

ADLAB

SENZA BARRIERE
SCURELLE 3 DICEMBRE 2011

PROJECT OBJECTIVES AND VISION

Audio description and audio subtitling

Create authoritative guidelines and/or proposals for the AD profession/industry in all Europe;

Develop curricula for universities in Europe: both for entertainment and for instruction;

Training of audio describers and audio describer trainers;

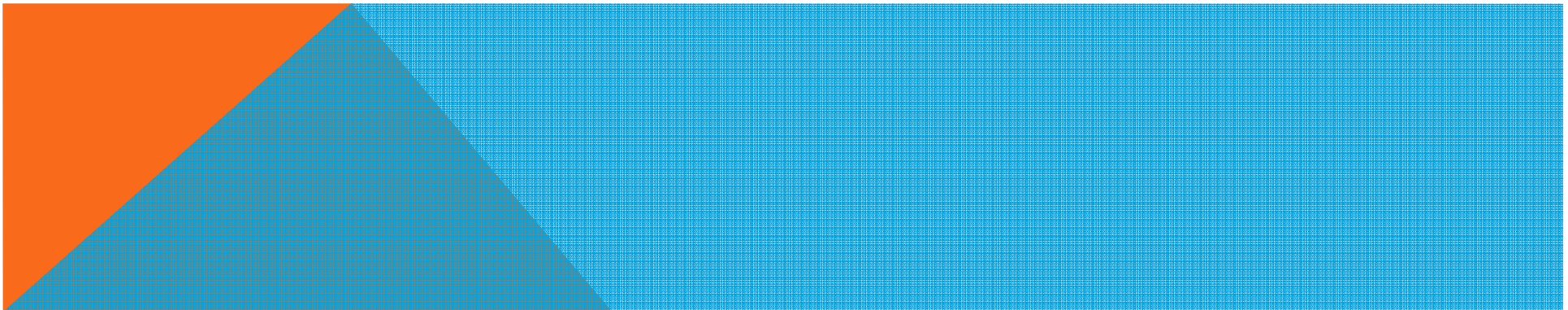
Sensitise and influence *decision-makers at a local, national and European level*;

Create useful connections with the industry and with the service providers;

Social Inclusion;

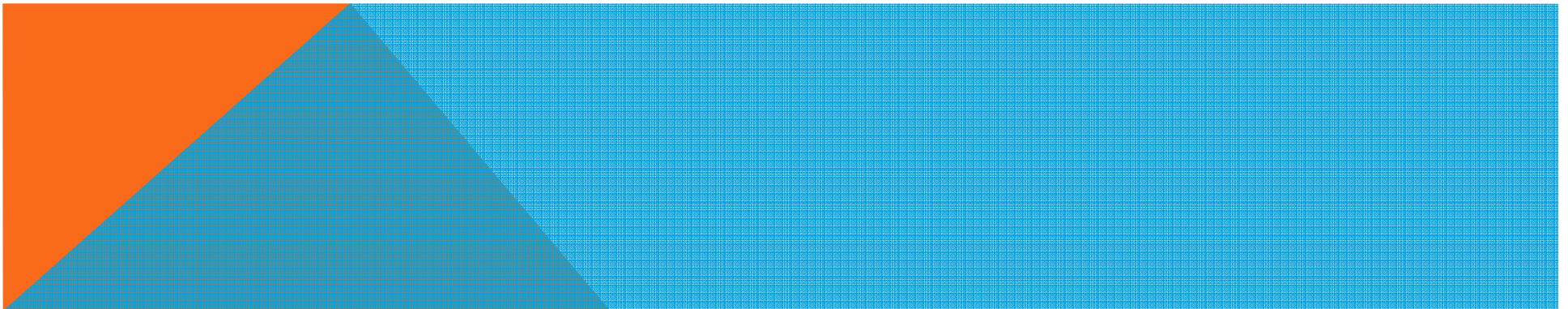
Improve the lives of the blind and visually impaired population;

(but also that of immigrants, those with learning difficulties, language learners, etc.)



