**WHY?**

Content can be difficult to understand:
- Written texts on printed or digital media: newspapers, books, brochures, information on websites, etc.
- Audiovisual news, cinema, etc.
- Audio content: radio news, etc.

There are ways to make content easy to understand. For instance, Easy-to-Read or Plain Language.

**We need to**
- know more about current practices and training
- recognise the professional profiles
- expand the focus to audiovisual media.

**WHAT?**

EASIT will define the profile of the expert who can produce easy-to-understand content, with a focus on audiovisual media, and will create open access training materials.

**WHO?**

[Logos of participating institutions]

**WHEN?**

September 2018-August 2021

Erasmus + funding

**HOW?**

1. **Common methodological framework for practice and training.**
   EASIT will do a survey to know how professionals create easy-to-understand content. We also want to know the training they receive and what is important to learn. EASIT will contact persons who create, translate and validate easy-to-understand content. EASIT will also talk to trainers.

2. **Innovation in hybrid services: recommendations for audiovisual media.**
   EASIT wants to investigate how access services in audiovisual media such as subtitles or audio descriptions can be easier to understand. We will interview experts and produce recommendations.

3. **Skill cards for new professional profiles.**
   EASIT will define the skills of the professionals who produce easy-to-understand content.

4. **Curriculum design.**
   EASIT will define what the professionals need to learn to create and translate easy-to-understand content. We will pay special attention to audiovisual media.

5. **Open educational resources development.**
   EASIT will create training materials which will be free and in different languages. Everybody will be able to use them in many situations: at a university course, at a course in an association, at home, etc.

6. **Certification.**
   EASIT will analyse how other projects certify experts and will make a proposal for the EASIT project.

**If you want to know more about the EASIT project, you can:**
- Attend one of our events. There will be 6: Munich, Stockholm, Hildesheim, Vigo, Barcelona, Ljubljana.
- Visit our website: pagines.uab.cat/easit.
- Follow us on Facebook or Twitter: @EASITproject.

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