

Audio Description in the Classroom

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Presentation Outline

- About HBB4ALL
- About Research Team
- Audio Description in Education
- Audio Description in the Classroom

HBB4ALL Consortium

2 Academic Institutions	 Universitat Autònoma de Barcelona  
4 Public Broadcasters	 RUNDFUNK BERLIN-BRANDENBURG  RADIOTELEVISÃO PORTUGUESA  Corporació Catalana de Mitjans Audiovisuals, SA  
2 Research Institutes	 Institut für Rundfunktechnik   vicomtech IK4  Research Alliance
4 SMEs	 vsonix  PEOPLE'S PLAYGROUND  SCREEN SYSTEMS  Holken Consultants & Partners



Research Team

- Tests carried out by:
 - ➔ Audiovisual Translation Research Lab, University of Warsaw
 - ➔ Transmedia Catalonia Research Group, Universitat Autònoma de Barcelona
 - ➔ Interdisciplinary Center for Applied Cognitive Studies, Warsaw University of Social Sciences and Humanities
- Researchers:
 - ➔ Agnieszka Walczak, Agnieszka Szarkowska, Maria Rubaj, Wojciech Figiel, Izabela Krejtz, Krzysztof Krejtz

TRANSMEDIA
CATALONIA

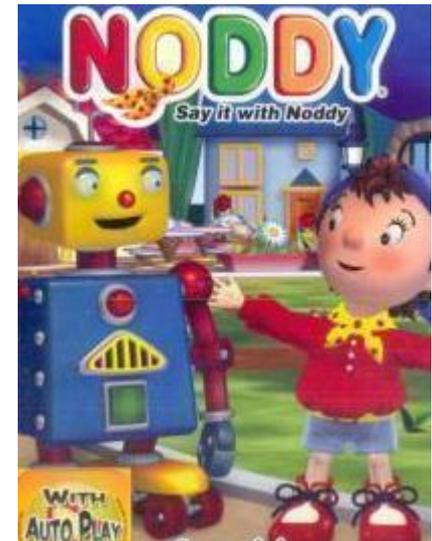
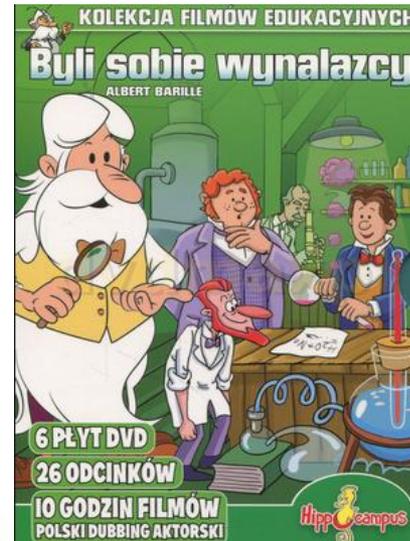
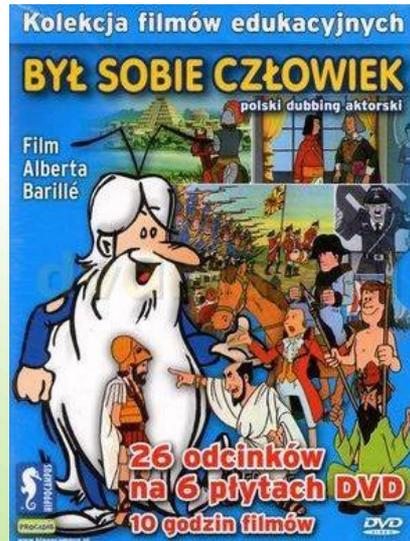
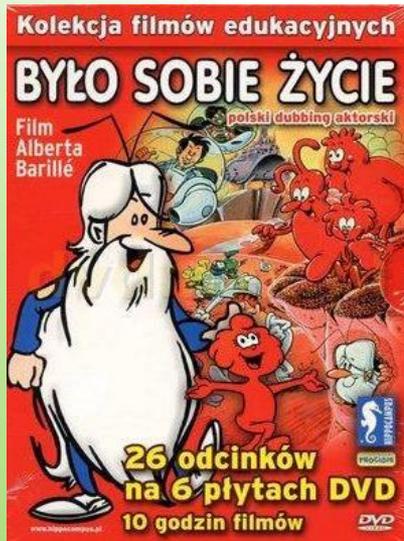


Audio description in education

- AD in educational settings
 - as an additional didactic tool
 - as a means to achieve audiovisual accessibility
- AD in education
 - of the blind and partially sighted children
 - of the sighted children
- AD in the classroom
 - biology/environment
 - history
 - physics
 - foreign language (English)
- AD voices
 - human
 - text-to-speech

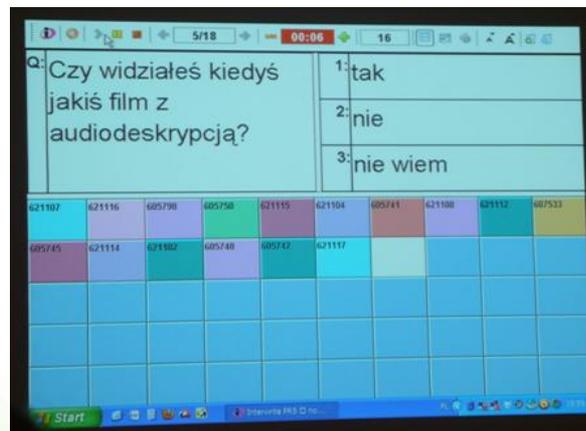
Educational movies

- AD to educational animation series
 - ➔ *Once Upon a Time... Life* (dir. by Albert Barillé)
 - ➔ *Once Upon a Time... Man* (dir. by Albert Barillé)
 - ➔ *Once Upon a Time... Discoverers* (dir. by Albert Barillé)
 - ➔ *Say It with Noddy in English* (dir. by John Grusd)



Research methods (1)

- questionnaires
 - questions about the film's content
 - responses collected in two ways:
 - ✓ answers of partially sighted pupils recorded
 - ✓ sighted children completed questionnaires unaided
- quiz competition
 - testing children's level of comprehension of the shown film
 - responses gathered through:
 - ✓ innovative clicker devices and supporting software from InterWrite PRS



Research methods (2)

- eye tracker
 - to record sighted children's eye gaze data
- screen recognition test (visual memory test)
 - to identify elements present in the audiovisual material shown



Main results (1)

- AD screenings
 - were greeted with much enthusiasm by children
 - arouse interest and curiosity among teachers
- AD in educational films
 - helps to develop and retain specialized vocabulary
 - helps to follow the plot of a film, thus improving overall comprehension
 - through its use of varied word choice, synonyms, metaphors, and similes, can boost children's literacy
 - influences the acquisition of foreign lexical units
 - effectively directs sighted children's attention to the relevant parts of the screen, thereby helping them in the reception of the film

Main results (2)

- educational films with AD
 - could complement the school curriculum
 - have the potential of becoming additional didactic tools
 - exert a positive influence on learners' motivation
 - can make the lessons more enjoyable
 - promote integration of VIPs and non-VIPs
 - give equal opportunities for pupils as far as access to education is concerned
- raising awareness among teachers
 - about the importance of AD as a means to achieve audiovisual accessibility

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Thank you!

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