

**AUDIO-INTRODUCTIONS
TAKING A BRITISH IDEA TO POLAND:
AUDIO INTRODUCTIONS
FOR VOICED-OVER FILMS**

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Research conducted with
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WHY?

Blind and partially sighted audiences attending audio described performances of plays and operas often have the opportunity to listen to information sent out in advance, giving details about the visual style of the production. This includes a description of the set, costumes, characters, cast and production credits. Currently such “Audio Introductions” are not provided for films.

www.audiointros.org



UK RESULTS

Results 1

Man on Wire	Agree/ Strongly Agree	Disagree/ Strongly Disagree
Overwhelmed by information	29.2%	40%
More things I wanted to know	8%	56%
Info in the right order	50%	6%
Camera info too technical	8%	83%
Gave away too much info	16.7%	61%
Interest in cast and crew	62%	17%
Would like AIs to other films	62.5%	17%
Would like to download them	62.5%	6%

L. Fryer & P. Romero-Fresco



UK RESULTS

Results 2

Man on Wire		
Duration about right	61%	33% (too long) 6% (too short)
Visual style about right	89%	11% (too much)
Plot about right	83%	17% (too little)
Characters about right	61%	6% (too little) 33% (too much)
Locations about right	78%	17% (too little) 6% (too much)

L. Fryer & P. Romero-Fresco



WHAT DOES IT CONTAIN?

- Film introduction
- Plot introduction
- Visual filmic language
- Characters and places
- Credits

