ADA Audio Conference Series  
March 15, 2016

This session is scheduled to begin at 2:00pm Eastern Time

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Listening to the Webinar, continued

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- If you are listening by phone you will be instructed by the Operator on how to ask a question.

- You may type and submit questions in the Chat Area Text Box or press Control-M and enter text in the Chat Area. You will not be able to see the question after you submit it but it will be viewable by the presenters.

- If you are connected via a mobile device you may submit questions in the chat area within the App

- Questions may also be emailed to webinars@ada-audio.org

Please note: This webinar is being recorded and can be accessed on the ADA Audio Conference Series website at www.ada-audio.org within 24 hours after the conclusion of the session. The edited written transcript will be posted at this same site within 7 business days following the conclusion of the session.

Customize Your View

- Resize the Whiteboard where the Presentation slides are shown to make it smaller or larger by choosing from the drop down menu located above and to the left of the whiteboard. The default is “fit page”
Customize Your View  continued

- Resize/Reposition the Chat, Participant and Audio & Video panels by “detaching” and using your mouse to reposition or “stretch/shrink”. Each panel may be detached using the ≈ icon in the upper right corner of each panel.

Technical Assistance

- If you experience any technical difficulties during today’s session:
  1. **In webinar platform:** Send a private chat message to the host by double clicking “Great Lakes ADA” in the participant list. A tab titled “Great Lakes ADA” will appear in the chat panel. Type your comment in the text box and “enter” (Keyboard - F6, Arrow up or down to locate “Great Lakes ADA” and select to send a message ); or
  2. **By Email** webinars@ada-audio.org ; or
  3. **Call** 877-232-1990 (V/TTY)
“Audio Description: The Visual Made Verbal”

Presenter:

• Joel Snyder, President, Audio Description Associates, LLC (USA), Director of Audio Description Project, American Council of the Blind

Questions?

**Telephone:** Follow the instructions given by the Operator

**Webinar Platform:** You may type and submit questions in the Chat Area Text Box or press Control-M and enter text in the Chat Area
Great Lakes ADA Center and Audio Description Associates, LLC present

AUDIO DESCRIPTION: THE VISUAL MADE VERBAL

with Joel Snyder
President, Audio Description Associates, LLC
Director, Audio Description Project, ACB

Webinar – March 15, 2016, 2:00 pm-3:30 pm EST

American Audio Description Symbol

Opera description?!
“Red and Rover”

Dogs only see in black and white.

Orange, Red, Yellow, Yellow, Yellow.

Red and Rover
ANNOTATED AUDIO DESCRIPTION SCRIPT FOR THE COLOR OF PARADISE

Cues in CAPS; descriptions preceded by “>>.”
Annotations are in bold at right, keyed to numerals in description text.

Note: The appearance of the character “Mohammed” is described earlier in the film.

1 01:01:36:12 00:00:10:26 --|--|--|
>> Mohammed kneels and taps his hands through the thick ground cover of brown 1. curled leaves.

01:01:46:16 00:00:00:23 --|--|--|
...[CHIRPING/RUSTLING .02] 1. – Color has been shown to be important to people with low vision, even people who are congenitally blind.

3 01:01:48:16 00:00:04:04 --|--|--|
>> A scrawny nestling struggles on the ground near Mohammed’s hand.

4 1:01:52:19 00:00:00:23 --|--|--|
...[GASP/CHIRPING .02] 2. – Timing is critical in the crafting of description. We weave descriptive language around a film’s sound elements.

5 01:01:54:19 00:00:15:00 --|--|--|
>> His palm hovers above the baby bird. He lays his hand lightly over the tiny creature. Smiling, Mohammed curls his fingers around the chick and scoops 3. it into his hands. He stands and strokes its nearly featherless head with a fingertip.

6 01:02:08:12 00:00:00:23 --|--|--|
...[CHIRPING/RUSTLE .01] 3. – Vivid verbs help conjure images in the mind’s eye.

7 01:02:09:12 00:00:17:19 --|--|--|
>> Mohammed starts as the bird nips his finger. He taps 4. his finger on the chick’s gaping beak. He lifts 4. his head back, then drops it forward. Mohammed tips 4. the chick into his front shirt pocket. Wrapping his legs and arms around a tree trunk, Mohammed climbs.

8 01:02:28:10 00:00:01:04 --|--|--|
...[HEAVY BREATHING/CLIMBING .11] 4. – Description, like much poetry, is written to be heard. Alliteration adds variety and helps to maintain interest.