SOCIAL INCLUSION: IMPROVE THE LIVES OF THE BLIND AND VISUALLY IMPAIRED POPULATION

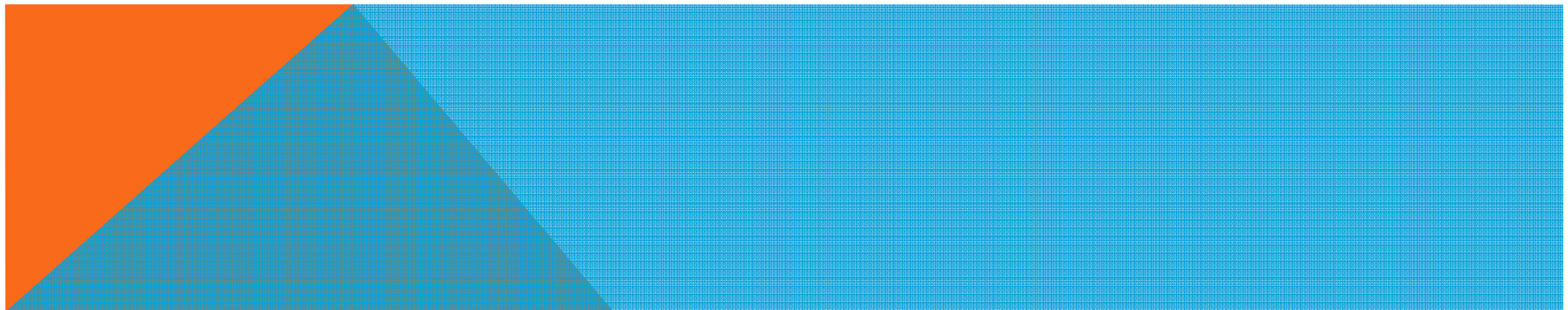
“the contribution of life-long learning to social cohesion, active citizenship, intercultural dialogue, gender equality and personal fulfilment”



SENSITISE AND INFLUENCE *DECISION-MAKERS AT A LOCAL, NATIONAL AND EUROPEAN LEVEL;*

Dissemination and exploitation

Reach the blind communities who are not aware of AD and show the benefits both to the blind themselves and to others.



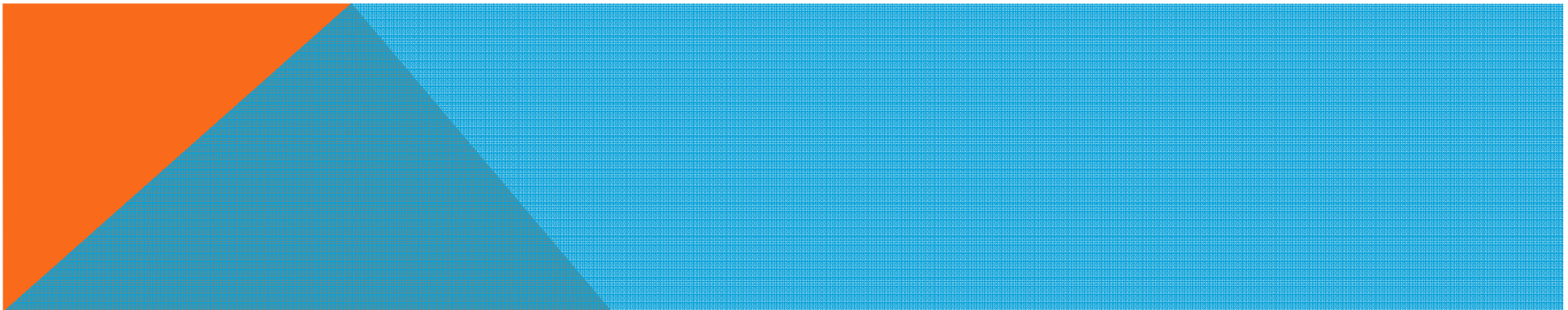
CREATE USEFUL CONNECTIONS WITH THE INDUSTRY AND WITH THE SERVICE PROVIDERS;

“Specific relevance to enterprise-industry cooperation will need to be borne out by the project’s practical activities.”