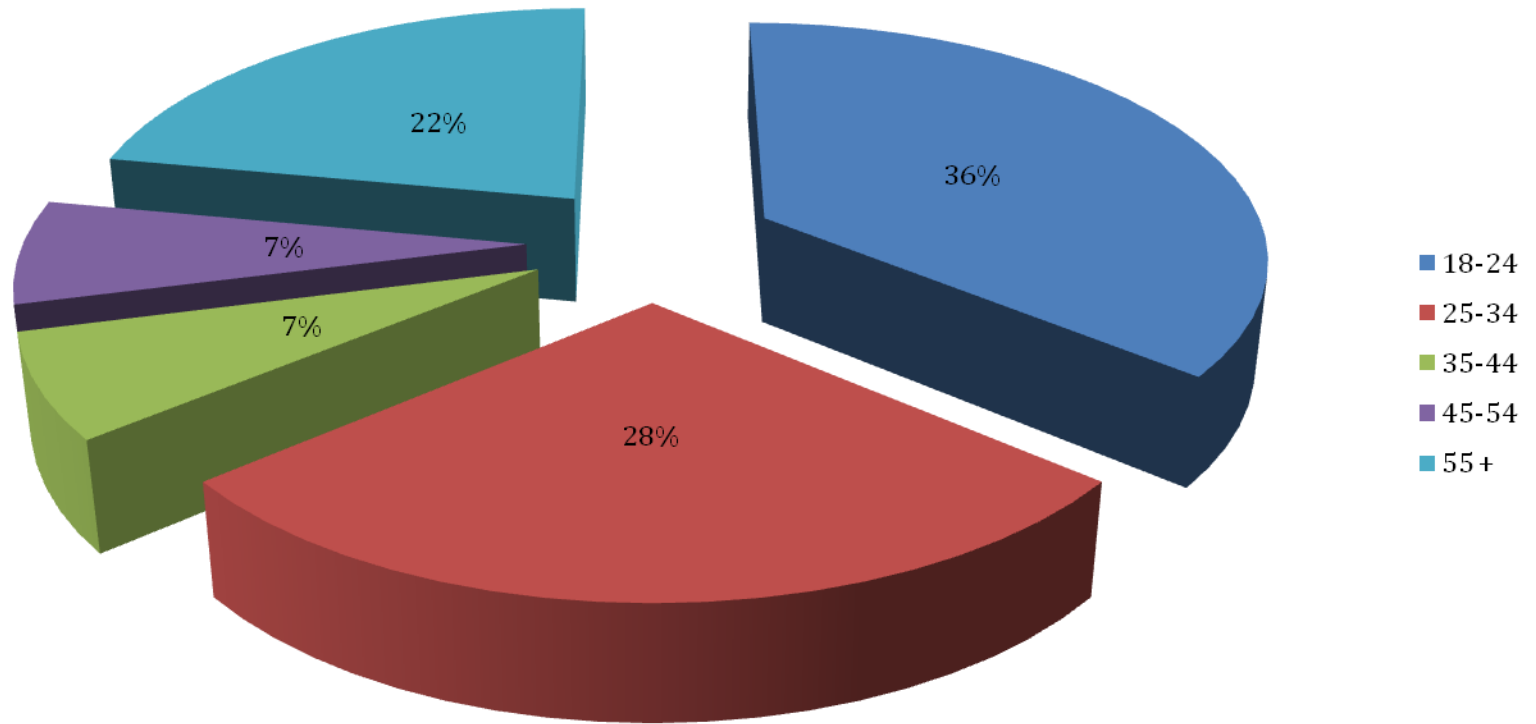


PROCEDURE

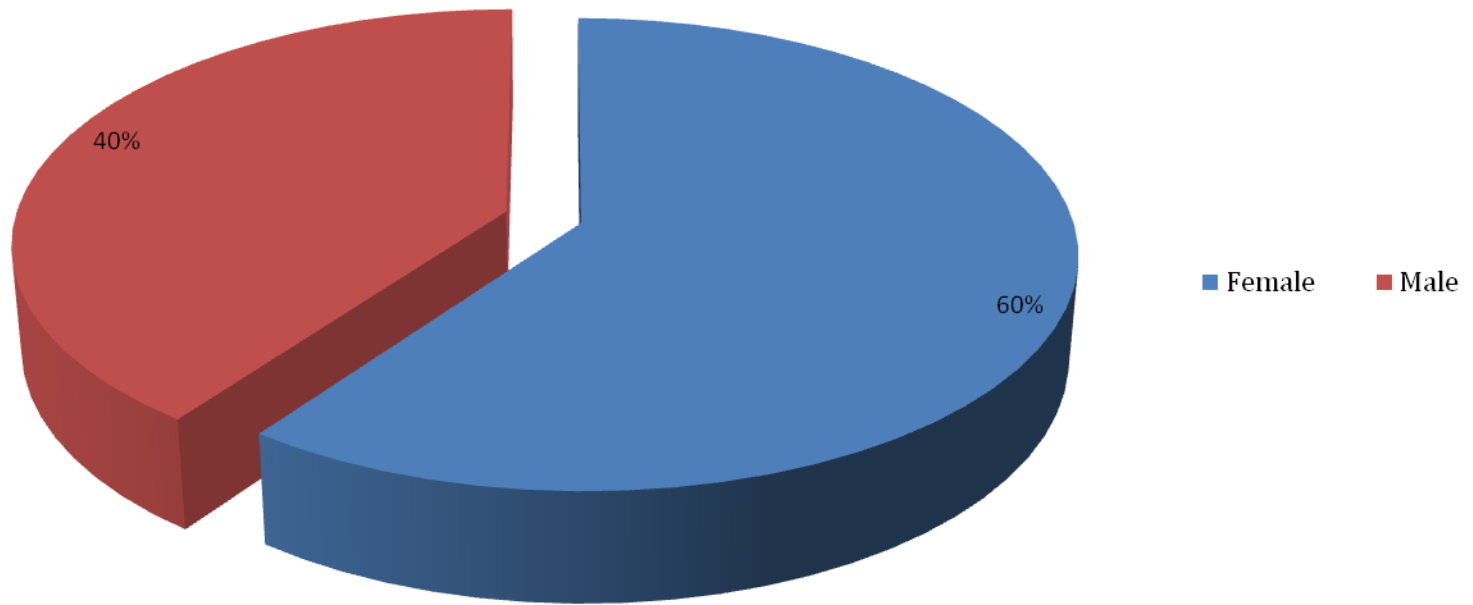
- screening at Polish Association of the Blind
- 20 participants
- 16 closed questions (clickers)
- open discussion (recorded)