9 01:02:39:10 00:00:17:19 --|--|--|
>> He latches onto a tangle of thin, upper branches. His legs flail for a foothold. Mohammed stretches an arm between a fork in the trunk of the tree and wedges in his head and shoulder. His shoes slip on the rough bark.

Note: Throughout this excerpt, for the most part, descriptions are written to be read “in real time,” i.e., as the action being described occurs on screen. However, in many films descriptions may precede the action on occasion. This is a useful convention – it accommodates timing required in films with a great deal of dialogue and allows description users the opportunity to know “what happened” moments before the action occurs.
He wraps his legs around the lower trunk, then uses his arms to pull himself higher. He rises into thicker foliage and holds onto tangles of smaller branches. Gaining his footing, Mohammed stands upright and cocks his head to one side.

An adult bird flies from a nearby branch. Mohammed extends an open hand. He touches a branch and runs his fingers over wide, green leaves.

He pats his hand down the length of the branch. His fingers trace the smooth bark of the upper branches, search the network of connecting tree limbs, and discover their joints.

Above his head, Mohammed’s fingers find a dense mass of woven twigs—a bird’s nest.

Smiling, he removes the chick from his shirt pocket and drops it gently into the nest beside another fledgling.

He rubs the top of the chick’s head with his index finger. Mohammed wiggles his finger like a worm, and taps a chick’s open beak. Smiling, he slowly lowers his hand.
“SEE THE BALL”
Four Fundamentals of Audio Description

- OBSERVATION – “You can see a lot just by lookin’.” Yogi Berra

- EDITING – What is most critical to an understanding and an appreciation of the visual image?

- LANGUAGE – “less is more”
  clarity – imagination – objectivity

- VOCAL SKILLS – speech – oral interpretation

“Seize what we see.”
John Ruskin

“See with exactitude.”
Johann Wolfgang von Goethe
“Those who have never suffered impairment of sight or hearing seldom make the fullest use of these blessed faculties. Their eyes and ears take in all sights and sounds hazily, without concentration and with little appreciation.”

Helen Keller
“Seeing is forgetting the name of what one sees.”

Paul Valery
Four Fundamentals of Audio Description

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“The great struggle of art is to leave out all but the essential.”

Oliver Wendell Holmes

“It is only by selection, by elimination, by emphasis that we get at the real meaning of things.”

Georgia O’Keefe
“To accomplish more, sometimes you need to see less.”

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“Vision is the art of seeing things invisible.”

Jonathan Swift
“You cannot depend on your eyes ... when your imagination is out of focus.”

Mark Twain
“I have only made this letter longer because I have not had the time to make it shorter.”

Blaise Pascal

W. Y. S. I. W. Y. S.
“WHAT YOU SEE IS WHAT YOU SAY”

“We don’t see things as they are, we see them as we are.”

Anais Nin
Four Fundamentals of Audio Description

- **OBSERVATION** – “You can see a lot just by lookin’.” Yogi Berra

- **EDITING** – What is most critical to an understanding and an appreciation of the visual image?

- **LANGUAGE** – “less is more”
  - clarity – imagination – objectivity

- **VOCAL SKILLS** – speech – oral interpretation
WOMAN WITHOUT HER MAN IS A SAVAGE

WOMAN: WITHOUT HER, MAN IS A SAVAGE.
THAT THAT IS
IS THAT THAT IS
NOT IS NOT

THAT THAT IS, IS;
THAT THAT IS NOT,
IS NOT.
CONSONANCE

JOEL SNYDER, Ph.D.
Audio Description Associates, LLC
www.audiodescribe.com - jsnyder@audiodescribe.com
www.acb.org/adp - jsnyder@acb.org

Author of
The Visual Made Verbal:
A Comprehensive Training Manual and Guide to the History and Applications of Audio Description
www.amazon.com - www.thevisualmadeverbal.net

American Council of the Blind’s Audio Description Project (ADP)—

- Fourth Audio Description Project Conference - July 3-5, 2016
  Minneapolis, MN

- Tenth ADP Institute/Training: July 6-8, 2016 – Minneapolis, MN
Thank you for participating in today’s ADA-Audio Conference Session

The next scheduled session is:
“Hot Legal Topics in Accessible Transportation”
April 19, 2016

www.ada-audio.org                                      877-232-1990 (V/TTY)