Mobile Technology for Audio Description

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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!
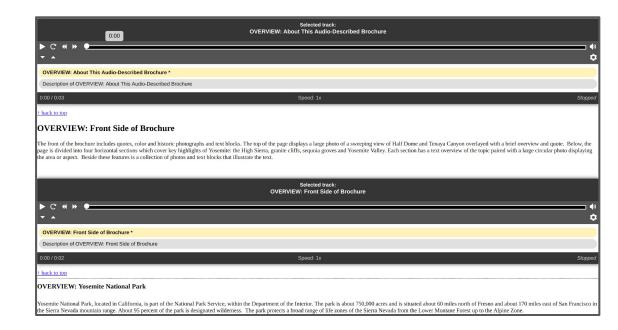
Best Practices - continued

- 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"

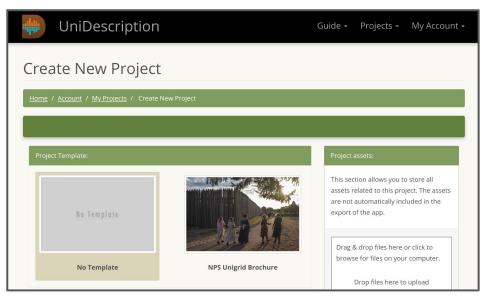# Example of NPS Audio Described Brochure

Yosemite National Park

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

Introduction to the UniD Audio Description Tool

https://www.unidescription.org

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!