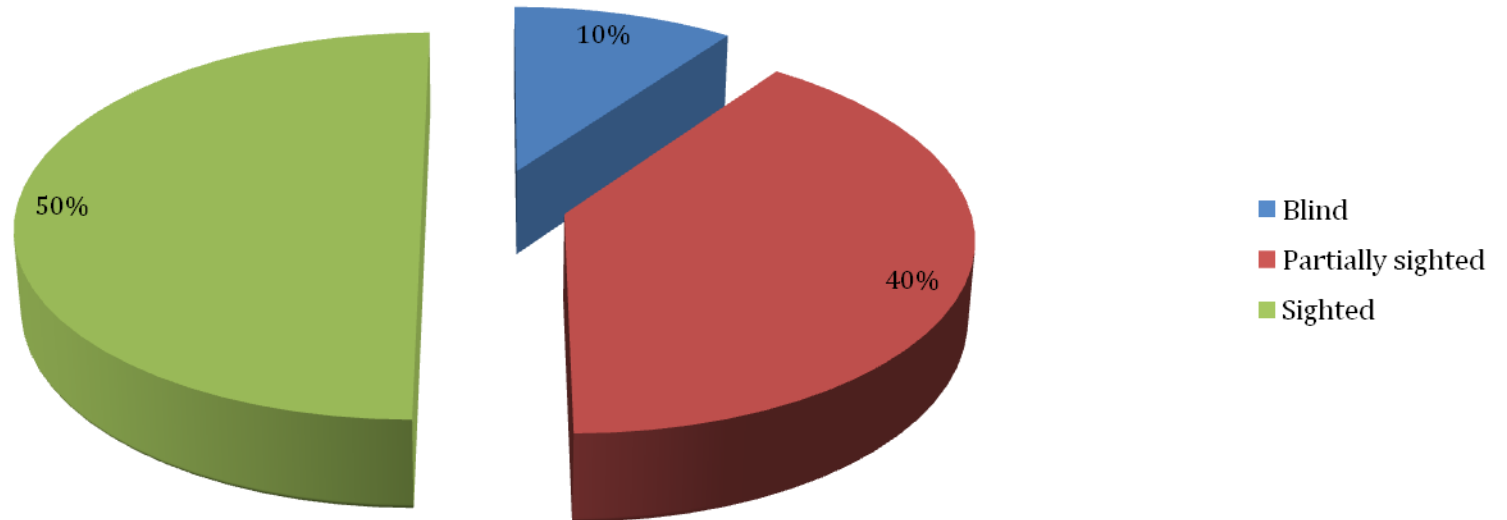
PARTICIPANTS



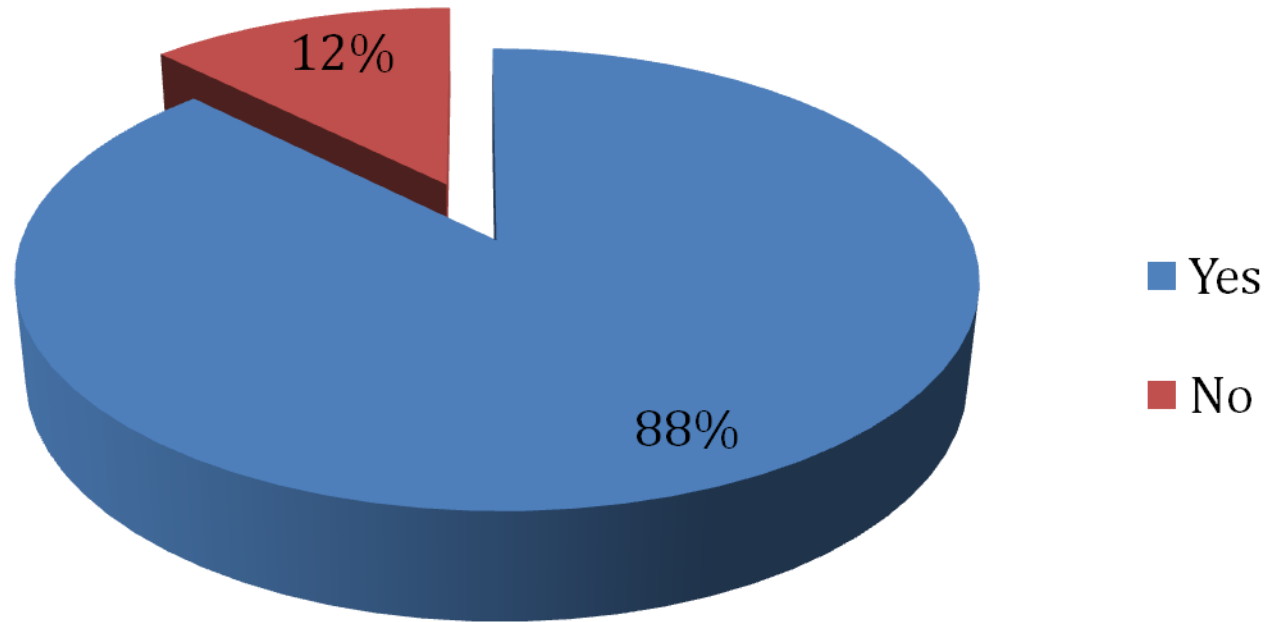
PARTICIPANTS



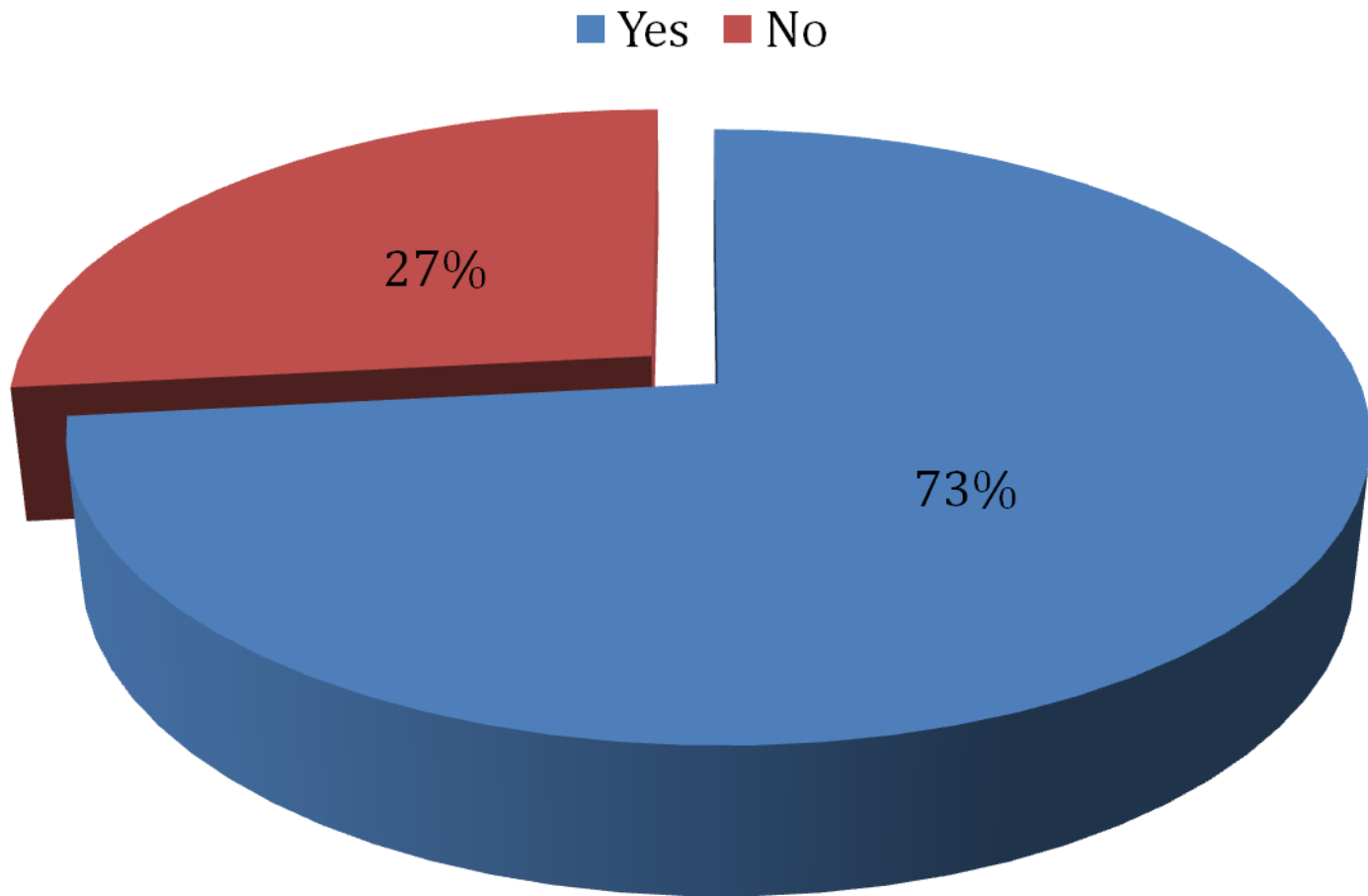
PARTICIPANTS



