Welcome to
Worth A Thousand Words
But Please Use Less

Please be respectful of your colleagues by silencing your phone.
If you need to answer a call, please go to the hallway.
We ask you to join us in creating a culture that reflects...

Access and Inclusion

and

Civility and Respect

...this week and in all aspects of our organization.
Introductions
Who Uses Audio Description?

People who
• Are blind
• Low vision
• Have visual processing disorders
What Is Audio Description:

Audio description is a narrative that details visual imagery and actions for people who are blind or low vision. It can be used in film, video, live performances and events, art galleries, museums, and digital media as well as classroom demonstrations or lectures.
Why Use Audio Description?

• Compliance
• Inclusion
• Effective communication
OCR has defined ‘Accessibility as:

A person with a disability is afforded the opportunity to: acquire the same information, engage in the same interactions, and enjoy the same services as a person without a disability in an equally effective and equally integrated manner, with substantially equivalent ease of use.

OCR – DOJ Dear Colleague Letter June 2010 (para 4)

http://www2.ed.gov/about/offices/list/ocr/letters/colleague-20100629.html
Man with white hair, dressed in a red Ohio State hooded sweatshirt, explores a carved wooden sculpture of a German shepherd with gloved hands at the “Wounded Warriors, Faithful Companions” exhibit at the Ohio Craft Museum.
An Abbreviated Timeline
Pre-Historic Era

Cartoon of three cave-people. The man on the right says “Just killed a big gray thing with bumps all over it – how about your folks come over for dinner?”
1945

Black and white photograph of Mayor Fiorello LaGuardia reading the funny pages from behind his desk. Radio microphones sit in front of him on the desktop.
1970’s

Gregory Frazier formally developed the concepts behind audio description after informally describing the film “High Noon” while watching television with a friend who was blind, at the friend’s request. Photograph of Gregory Frazier, seen from the shoulders up.
Dr. Margaret Pfanstiehl, The Washington Ears’ founder and president, and her husband Cody, developed the art and technique of Audio Description in 1981.

Photograph of the Pfanstiehls sitting in front of a television. An Emmy sits atop the television set.
Letter to a Grieving Daughter from Abraham Lincoln

Image of a letter from Abraham Lincoln to Fanny McCullough, who lost her father, a lieutenant colonel, during the American Civil War.
I bet he’s pointing

Hi, please could you guide me to the checkout?
Sure… It’s just over there
Web Accessibility in Mind

Introduction to Web Accessibility
Tactile Graphics and More
Etiquette 101
-or-
People are Just People
Accessing Campus Wayfinding
Campus Maps
Building Signs
Bathroom
Hallways
Classrooms
Path of Travel
All intended for sighted

Available on a continual basis
Blind/Visually Impaired

• Campus Orientation
• Who does it
• When
• What does it cover
• Orientation for blind/visually impaired
• Faculty/staff
Problems

• Drop/Add Classes
• Classroom Relocation
• Out of Class Assignments
• Extra-curricular Activities
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Technology for ‘Independent’ Wayfinding

BlindSquare
Aira
Wordmaps
BlindSquare

Positional broadcasting beacons
Costs
Maintenance
Advantages
Disadvantages
Aira

Realtime description of travel route and specific information

Costs

Advantages

Disadvantages
Wordmaps

Written (accessible via screen reader) description of the environment
Identifies

Buildings (relationship to other buildings)

Entrances

Path(s) of travel

Door(s)

Signage

Floor covering

Elevator and Stairs

Restrooms (including service animal relief area)
Landmarks

Anything that has an auditory, aromatic, textural, kinesthetic, thermal or sensational impact that provides a reference to place.
<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Borst</td>
<td>Student Services</td>
<td>Residence Hall</td>
</tr>
<tr>
<td>Bradley</td>
<td>Student Services</td>
<td>Residence Hall</td>
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<tr>
<td>Clarks</td>
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<td>Corbin</td>
<td>Academic</td>
<td>Computer Sciences</td>
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<td>Dawson</td>
<td>Administration</td>
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<tr>
<td>Florin</td>
<td>Academic</td>
<td>Geography</td>
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</tbody>
</table>
• Dawson Hall - Administration
• General
• Main Entrance
• First Floor
• Second Floor
• Third Floor
• Elevators
• Restrooms
• Emergency Exits
Dawson Hall - Named in honor of Raymond H. Dawson (1927 - 2019), Professor of Political Sciences, Dean of the College of Arts and Sciences, and first Senior Vice-President of the University system. Dr. Dawson - pioneer of equal rights and access to education.
Dawson Hall is located on the north side of Middle Campus facing Washington Street. To the east of Dawson Hall is a Visitor/Guest Parking Lot. To the West of Dawson Hall is Schroeder Building. South of Dawson Hall is ‘The Lawn’.

