

Multiplier Event – Stockholm – 20th June 2019



Intellectual Output 2 (IO2) Overview and Results

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Why IO2?



- Lack of guidelines to create easy-to-understand audiovisual content
- Lack of training materials

What were the goals?



1. Recommendations to create:

- easy-to-understand **news**
- easy-to-understand **subtitles**
- easy-to-understand **audio descriptions**

2. Recommendations on the skills

Who helped us?

4 discussion groups



23 interviews



What did we talk about?

1. Need for E2U audiovisual content
2. Needed genres
3. How to create the content
4. Needed skills
5. Validating understandability
6. Name for the professional

1.-2. Content and genres

- There is a need for E2U audiovisual content.
- All genres are needed.
- Some genres are **less** viable:
 - subtitles for **live** shows
 - subtitles for movies with **complicated plots** vs. soap operas

3. Recommendations for creation

- Use a simplified language
- Provide enough information
- Take readability into account
- Maintain the text type
- Let users decide how to use the service

Example: subtitles (1 of 2)

- Reduce the visual load of the subtitle
- Content must relate to the picture
- Provide access to additional information
- Maximum of 1 to 2 lines
- If possible, each line should be a full sentence
- High contrast (dark line underneath)
- Enough time to read
- Synchronous with the picture

Example: subtitles (2 of 2)

- Consider using more characters than in standard subtitles
- Consider longer display times than in standard subtitles
- Consider adding name labels to identify characters
- Provide audio versions, where possible
- Involve end-users in the validation of the understandability.
- Allow users to have control over the player

4. Skills for training

The skills needed go beyond simplification methods:

- linguistic skills,
- knowledge about accessibility and target users,
- personal and interpersonal skills,
- IT skills, and
- skills related to the field of expertise:
subtitling, AD, or news editing.

5. Validation: types

- Readability and understandability
→ **end-user validation**
- linguistic revision and text type compliance
→ **editors, peer review by colleagues, end-users**

5. Validation: point in time

Two points in time:

- a. during creation
- b. after creation

6. Name

There is no need for a new name.

Some suggestions are:

- PL subtitler,
- E2R subtitler,
- Audio facilitator
- Content adapter
- Journalist for accessible content
- News editor for news in E2U,

Open question

How are these accessibility services received by viewers?

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Many thanks!