University - Senza Barriere

University – Bayerische Rundfunk

University- VRT



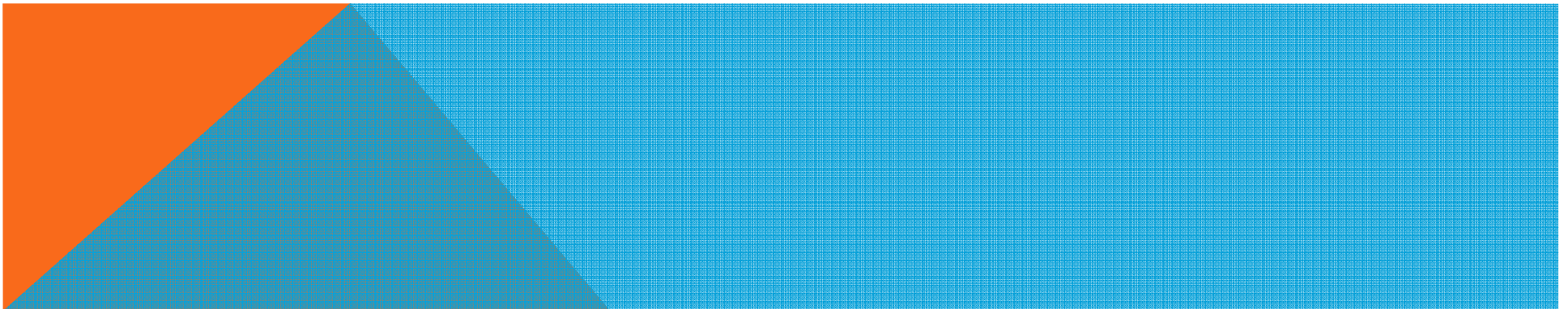
TRAINING OF AUDIO DESCRIBERS AND AUDIO DESCRIBER TRAINERS

Create courses in universities: prepare teaching modules;

Work placement in the industry;

The use of AD in didactics (cf. Giavenni)

Online courses Cf. Parma/Barcelona



CREATE AUTHORITATIVE GUIDELINES AND/OR PROPOSALS FOR THE AD PROFESSION/INDUSTRY IN ALL EUROPE;

In all areas:

film

digital television

theatre

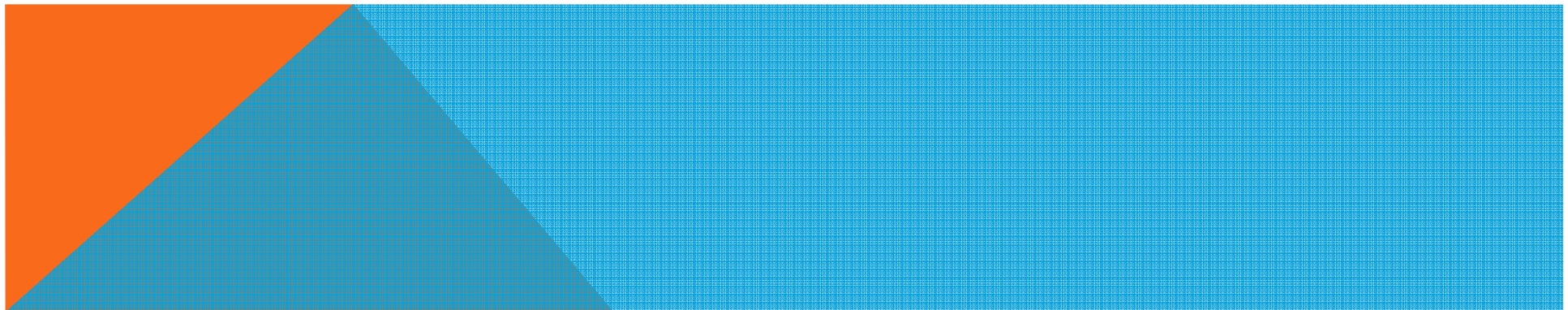
DVD

mobile phones, ipads, etc.

