** - statements of provocation and investigation, seeing where a thought goes
- **Process control (Blue)** - thinking about thinking

Get the best out of your team



Delphi metod

Basic Course of Events	<ol style="list-style-type: none"> 1. ▶ Choose the team. The project manager selects the estimation team and a moderator. The team should consist of 3 to 7 project team members. The team should include representatives from every engineering group that will be involved in the development of the work product being estimated. 2. ▶ Kickoff meeting. The moderator prepares the team and leads a discussion to brainstorm assumptions, generate a WBS and decide on the units of estimation. 3. ▶ Individual preparation. After the kickoff meeting, each team member individually generates the initial estimates for each task in the WBS, documenting any changes to the WBS and missing assumptions. 4. ▶ Estimation session. The moderator leads the team through a series of iterative steps to gain consensus on the estimates. At the start of the iteration, the moderator charts the estimates on the whiteboard so the estimators can see the range of estimates. The team resolves issues and revises estimates without revealing specific numbers. The cycle repeats until either no estimator wants to change his or her estimate, the estimators agree that the range is acceptable or two hours have elapsed. 5. ▶ Assemble tasks. The project manager works with the team to collect the estimates from the team members at the end of the meeting and compiles the final task list, estimates and assumptions. 6. ▶ Review results. The project manager reviews the final task list with the estimation team.
Alternative Paths	<ol style="list-style-type: none"> 1. ▶ During step 1, if the team determines that there is not enough information known about the project to perform an estimate, the script ends. Before the script can be started again, the project manager must document the missing information by creating or modifying the vision and scope document (see Chapter 2). 2. ▶ During either step 1 or 3, if the team determines that there are outstanding issues that must be resolved before the estimate can be made, they agree upon a plan to resolve the issues and the script ends.
Exit Criteria	The script ends after the team has either generated a set of estimates or has agreed upon a plan to resolve the outstanding issues.

Source: Applied Software Project Management. <http://www.stellman-greene.com/aspm/content/view/23/38/>