EXPERIENCE WITH AD

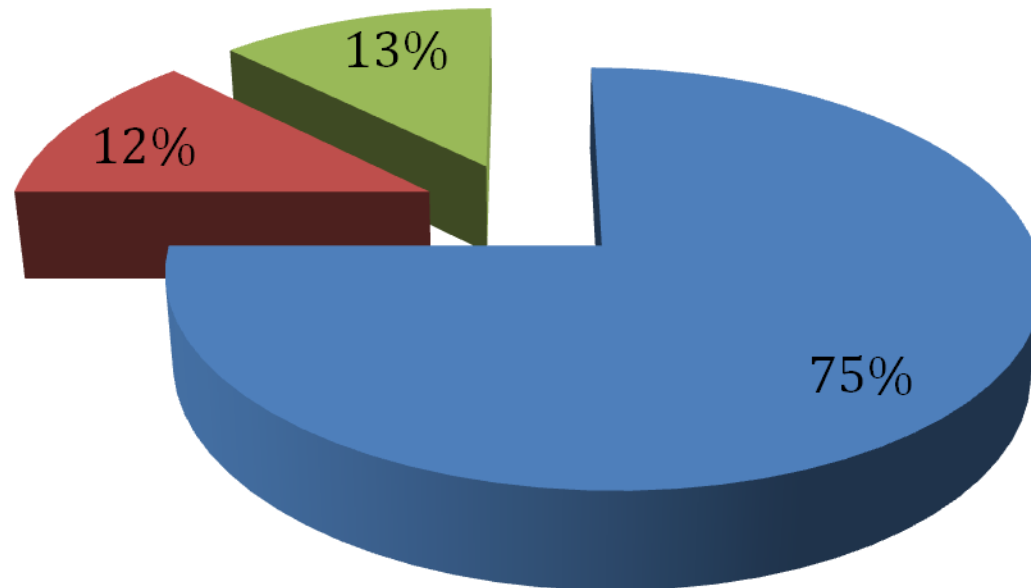


DO YOU WATCH VOICED-OVER FILMS?



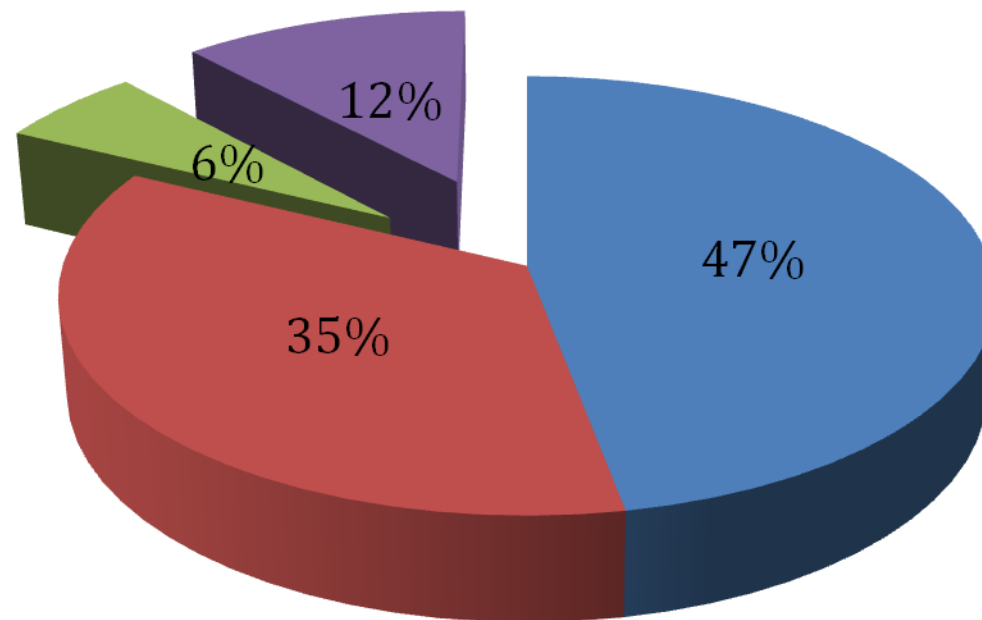
WOULD YOU LIKE TO WATCH THEM WITH AD?

