

Accessible Europe

ICT 4 ALL - 2019

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St Julian's, Malta

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Organized within the framework of the ITU Regional Initiative for Europe on accessibility, affordability and skills development for all to ensure digital inclusion and sustainable development



Session 8 - "Universal Design, Procurement and Standards"

Audio Description As An Aesthetic Innovation

Joel Snyder, PhD – Audio Description Associates, LLC; Audio Description Project, American Council of the Blind

“What really happens in a theatre does not occur only on the stage or in the audience, but within the magnetic current between both these poles.”
(Laban, 1950.) He suggests that the performers on stage form the “active pole of this magnetic circuit [and] are responsible for the integrity of purpose” (p. 6) in the performance that determines the quality of the “exciting current between stage and audience.” (p. 6)

Rudolph Van Laban – “The Mastery of Movement”

How can a blind person “see” a film?

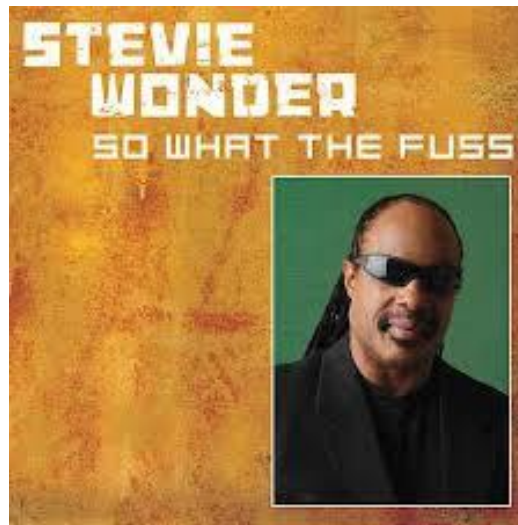
Audio Description (AD) is a translation of images to words — the visual is made verbal and aural (he points to his ear), and oral (he points to his mouth). AD makes visual images accessible for people who are blind or have low vision. Using words that are succinct, vivid, and imaginative, media describers convey the visual image from television and film content that is not fully accessible to a significant segment of the population (more than 21 million Americans experience significant vision loss - American Foundation for the Blind, 2008).

The theory of inclusive design describes one common approach to accessibility. The main tenets are:

- 1) the designers consider as many different human abilities, limitations and needs as possible; and
- 2) these factors should be included from the beginning of the design process.



1:12



1:20

4:19





Hamlet 1:20

Stevie Wonder – What The Fuss 4:19

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The Visual Made Verbal:

A Comprehensive Training Manual and Guide to the History and Applications of Audio Description

www.amazon.com - www.thevisualmadeverbal.net

<https://mall.acb.org/mini-mall-shops/pages-and-tracks>

American Council of the Blind's Audio Description Project (ADP)—

- Seventeenth ADP AD Institute: February 2020 – Washington, DC**
- Sixth Audio Description Project Conference - July 2020 – Chicago, IL**
- Eighteenth ADP AD Institute: July 2020 – Chicago, IL**