galleries, museums

tourist sites

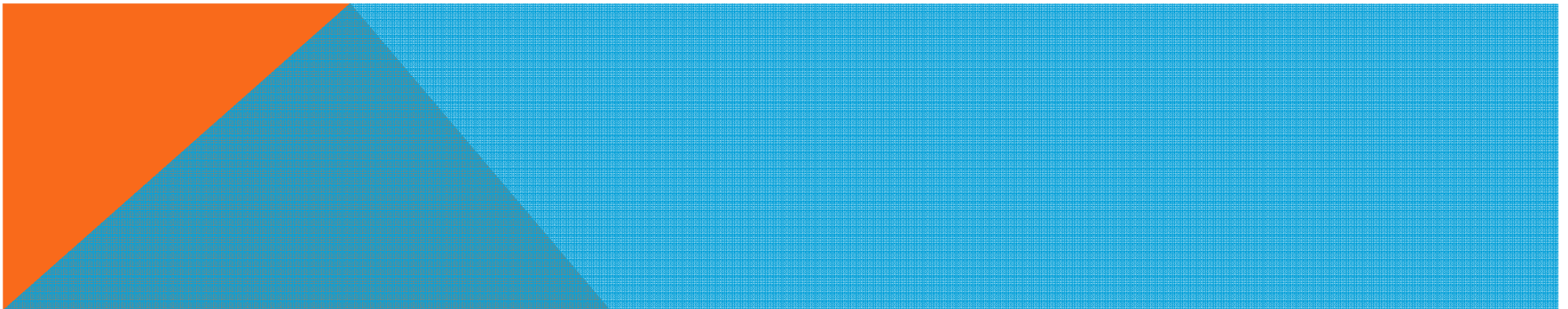
exhibitions



ROAD MAP

Immediate and careful planning is necessary.

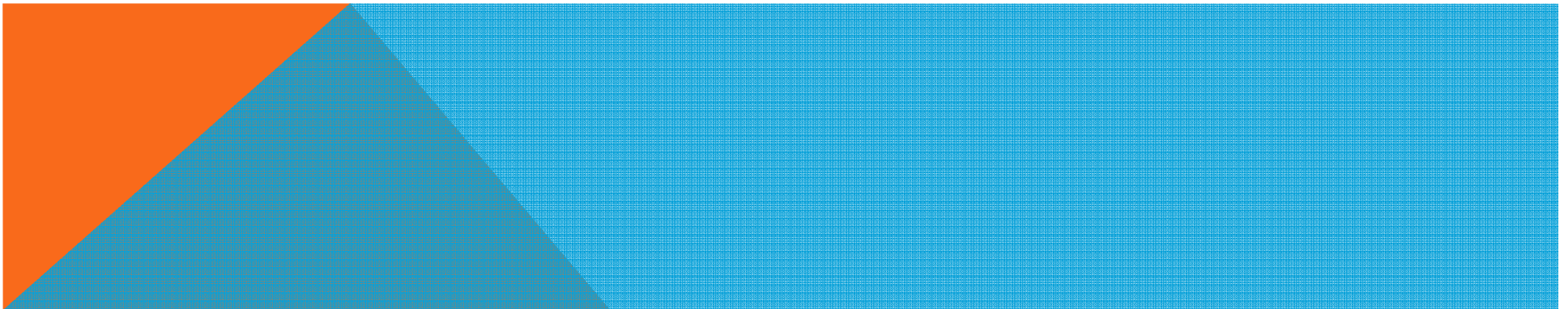
Even though projects 'have their own life', Brussels monitors the proposed road map.



OTHER PROJECTS

DTV4ALL;

The Pear Tree Project (interesting results relating to standardisation)



TESTING/EXPERIMENTS

Tests with students in our universities;

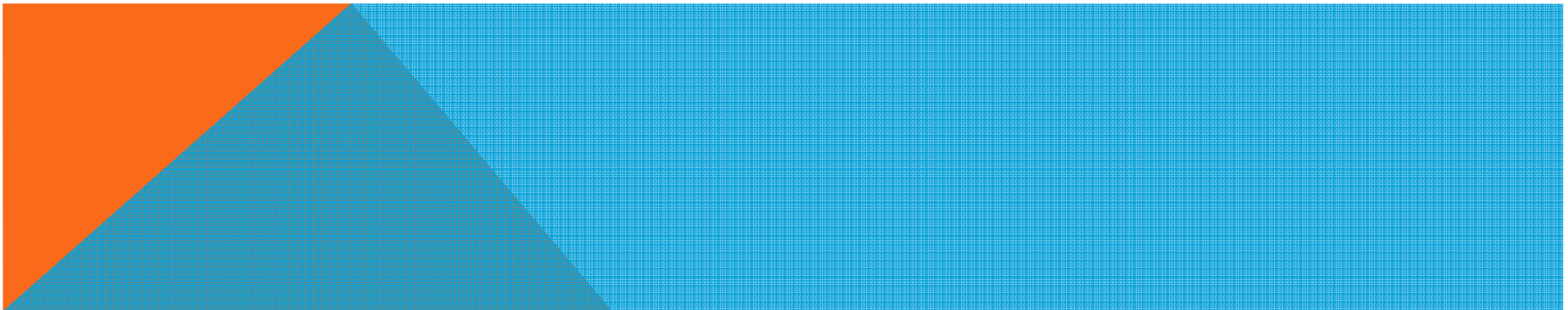
Coordinate testing throughout Europae (cf. Pear Tree Project);