■ Yes ■ No ■ I don't know



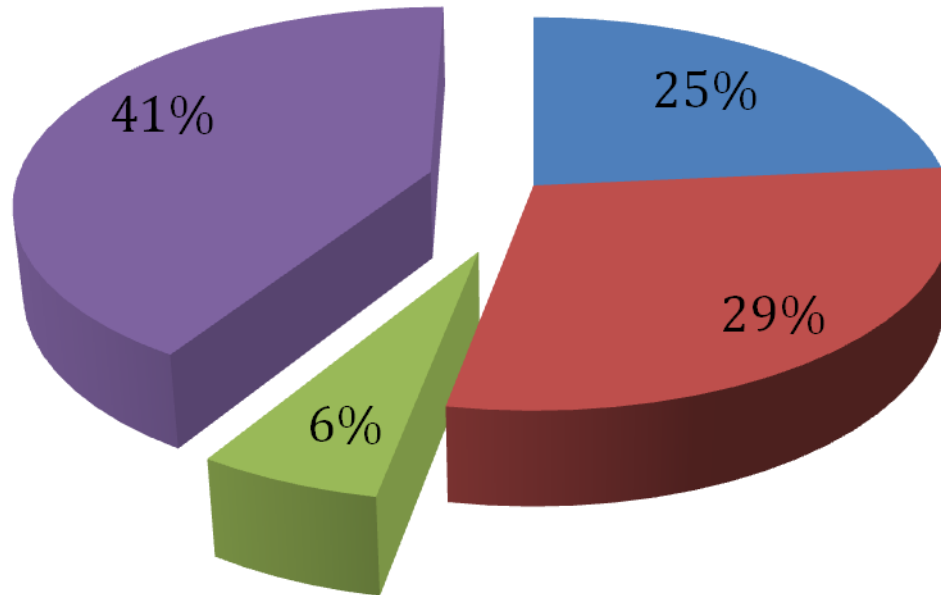
HOW DO YOU FEEL ABOUT NAMING THE CHARACTERS?

■ Yes ■ Rather yes ■ I don't know ■ Rather no



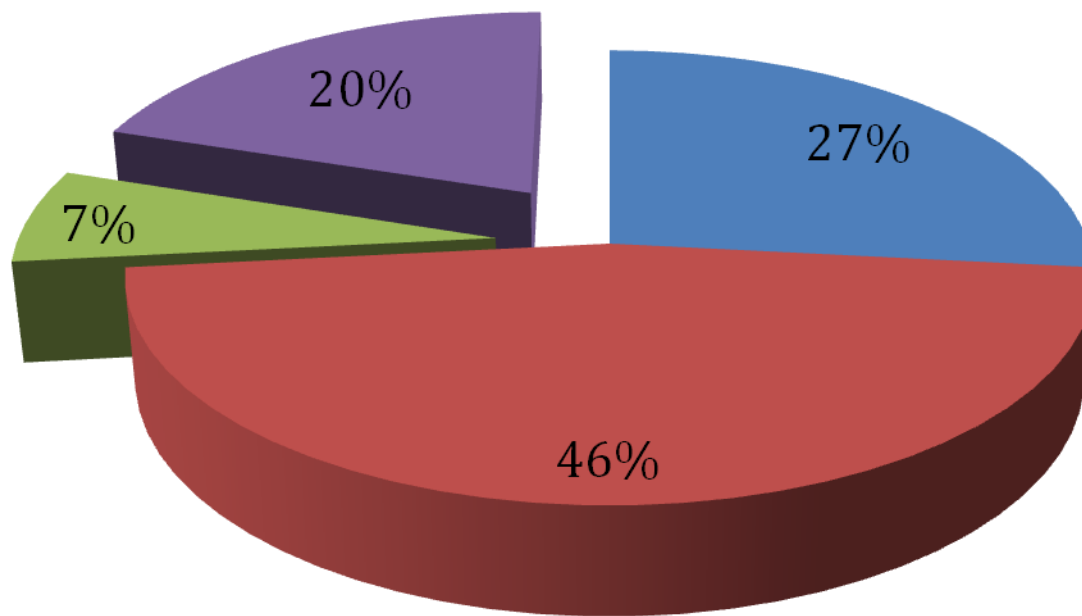
CAN AD OVERLAP THE ORIGINAL DIALOGUES?

