



**The Role of Information and Communication Technologies in the
Development of Inclusive Society for Persons with Disabilities**

Belgrade, 8-9 October 2015

FRED

THE FESTIVAL INSIDER

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Co-funded by the
European Union



Creative
Europe
MEDIA



CINÉMA
DU RÉEL



claudia tomassini + associates
international film publicity





An **audience development** project supported by Creative Europe. It is conceived for **secondary schools** and active in a number of **European countries** and its objective is to raise awareness of European films and culture among young people (target aged 14 - 16).

The project aims to promote film education through **screenings** in schools, via a **VOD platform**, supported by the **radio** used as an alternative way to enhance film literacy, in many languages.

Students are involved in the **creation of radio content**, in their own native language (and in English).

All **films are made accessible** to students with visual or hearing impairments (inclusive project).

All **content will remain available for everyone** interested: students of schools not participating in the project, FRED's audience, the sensory disabled.



ACCESSIBILITY

All the **films are made accessible** to students with visual or hearing impairments.

Films are in its original language, with **interlingual subtitles** which can be selected on the VOD platform, but they are also made accessible for the sensory disabled.

Students with hearing and visual impairments can take part in the project with their schoolmates. This means that **captions** (subtitles for the deaf and hearing impaired) and **AD** (Audio description for the blind and visually impaired) are available in all the project language versions. AD includes **AST** (audio subtitling) because films are shown in the original language.

The accessible versions are available through an **application for smartphones** which synchronizes those content with the audio from the film.



FILM LITERACY + MEDIA LITERACY PROJECT (RADIO LITERACY)

Screenings in schools supported by the **radio** used as an alternative way to enhance film literacy - in many languages.

Radio used as an **effective tool in education** (radio is a powerful medium used in education for disseminating information and imparting education) while giving **entertainment**.

At the same time, radio broadcasting can be a very **strong educational experience**.

Internet radio – rapid growth (internet radio listeners are growing very fast, particularly with young generations)



FILM FROM THE LUX PRIZE

The films shown within the project are European films (from LUX Prize shortlist by the European Parliament) that have been chosen from among recent films depicting each country's contemporary life and culture.

All films will be shown in the original language with subtitles.

The screenshot shows the website for the LUX Film Prize. At the top, there is a navigation bar with the European Parliament logo and the text "European Parliament / LUX Prize" on the left, and the "LUX FILM PRIZE" logo on the right. Below the navigation bar, there are links for "Home", "Current edition", "Previous editions", and "Resources". A search bar is located on the right side of the navigation bar. The main content area features a large banner with the text "THREE FILMS TO COMPETE FOR THE LUX PRIZE 2014 | July 22, 2014" and "3 FILMS IN COMPETITION". Below the banner, there is a "Latest news" section with a headline "LUX Film Prize finalists: coming soon in a cinema near you" dated "16-10-2014". The article text reads: "Silver screen enthusiasts can look forward to watching the three films short-listed for the 2014 LUX Prize for free in a cinema nearby. The European Parliament awards the prize every year to promote European cinema, but before this year's winner is announced in December, you will have the chance to watch the three finalists yourself and vote for your favourite during the LUX Film Days, which this year boasts 165...". On the right side of the page, there are social media links for "Subscribe the RSS feed", "Facebook", and "Twitter", along with a "Like" button showing "You, Domenico La Porta and 16,040 others like this."



Fred@School

www.mymovies.it/fredatschool/

Google Translate EU Registration HR Corriere Repubblica wordreference YouTube Sub-ti x-rates interessi mora FB Squirrel Dictionary IMDB Wiki

Fred at School - Fred English Channel Fred@School



EVENTS SIGN / LOGIN HELP CONTACT FRED.FM   



FRED

@ school



EVENTS

Four exclusive screenings for the students of FRED@School!

[CLICK HERE TO TEST YOUR SYSTEM »](#)