Surveys among groups of blind and visually impaired subjects;

e.g.. in Trieste

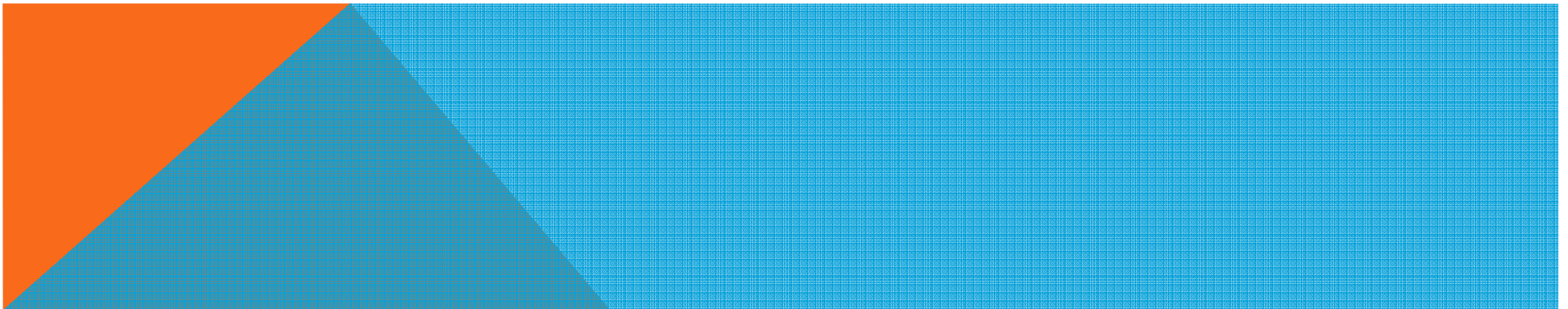
Istituto Rittmeyer

Ordine dei Ciechi a Pordenone, Genova, Trieste, etc.



GUIDELINES

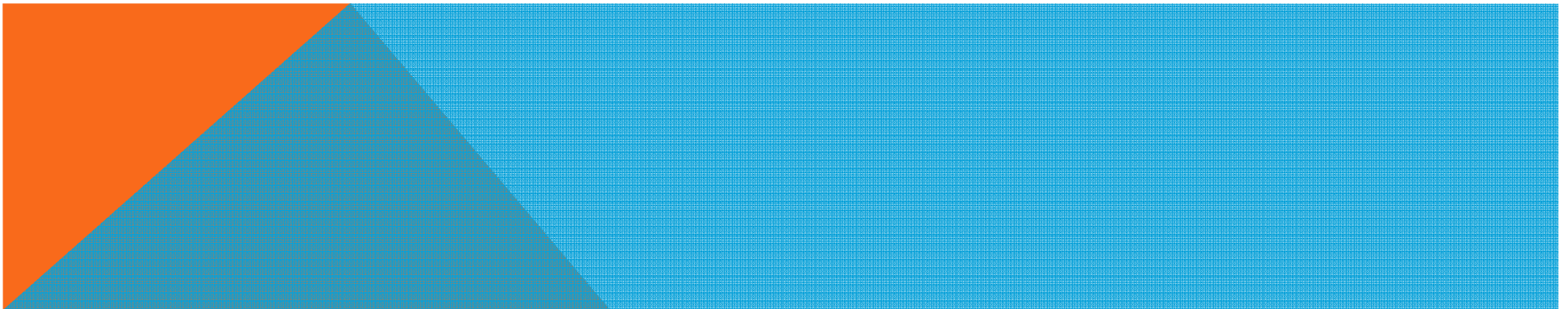
Concrete measures concerning how the Manual will be used in existing curricula.