■ Yes ■ Rather yes ■ I don't know ■ Rather no

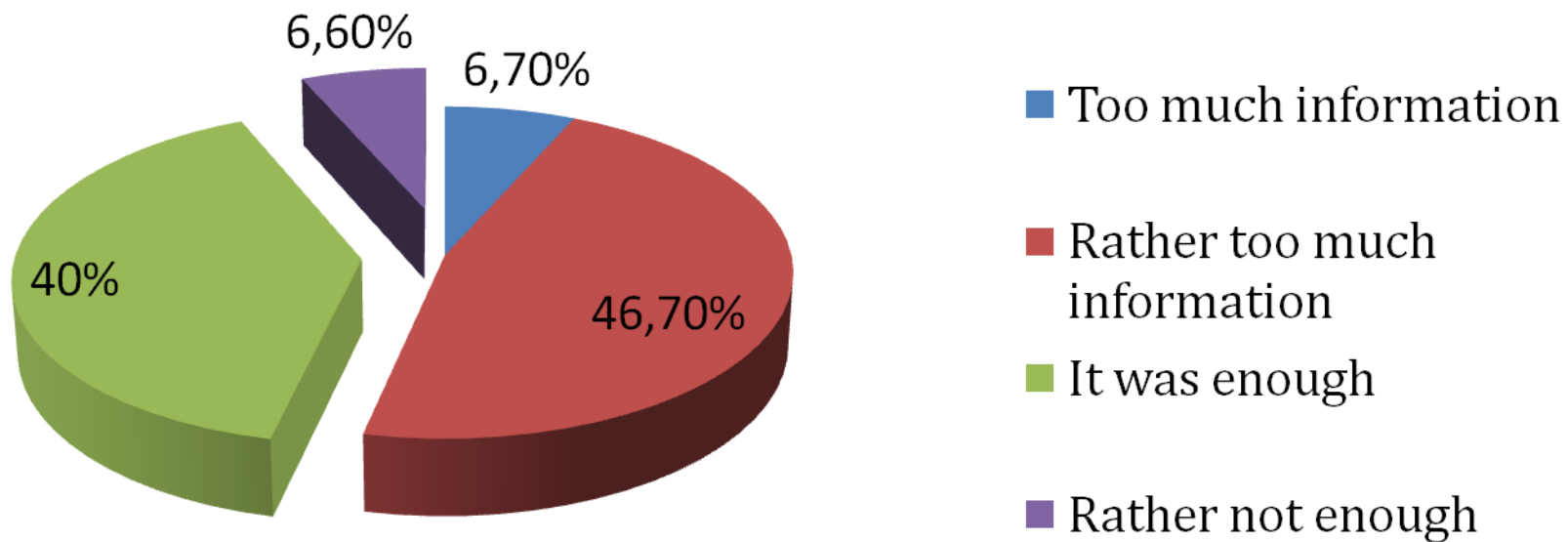


DID AI HELP YOU TO UNDERSTAND THE FILM?

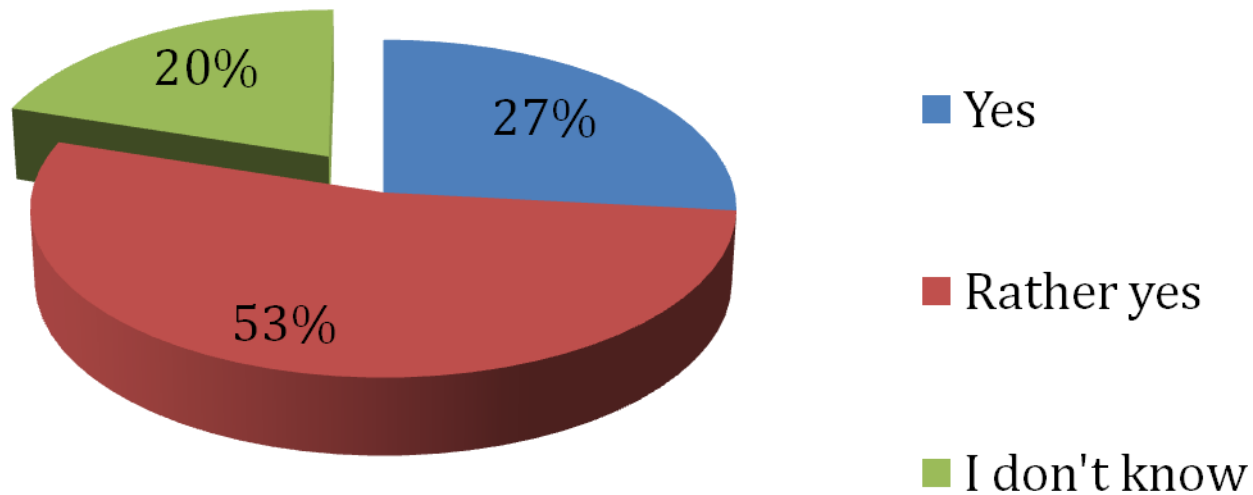
■ Yes ■ Rather yes ■ I don't know ■ No



HOW MUCH INFORMATION DID THE AI PROVIDE?

