



Mobile Technology for Audio Description

AUCD Conference 2018 Workshop - Monday, November 12th 10:15-11:30 am

<https://goo.gl/cRfaeB>

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Google.org

Overview

Today we will learn:

- (a) why audio description is an essential component of inclusive communities,
- (b) how mobile technology opens doors for easy creation and access to audio description,
- (c) how to apply research-based best practices in creating audio described materials, and
- (d) how to use a web tool and mobile application to create and access audio description.

About Our Project

- Origin of the UniD Project
 - Expanding accessibility of NPS materials
- Project Personnel and Partners
 - Brett Oppegaard (PI)
 - Joe Oppegaard (Programmer)
 - Tom and Megan Conway (Co-PIs)
 - Michele Hartley (Harper's Ferry)
 - American Council of the Blind
- Project Funders
 - Google
 - National Park Service

Audio Description & Inclusive Communities

“We All Belong Here: Achieving Inclusive Communities”

- Access to visual information must go beyond that which is “functional”.
- Blind and visually impaired people are excluded from cultural and recreational experiences because they are unable to see visual representations of reality.
- Audio description is a means by which blind and visually impaired people can both independently navigate and share in these experiences with others.
- Advancements in technology mean that audio description is now easier than ever to create and share.

Mobile Technology & Audio Description

Mobile technology makes it possible to more efficiently and affordably create audio description content that is uniform, portable, and easily adjustable to meet the needs of individual users.



Best Practices

Context - Determining the context of the image.

Why is the image there?

Content - What to include in the actual description.

type of image, title, copyright, caption, supporting details in context of use

Convention - Writing style conventions to follow.

objectivity (third person), clarity (structure & word choice), brevity

Control - Checking the quality and effectiveness of the description.

spelling, grammar, accurate, easy to understand, complete, engaging, and proofed!

Best Practices - continued

- Use of simple phrases
- Appropriateness for audience
- Use of a variety of words, especially verbs
- Adjectives can be helpful, but must be objective; avoid imprecise meanings
- Use of technical jargon discouraged
- Avoid terms “we see”

Example of NPS Audio Described Brochure

Yosemite National Park

<https://www.unidescription.org/account/project/export/266>



Selected track:
OVERVIEW: About This Audio-Described Brochure

0:00

OVERVIEW: About This Audio-Described Brochure *

Description of OVERVIEW: About This Audio-Described Brochure

0:00 / 0:03 Speed: 1x Stopped

[↑ back to top](#)

OVERVIEW: Front Side of Brochure

The front of the brochure includes quotes, color and historic photographs and text blocks. The top of the page displays a large photo of a sweeping view of Half Dome and Tenaya Canyon overlaid with a brief overview and quote. Below, the page is divided into four horizontal sections which cover key highlights of Yosemite: the High Sierra, granite cliffs, sequoia groves and Yosemite Valley. Each section has a text overview of the topic paired with a large circular photo displaying the area or aspect. Beside these features is a collection of photos and text blocks that illustrate the text.

Selected track:
OVERVIEW: Front Side of Brochure

OVERVIEW: Front Side of Brochure *

Description of OVERVIEW: Front Side of Brochure

0:00 / 0:02 Speed: 1x Stopped

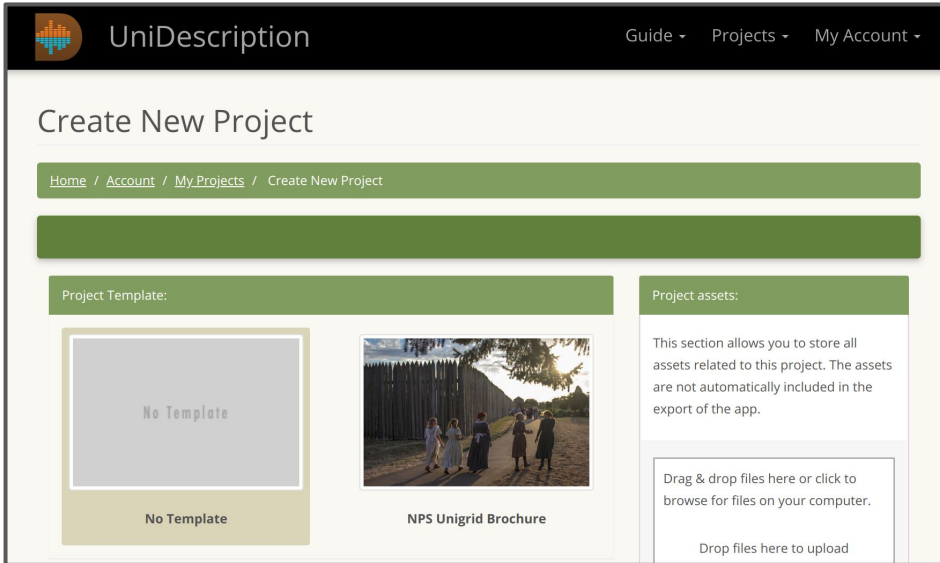
[↑ back to top](#)

OVERVIEW: Yosemite National Park

Yosemite National Park, located in California, is part of the National Park Service, within the Department of the Interior. The park is about 750,000 acres and is situated about 60 miles north of Fresno and about 170 miles east of San Francisco in the Sierra Nevada mountain range. About 95 percent of the park is designated wilderness. The park protects a broad range of life zones of the Sierra Nevada from the Lower Montane Forest up to the Alpine Zone.

Introduction to the UniD Audio Description Tool

<https://www.unidescription.org>



The screenshot shows the UniDescription website's 'Create New Project' interface. At the top, there is a navigation bar with the UniDescription logo and links for 'Guide', 'Projects', and 'My Account'. Below the navigation bar, the main heading is 'Create New Project'. A breadcrumb trail reads 'Home / Account / My Projects / Create New Project'. The page is divided into two main sections: 'Project Template' and 'Project assets'. The 'Project Template' section contains a placeholder for 'No Template' and a preview of an 'NPS Unigrid Brochure' featuring a group of people walking. The 'Project assets' section includes a text box explaining that assets are not automatically included in the export and a drop zone for uploading files.

UniDescription Guide ▾ Projects ▾ My Account ▾

Create New Project

Home / Account / My Projects / Create New Project

Project Template:

No Template

NPS Unigrid Brochure

Project assets:

This section allows you to store all assets related to this project. The assets are not automatically included in the export of the app.

Drag & drop files here or click to browse for files on your computer.

Drop files here to upload



The screenshot displays the UniDescription mobile application. The top navigation bar features the UniDescription logo and links for 'Guide', 'Projects', and 'My Account'. The main content area shows a photograph of the Parthenon in Athens, with a man in the foreground using a smartphone. A vertical 'Feedback' button is visible on the right side of the image. At the bottom, there is a dark banner with the text 'AUDIO DESCRIBE THE WORLD' and a gold 'GET STARTED' button.

UniDescription Guide ▾ Projects ▾ My Account ▾

Feedback

AUDIO DESCRIBE THE WORLD GET STARTED

Create Your Own Audio Description

1. Register <https://www.unidescription.org/auth/register>
2. Sign In <https://www.unidescription.org/auth/login>
3. Start a Project <https://www.unidescription.org/account/project/details/0/new>
4. Describe An Image: National Mall and Historic Parks Brochures

Reflection and Questions



Thank you!