Estimation with no explicit rules

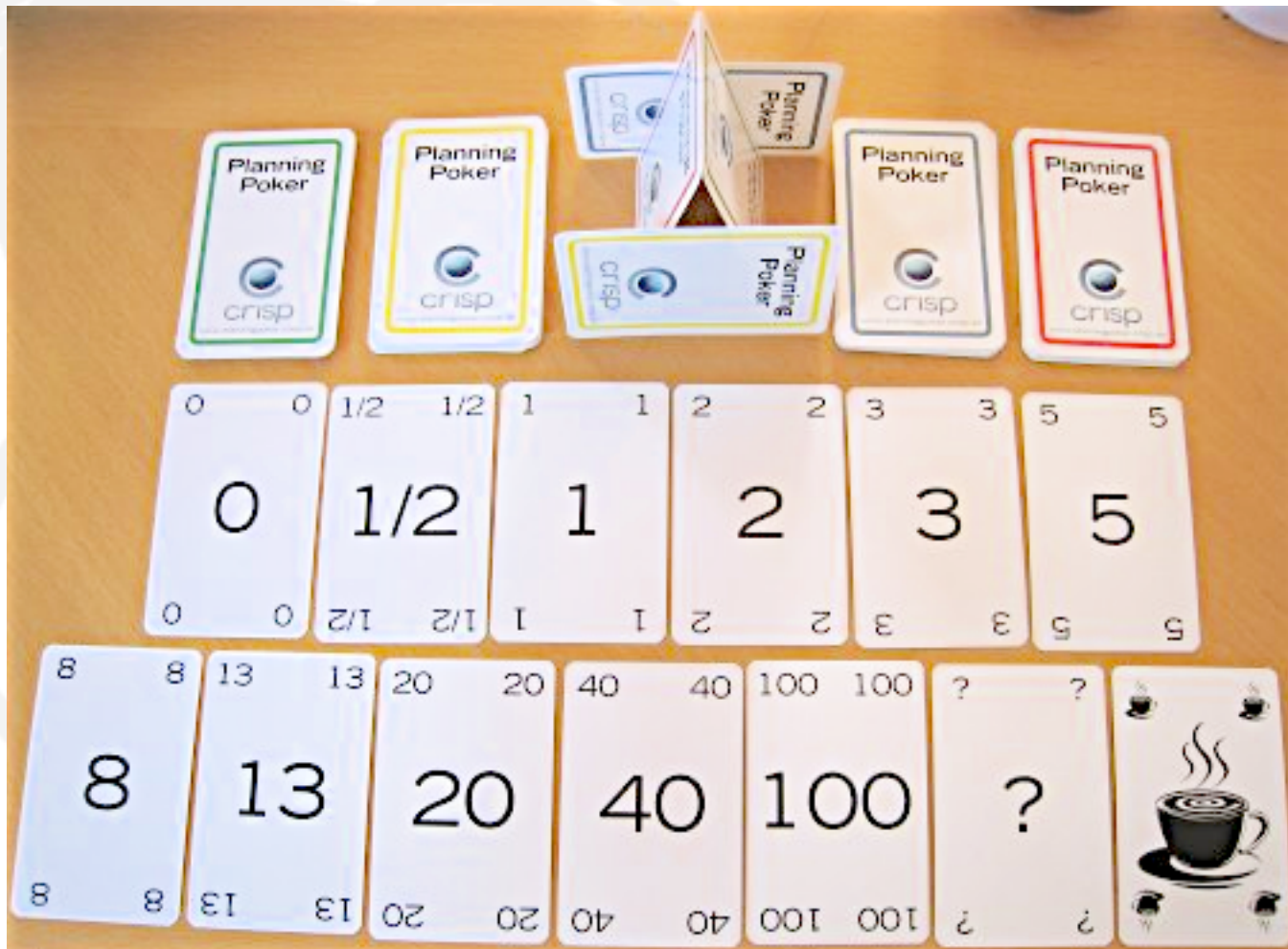


Estimation with no explicit rules

OK guys, how long will this story take?

