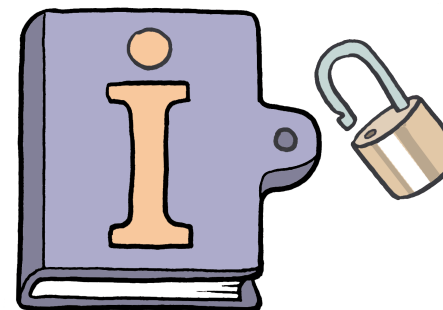**ME: Easy-to-understand audiovisual content-
7 March 2019-SDI München**

EASIT project: an overview

presenter: **Tatjana Knapp
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Pictures: © Zavod RISA

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Background

Content which is difficult to understand:

- **Written text:** books, brochures, administrative information, etc.

- **Audio text:** radio news, etc.

- **Audiovisual text:** news, films, etc.
  - Audiovisual texts may include written content (subtitles and on-screen text).

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Background (challenges)

-Lack of **mapping** of current training and practices.

-Lack of **professional recognition** in different countries.

-**Few experiences** in the **audiovisual** context.

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Background

What about existing access services?

- Audio description.
- Subtitles.

Could they be made easier to read/listen to and understand?

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Call

Erasmus + Strategic Partnerships in Higher Education.

2018-1-ES01-KA203-05275.

Duration: 3 years (September 2018-August 2021).

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Consortium

Associated partners

- Universities
- Broadcasters
- Service providers
- User associations
- Etc.

80+

Reaching out to stakeholders: e-mail us and join our list!

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The project in short

EASIT will:

-**define** the **skills** of **new professional profile(s)** in making content easy to understand,

-design **a curriculum** and

-develop innovative open **educational materials**, while approaching certification.

To define both the professional skills and the content of the open educational resources, it will be necessary to define a **methodological framework** for implementation and propose innovative recommendations in **AV content**.
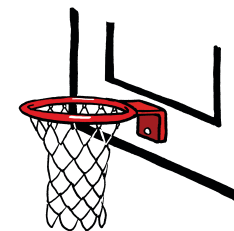
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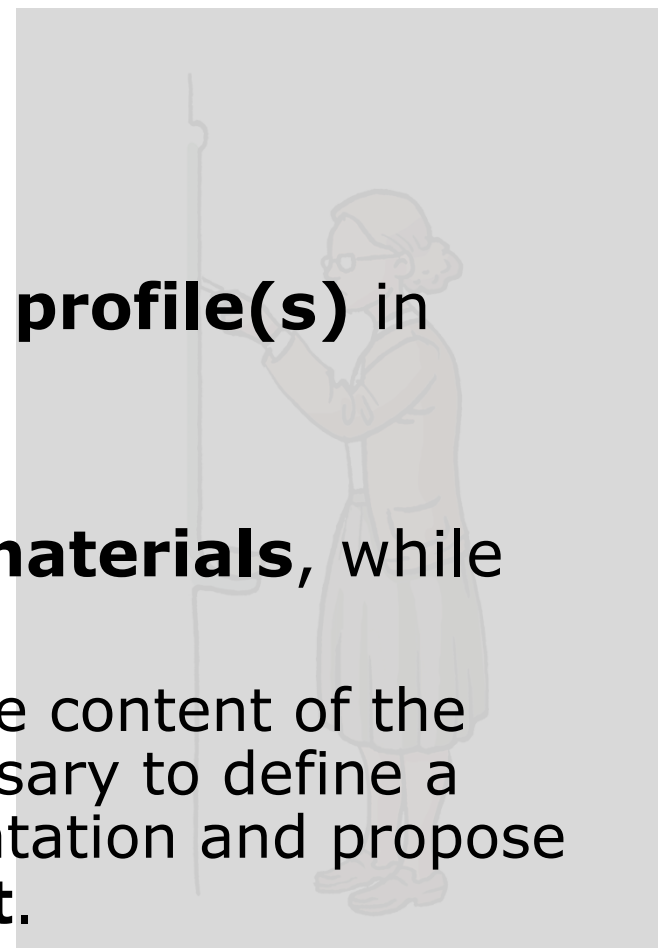
Aims