... THE AIM IS THUS...

“the best use of results, innovative products and processes and the exchange of ‘best practices’

A valid common frame of reference.



LLP - Erasmus Multilateral Project 36 months Project period October 2010 - September 2012

WORK PACKAGE	TYPE	START MONTH	DURATION (in months)	MONTHS																																									
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36						
WP1	IMP	1	6	■																																									
WP2	IMP	7	12	■																																									
WP3	IMP	19	6																									■																	
WP4	IMP	25	9																						■																				
WP5	DISS	7	30	■												DS			OC						DS									FC											
WP6	EXP	31	6																															■						SE					
WP7	QPLN	1	30	KM			WS						WS						WS						WS						WS														
WP8	MNGT	1	36	EA			ST			EA			ST			EA			ST			EA			ST			EA			ST			EA											

Partner 1: UNITS (IT) WP1: User needs analysis (German TV)
 Partner 2: University of Barcelona (ES) WP2: Texts analysis and development (University of Barcelona)
 Partner 3: University of Leiria (PT) WP3: Testing (University of Poznan)
 Partner 4: University of Antwerp (BE) WP4: Guidelines (University of Antwerp)
 Partner 5: University of Poznan (PL) WP5: Dissemination (UNITS)
 Partner 6: German TV (DE) WP6: Exploitation (Senza Barriere)
 Partner 7: Flemish TV (BE) WP7: Practices and review (UNITS)
 Partner 8: Senza barriere (IT) WP8: Management and coordination (UNITS)

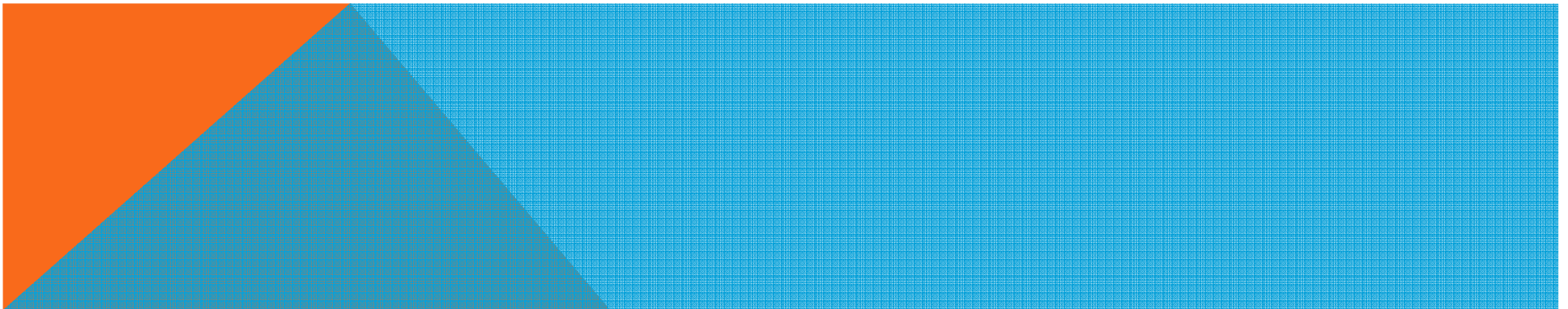
MNGT Management KM: Kick-off meeting (all partners), BE
 EXP Exploitation EA: Meeting with EACEA (partner 1), BE
 IMP Implementation WS: Workshop (Month 6 IT, month 12 ES, month 18 BE, month 24 PT, month 30 DE)
 DISS Dissemination OC/FC: Outreach Conference/Final Conference, BE
 QPLN Quality Plan SE: Mainstreaming Seminar, BE
 ST: Steering Group meeting (one authorised representative from each partner)
 DS: Dissemination meetings (partner level)

Meetings with EACEA: 1 day each
 Workshops/Steering Group meeting: 1 day each
 Outreach conference/Workshop/ST meeting: 2 days
 Final conference/Seminar: 2 days

DS: Dissemination meetings (partner level) NOTE: 1 day includes overnight stay

DISSEMINATION

Dissemination should begin in the first month of the project.