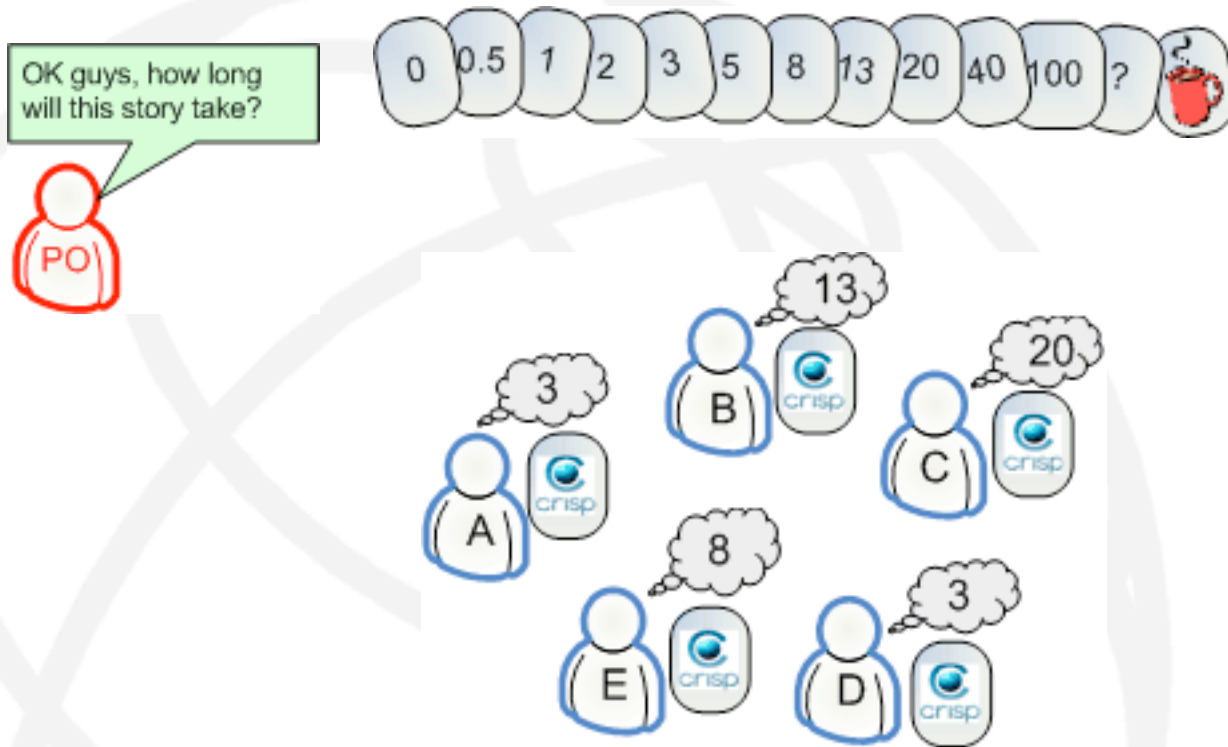


Planning poker



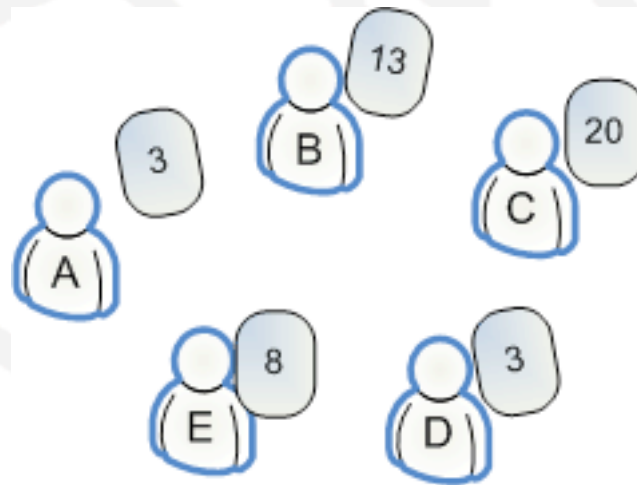
Source: <http://www.crisp.se/planningpoker>

Estimation with planning poker



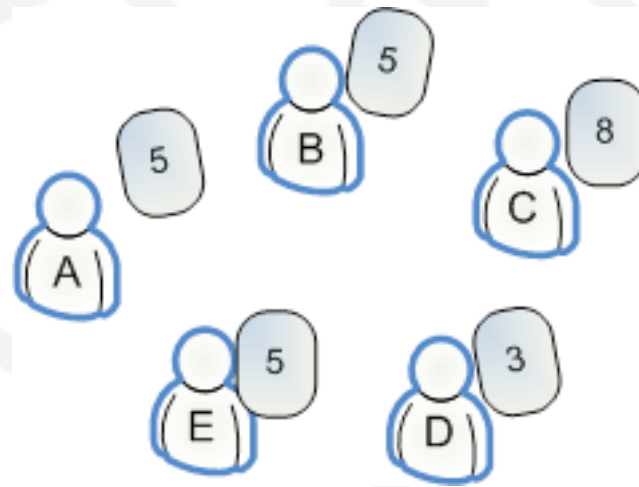
- PO presents one of the issues at a time
- The team thinks of a number (man-hours, cost)