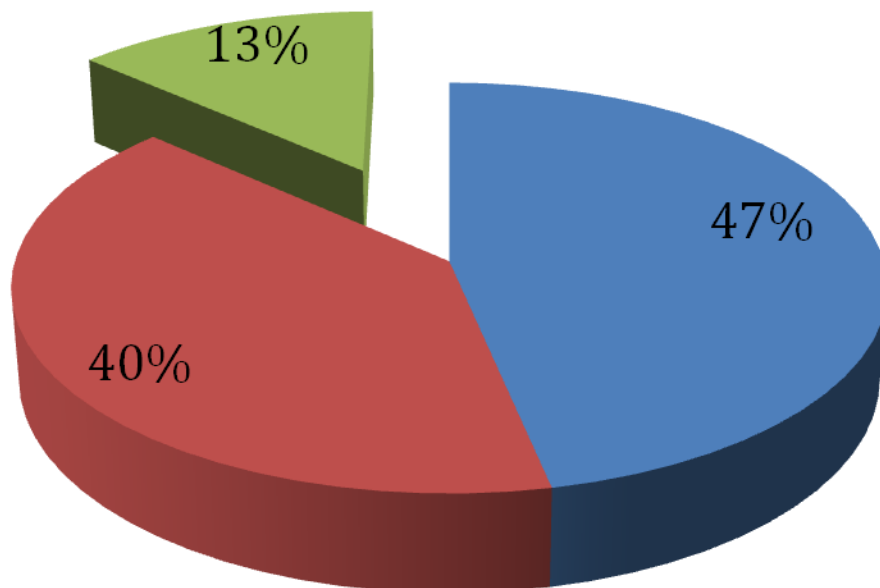


DID YOU LIKE THE ORDER OF THE INFORMATION?

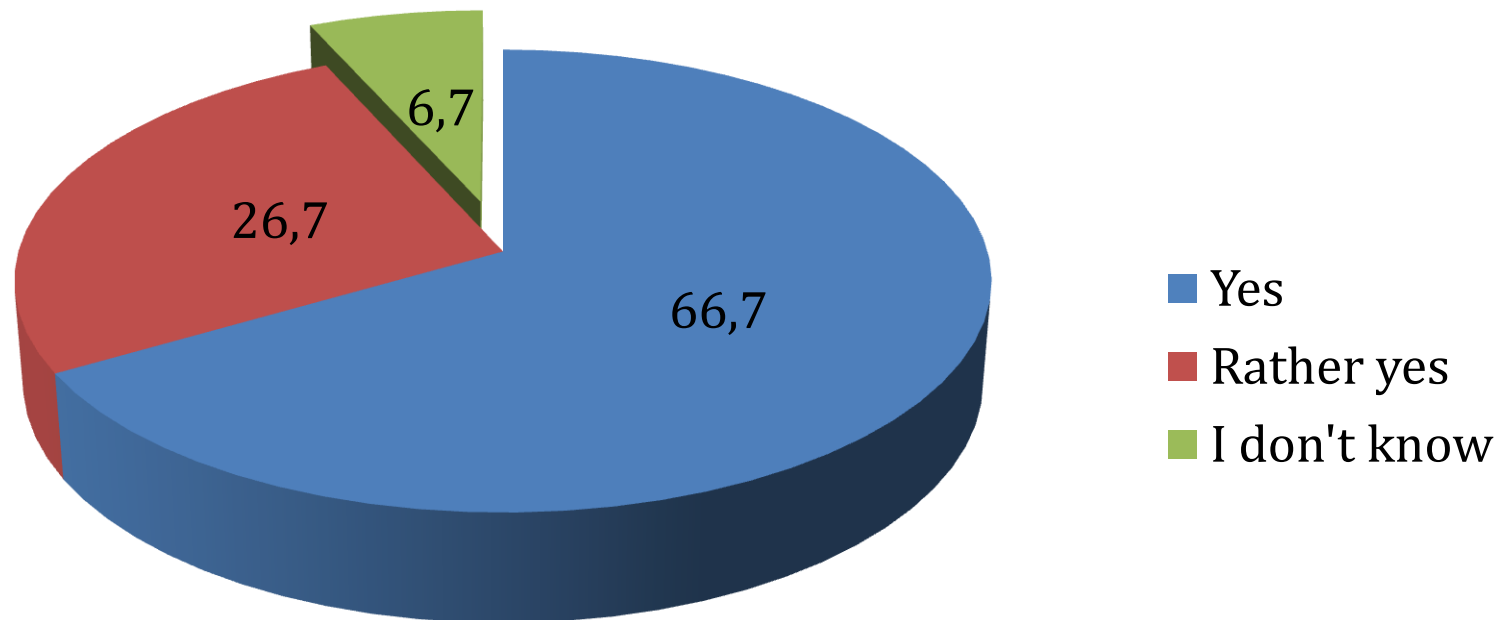


WAS THERE ENOUGH INFORMATION ABOUT THE CHARACTERS?