MORE DISSEMINATION

Sensitising, lobbying, links with the industry;

Build an argumentun;

Plan activities:

- For what purpose?
- Who are the target group?
- What content?
- Methodoology?
- When?
- Expected results?

e.g., Talk at national and international conferences

Keep a databank of material updated;

Write articles for hjournals, newsletters, newspapers, etc.

Interviews on TV, radio;

Training course (summer school?).

BUILD AN ARGUMENT

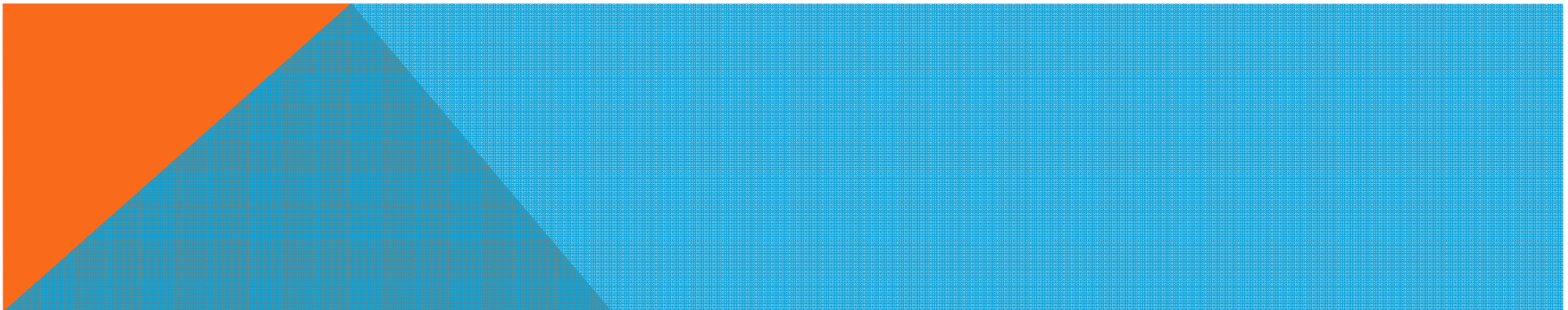
A brief and specific message;

Present statistics, case studies;

Identify the right people, even locally, e.g., Friuli-Venezia-Giulia and National Agencies;

- make appointments
- give invitations to events
- offer consultancy

Contact the media: Il Piccolo, Telequattro, RAI, etc.



INTERESTED PARTIES

Universities (training/research, e.g., Macerata, Elena di Giovanni)

Blind Associations

Media producers

Film distributors

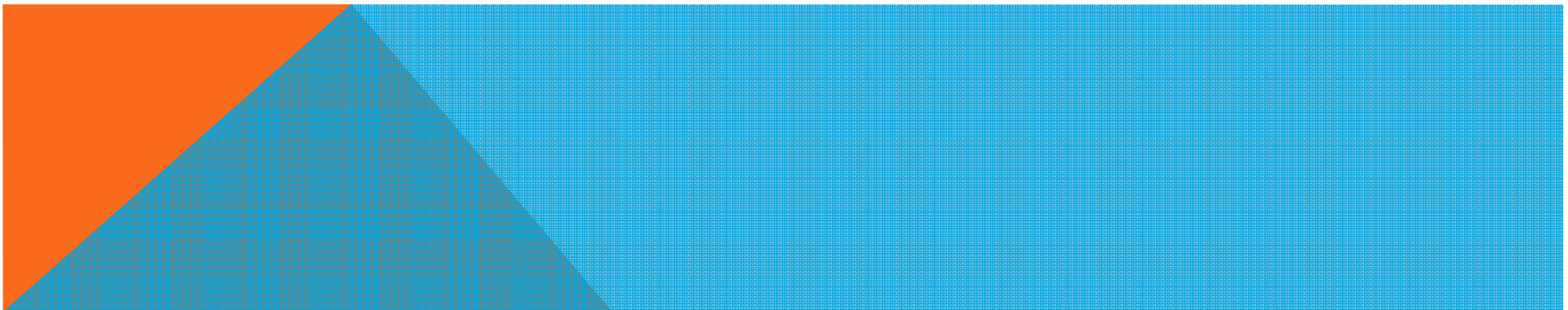
AD service providers

Politicians, undersecretaries, administrators, civil servants

International organisations e.g., ONU, UNESCO

Disseminate the manuale e.g., to the more than 70 universities in Italy.