Dawson Hall has three floors (no basement)
Advantages

User can ‘build’ routes by cut/paste hyperlinks

Any part of a building can be reviewed as needed

Always available (Online and downloadable)

Easily updatable (planned construction)

Users already have text-to-speech programs
Disadvantages

Really BIG Project

but

Information to develop a transition plan
Discussion
New Jersey Historical Society; Newark NJ

• Producer: Audio Description Associates

• Art Beyond Sight Verbal Description Database

• http://www.artbeyonsight.org/mei/verbal-description-training/samples-of-verbal-description/
AD Touch Tours

Ohio Craft Museum, June 2017

A group of three members of a touch tour group cluster around an abstract ceramic sculpture. They are touching the sculpture with gloved hands. Other tour members are in the background.
“Research says if you use audio description and you interpret art work in another way using different language, people remember that art work for much longer than if they just walk past it and read a bit of information on the wall.”

Zoe Partington

Disability Art Consultant and Creative Equality Trainer for the art, heritage and cultural sector
Virtual Online Tour

• Ohio Craft Museum, Columbus, OH

• Click the link below and a page with the written description as a word document appears.
National Portrait Gallery, London, UK
Types of Audio Description
Real Time

• Embedded
• Requires a script
• Requires recording a track
• Requires insertion of a third track
• Software is available for this
Expanded

• [youdescribe.org](https://youdescribe.org)
• Crowd Sourced
• Quality varies
• Inexpensive
• No special equipment
Integrated Audio Description

• Description as part of the process for creating the video
• Descriptions are part of the script
• Descriptions are available for everyone
• Example:
  Have professor explain exactly what he is doing when demonstrating --
  • What equipment is being used?
  • Does the next step depend on a visual cue? What is it?
  • What actions are necessary? Describe them.
Audio Description:
A quick “how-to”
Dos and Don’ts

• Do use variety to your language *BUT*
  • Do use words that are objective, don’t use words that are judgmental

• Do describe what you see
  • don’t interpret
  • don’t censor

• Do describe, don’t just label
  • Don’t use a visual reference to describe something that is visual
  • Don’t use technical terms without explanation
Tactiles

• In exhibitions, use a tactile whenever possible
• Substitute a facsimile if artwork or object cannot be touched
  • If no facsimile if available use materials to give a sense of textures
• Create a relief of 2-D works to give a sense of the composition
  • Vary textures to help differentiate the different areas
• Collect materials in a basket, box or other container to be used during touch tours
  • Add to collection on a regular basis so you have an assortment of textures, materials and shapes to pull from when you plan a touch tour
Getting Started

• Look, look, look
  • Become familiar with what you are going to describe
  • Get a sense of what is going on

• What is important
  • What is the artist/director/curator trying to say?
  • Edit to maintain the point of view but do not censor for content
  • Edit length of description to fit in the “blanks” for video and live performances

• Sketch out the big picture first
  • Give a broad overview
  • Fill in with the details
Remember Your Audience

Making it work for the widest group possible.

- Varying levels of vision
- Avoiding use of technical terms or jargon exclusively
- Ask some members of the blind and low vision community to preview your program and give feedback.
- Personal tastes
- You can’t and won’t please all the people all the time
Mouser I
The Statue of Liberty

Photograph of the Statue of Liberty and her base annotated with measurements
Mona Lisa
Technologies

• High Tech
  • Numerous but can be expensive
  • Acoustiguide
  • GalaPro
  • American Council of the Blind listings
• Shoe String Methods
  • Conference calls
  • iTunes – download in advance or preloaded and available in the space.
  • Accessible word document for download
Q&A
Please see session moderator for paper evaluation form or complete the evaluation online.