1. To **build on existing quality outputs** from previous EU projects.

2. To **promote the exchange of experience and know-how** between expert stakeholders from different fields and sectors.

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Aims

3. To adopt a **transnational approach** promoting the EU's broad linguistic diversity and intercultural awareness.

4. To **define** the **skills** of the experts in making content easy to read and understand, and explore whether **complementary competences** may be added to professional profiles defined in previous ERASMUS + funded projects (eg. subtitler, describer).
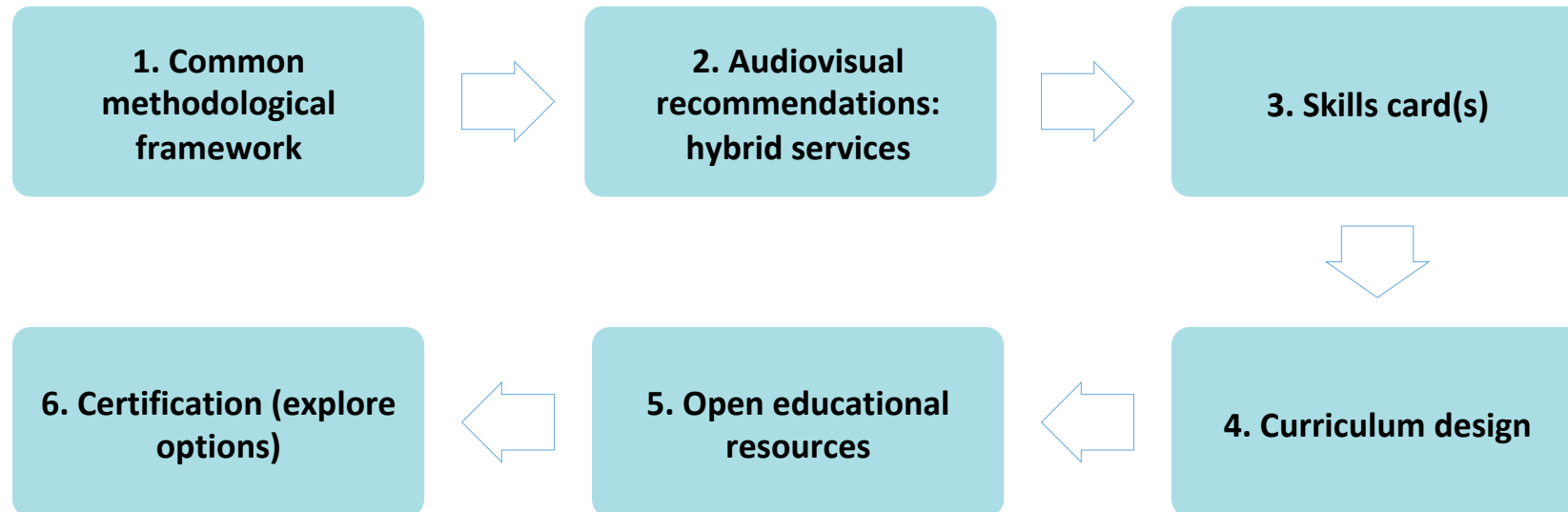
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Aims

5. Propose **a curriculum** design to train the experts, expanding already existing curricula for other access experts.

6. Create **flexible open educational resources** (OER) that can be used in different learning environments.

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Project structure: Intellectual Outputs

| 1. Common methodological framework | → | 2. Audiovisual recommendations: hybrid services | → | 3. Skills card(s) |

```
1. Common            →    2. Audiovisual         →    3. Skills card(s)
   methodological         recommendations:
   framework              hybrid services
                                                            ↓
6. Certification     ←    5. Open educational    ←    4. Curriculum design
   (explore options)      resources
```
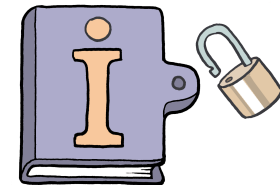
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Output 1 (UNITS)

Common methodological framework

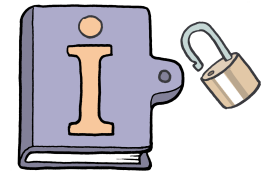- Survey to **map current practice and training in Europe.**

- Deliverable: **report.**

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Output 2 (SDI)

Innovation in hybrid services: recommendations for audiovisual information

- **Focus groups & interviews** with:
  - AV professionals,
  - AV media experts, and
  - experts in easy-to-understand content.

- Deliverable: **report** with recommendations.

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Output 3 (Vigo)

Skills card(s)

- **Skills cards for the new professional(s):** create, adapt/translate, validate.

- Deliverable:
-**skills card for each profile** identified,
-additional skills to existing profiles.

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Output 4 (SUH)

Curriculum design

- Learning outcomes, course(s) structure, credits.

- Deliverable**: curriculum** proposal of a <u>modular</u> nature.

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Output 5 (UAB)

Open educactional resources development

- Multilingual training materials: English, Catalan, German, Italian, Spanish, Galician, Slovenian and Swedish.

- Focus on multilanguage generic content.

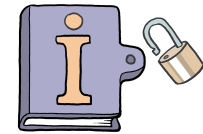- Deliverable: **open-access multilingual training resources**.

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Output 6 (UAB)

Certification

- Explore current certification strategies and make a **proposal** for future certification.

- Deliverable: **report** with possible certification **strategies**.

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Multiplier Events

7 March **2019** Munich	20 June **2019** Stockholm	February **2020** Hildesheim
September **2020** Vigo	March **2021** Barcelona	June **2021** Ljubljana

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http://pagines.uab.cat/easit/
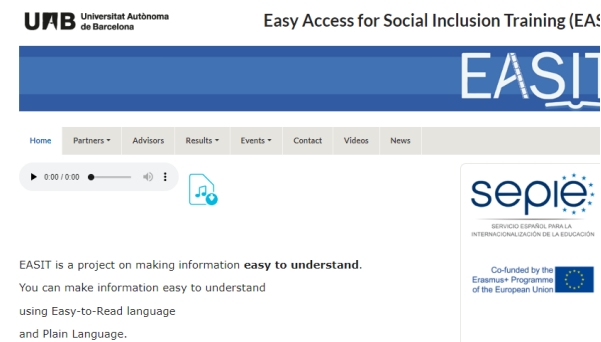
@EASITproject

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Disclaimer

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