3 MARCH
1st Film



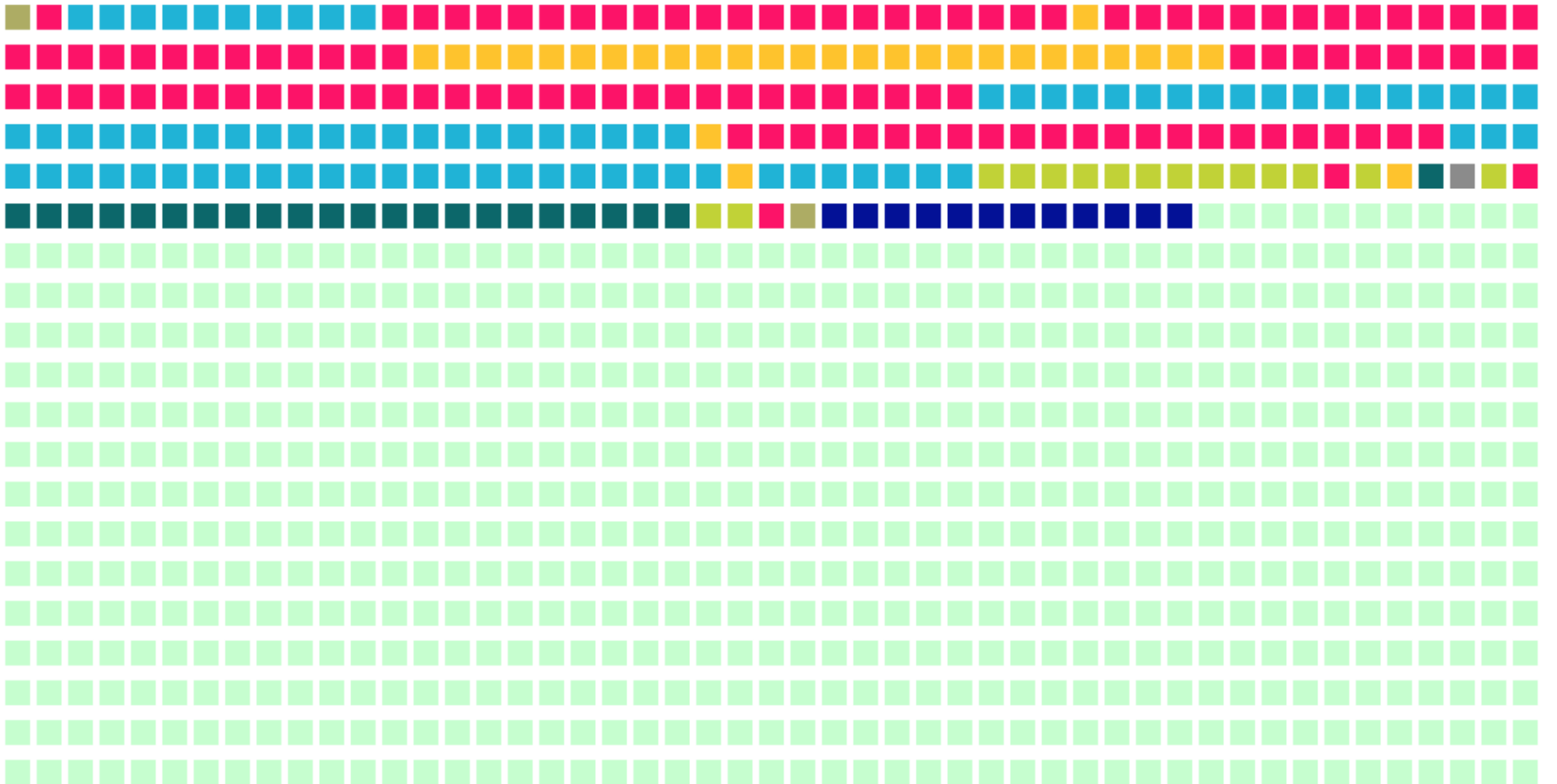
23 MARCH
2nd Film



15 APRIL
3rd Film



11 MAY
4th Film
[ENTER »](#)





11 FRED
ENTERTAINMENT

1a – Film Viewing: Where and How We Watch Films

27 FRED
INDUSTRY

1b – Film Viewing: Dubbing, Subtitling and Voice-Over

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EDUCATION

2 – Discussing Films: Reviews, Film Clubs and Film Literacy

3 – Different Kinds of Cinema

4 – The Language of Cinema

5 – Who is Who in Filmmaking?

6 – Film Festivals

7a – Film Genres

7b – Documentary



ACCESSIBLE VERSIONS

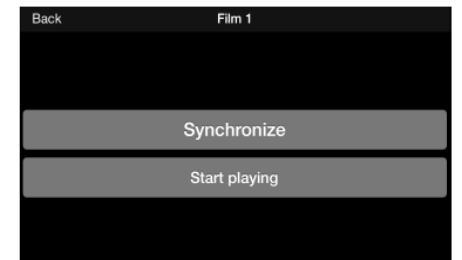
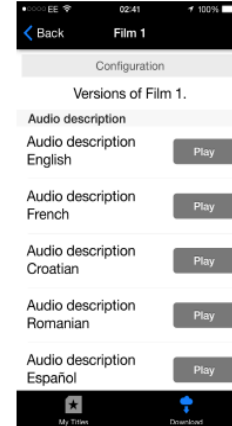
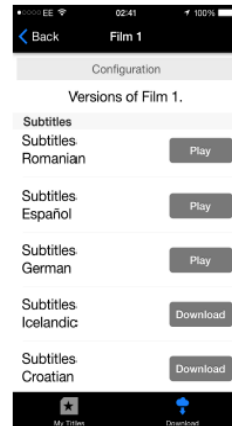
The App (a free app with free content) can be downloaded from the App Store or Google Play. It is called SUB-TI:



Through the app **all accessible content will remain available for everyone** who is interested: students of schools not participating in the project, FRED's audience, all the sensory disabled audiences.



APP (iOS and Android)





Back

Film 1

Synchronize

Start playing



Back

Film 1

Synchronizing



Cancel

Stop



Back

Film 1

00:00:02

Ends in 1 seconds

Stop







MINORITY LANGUAGES





NEW EDITION

20 partners (+ Greece, Hungary, Ireland, Switzerland)

4 films + 1 classic

13 languages (+ Greek, Polish, Hungarian)

+ 1 minority language (+ Basque)