■ Yes ■ Rather yes ■ I don't know

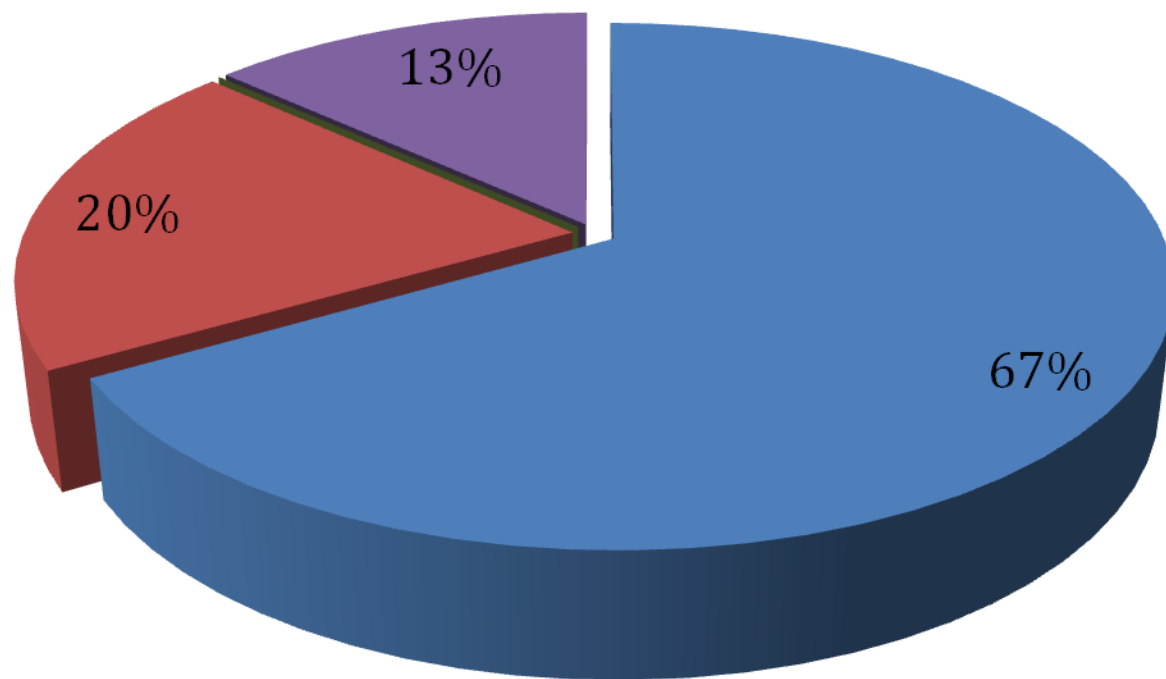


WAS THERE ENOUGH INFORMATION ABOUT PLACES?



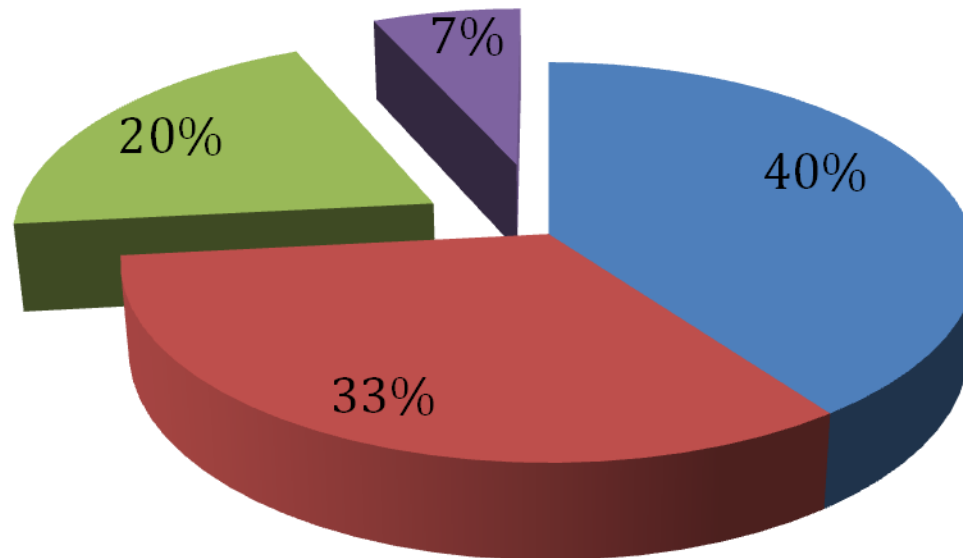
WAS THERE ENOUGH INFORMATION ABOUT FILM LANGUAGE?

■ Zdecydowanie tak ■ Raczej tak ■ Raczej nie



WOULD YOU LIKE TO SEE A FILM WITH AI AND AD AGAIN?

■ Yes ■ Rather yes ■ I don't know ■ No



COMMENTS

- „We need information about the language of the film, especially about 3D effect”
- „Introductions are very useful and they should contain some emotions, interpretation maybe”
- „ I think AI can be even more useful and necessary in the case of foreign films when there is less time for AD”
- „I didn't need the info about all the characters, especially that they all look the same”



FINAL REMARKS

- Don't over do it!
- Filmic language should not be omitted