“Dissemination conference”

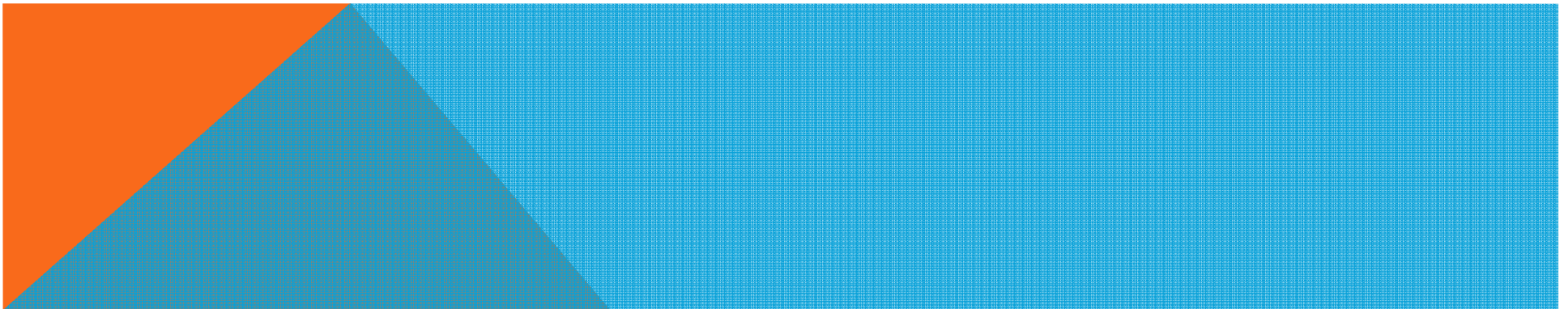


DYNAMIC WEB SITE

Open to all and adapted for all users;

Costantly updated;

Trace the number of 'hits'.



EXPLOITATION (SENZA BARRIERE)

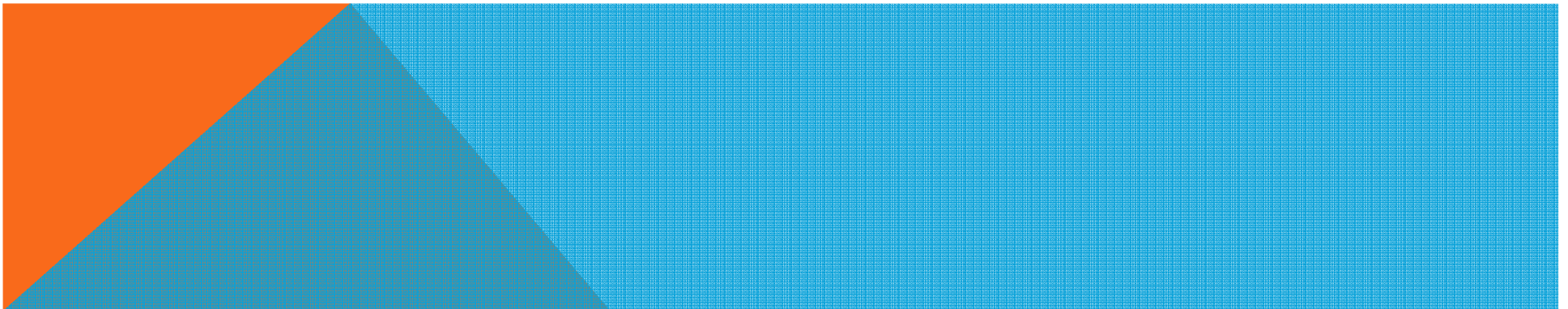
Final seminar organised by Senza Barriere;

After having promoted and publicised the contents of the project e.g.,

Valsugana TV , define how they will be used;

Invite *decision-makers* –intensive interaction with all *stakeholders*;

Convince end-users..



MAIN PRODUCTS

Manual

Curricula, teaching, modules, etc. in all languages.

