ME: Easy-to-understand audiovisual content - 7 March 2019 - SDI München

EASIT project: an overview

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Background

Content which is difficult to understand:

- **Written text**: books, brochures, administrative information, etc.

- **Audio text**: radio news, etc.

- **Audiovisual text**: news, films, etc.
  - Audiovisual texts may include written content (subtitles and on-screen text).
Background (challenges)

- Lack of **mapping** of current training and practices.
- Lack of **professional recognition** in different countries.
- Few experiences in the **audiovisual** context.
Background

What about existing access services?

- Audio description.
- Subtitles.

Could they be made easier to read/listen to and understand?
Call

Erasmus + Strategic Partnerships in Higher Education.

2018-1-ES01-KA203-05275.

Duration: 3 years (September 2018-August 2021).
Associated partners

- Universities
- Broadcasters
- Service providers
- User associations
- Etc.

Reaching out to stakeholders: e-mail us and join our list!
The project in short

EASIT will:
- define the **skills** of **new professional profile(s)** in making content easy to understand,
- design a **curriculum** and
- develop innovative open **educational materials**, while approaching certification.

To define both the professional skills and the content of the open educational resources, it will be necessary to define a **methodological framework** for implementation and propose innovative recommendations in **AV content**.
Aims

1. To **build on existing quality outputs** from previous EU projects.

2. To **promote the exchange of experience and know-how** between expert stakeholders from different fields and sectors.
Aims

3. To adopt a **transnational approach** promoting the EU’s broad linguistic diversity and intercultural awareness.

4. To **define** the **skills** of the experts in making content easy to read and understand, and explore whether **complementary competences** may be added to professional profiles defined in previous ERASMUS + funded projects (eg. subtitler, describer).
Aims

5. Propose a curriculum design to train the experts, expanding already existing curricula for other access experts.

6. Create flexible open educational resources (OER) that can be used in different learning environments.
Project structure: Intellectual Outputs

1. Common methodological framework
2. Audiovisual recommendations: hybrid services
3. Skills card(s)
4. Curriculum design
5. Open educational resources
6. Certification (explore options)

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Output 1 (UNITS)

Common methodological framework

- Survey to map current practice and training in Europe.
- Deliverable: report.
Output 2 (SDI)

Innovation in hybrid services: recommendations for audiovisual information

- **Focus groups & interviews** with:
  - AV professionals,
  - AV media experts, and
  - experts in easy-to-understand content.

- Deliverable: **report** with recommendations.

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Output 3 (Vigo)

Skills card(s)

- **Skills cards for the new professional(s):** create, adapt/translate, validate.

- **Deliverable:**
  - skills card for each profile identified,
  - additional skills to existing profiles.
Output 4 (SUH)

- Learning outcomes, course(s) structure, credits.
- Deliverable: *curriculum* proposal of a modular nature.
Output 5 (UAB)

- Multilingual training materials: English, Catalan, German, Italian, Spanish, Galician, Slovenian and Swedish.

- Focus on multilanguage generic content.

- Deliverable: **open-access multilingual training resources**.
Output 6 (UAB)

• Explore current certification strategies and make a proposal for future certification.

• Deliverable: report with possible certification strategies.
Multiplier Events

- 7 March 2019, Munich
- 20 June 2019, Stockholm
- February 2020, Hildesheim
- September 2020, Vigo
- March 2021, Barcelona
- June 2021, Ljubljana
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