Estimation with planning poker



**Everyone shows his/
her card at same time.
A and C explain the
assumptions behind
their estimates**

Estimation with planning poker



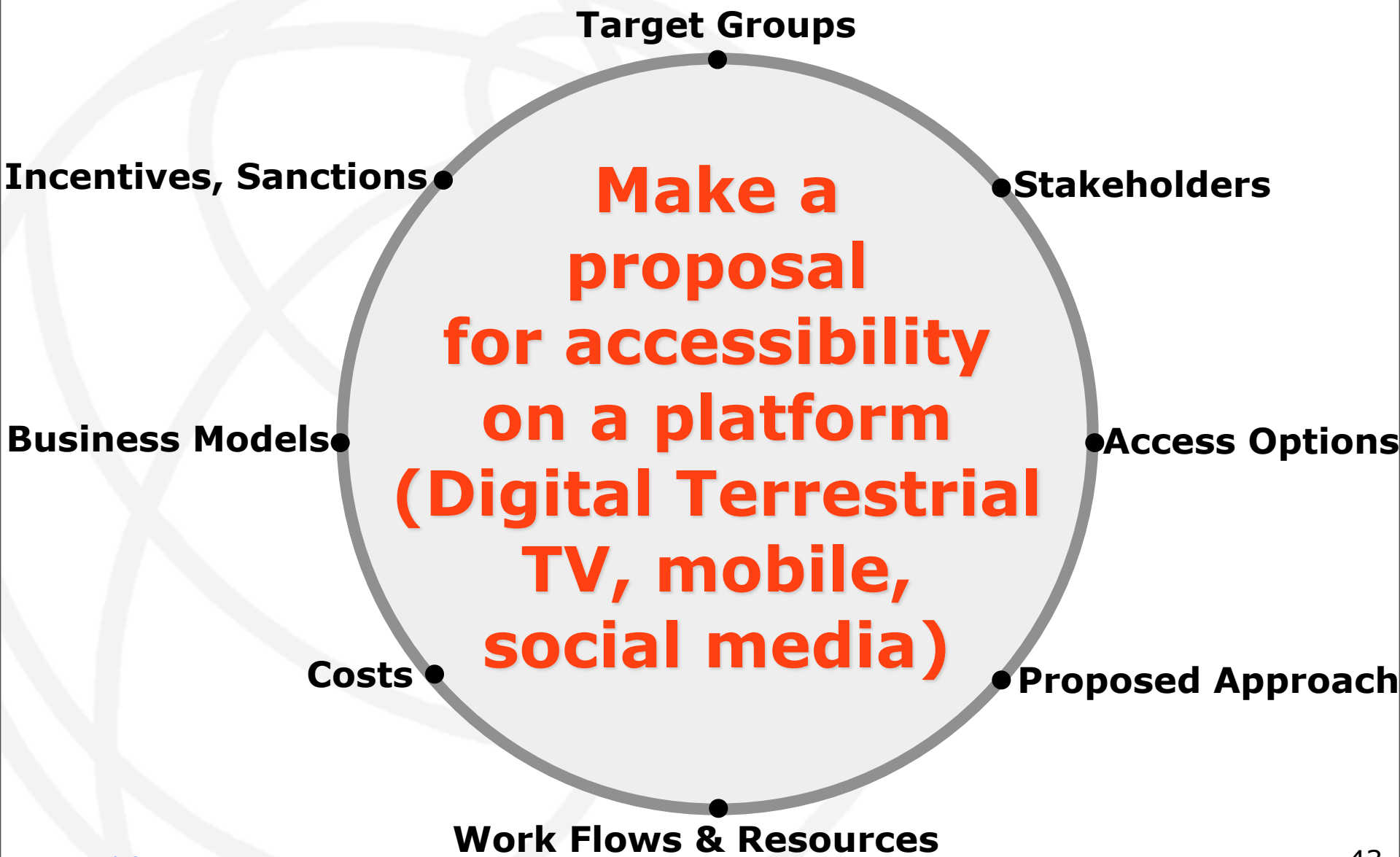
**second round:
greater convergence.**

Estimation with planning poker



Cards often use the **Fibonacci sequence**
The Question mark allows you to suggest that there is not enough information.
The coffee cup is for time out!

Activity 12: Putting it all together



Outcomes

What am I able to do?

You should now be able to

- use the checklist and the book;
- use the resources in the tutorials to put together a proposal for accessible media in India