

ARSAD 2017 PROGRAMME



Day 1: THURSDAY – 16th MARCH 2017

08:30 – 09:00	Registration
09:00 – 09:15	Welcome address by Anna Matamala (TransMedia Catalonia, UAB), Federico Spoletti (FRED, SUB-TI) and Matt Kaplowitz (Bridge Multimedia)
09:15 – 10:00	KEYNOTE LECTURE by Alejandro Moledo (EDF). <i>Users' perspective on a converged media environment</i> . Chair: Pilar Orero (UAB)
10:00 – 11:00	PANEL 1. AUDIO DESCRIBING ART Chair: Gian Maria Greco <ul style="list-style-type: none">- Anna Jankowska (Jagiellonian University in Krakow), Agnieszka Szarkowska (University of Warsaw), Krzysztof Krejtz (National Information Processing Institute), Jarosław Kowalski (National Information Processing Institute). <i>OpenArt – Modern Art REALLY for all</i> (15')- Esmeralda Azkarate-Gaztelu Carro (Aptent Soluciones SL). <i>Teatro Accesible project and STARTIT software. Custom-made accessibility solutions for theatres</i> (15')- Katarzyna Solińska, Renata Nych, Jerzy Myszak ("De Facto"). <i>The Invisible Art Gallery – where the art can be seen</i> (10') Discussion: 20 minutes.

Coffee break (11:00 – 11:30)

11:30 – 13:15	PANEL 2. COGNITIVE APPROACHES TO AUDIO DESCRIPTION Chair: Louise Fryer (Utopians) <ul style="list-style-type: none">- Veronika Šnyrychová (Palacky University Olomouc). <i>Semantic and pragmatic aspects of audio description</i> (10')- Kim Linda Starr (University of Surrey). <i>Thinking inside the box: bespoke audio description for cognitively diverse audiences</i> (20')- Nazaret Fresno Cañada (The University of Texas at Rio Grande Valley). <i>Engagement in audio description: so simple, and yet so complex</i> (20')- Jan-Louis Kruger (Macquarie University). <i>Beta coherence as objective measure of immersion</i> (20') Discussion: 30 minutes
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Lunch break (13:15-14:30) Although lunch is not included, sandwiches will be offered to participants

14:30 – 16:00	<p>PANEL 3. RECEPTION RESEARCH</p> <p>Chair: Elisa Perego (University of Trieste)</p> <ul style="list-style-type: none"> - Floriane Bardini (UVic-UCC). <i>Audio Description Style and Film Experience: A Reception Study</i> (20') - Anna Jankowska (Jagiellonian University in Kraków, Seventh Sense Foundation), Bartosz Ziółko (AGH-University of Science and Technology), Dawid Skurzok (AGH-University of Science and Technology), Agata Psiuk (Seventh Sense Foundation), Monika Zabrocka (Jagiellonian University in Kraków, Seventh Sense Foundation). <i>Reading speed in AD</i> (20') - Anna Sadowska (John Paul Catholic University of Lublin). <i>Selected strategies in audio description – a reception study on user preferences</i> (10') - Agnieszka Walczak (UAB). <i>Presence as a tool for measuring the effectiveness of audio description</i> (10') <p>Discussion: 30 minutes</p>
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Coffee break (16:00 – 16:30)

16:30 – 18:00	<p>PANEL 4A. WORLD-WIDE EXPERIENCES I</p> <p>Chair: Agnieszka Chmiel (Adam Mickiewicz University in Poznań)</p> <ul style="list-style-type: none"> - Lucinéa Marcelino Villela (Universidade Estadual Paulista). <i>Shameless AD: the art of describing erotic scenes in Brazilian film 'Future Beach'</i> (15') - Bernd Benecke (Bayerischer Rundfunk). <i>Can you believe it? An experiment with "subjective AD" for children</i> (15') - Natalia Kiser (University of Warsaw), Clarissa Agostini Pereira (Universidade Federal de Santa Catarina). <i>Live audio description to the 2017 Samba Carnival Parade in Florianópolis, Brazil</i> (10') - Martin Zwischenberger (University of Teacher Education, Graz). <i>Live audio description</i> (10') - Lara Valentina Pozzobon da Costa (Lavoro Produções Artísticas LTDA). <i>Audio description practices in big events</i> (10') <p>Discussion: 30 minutes.</p>
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18:00 – 19:00	<p>PANEL 4B. WORLD-WIDE EXPERIENCES II</p> <p>Chair: Jan-Louis Kruger (Macquarie University)</p> <ul style="list-style-type: none"> - Jody Holdback, Jacqueline Homer (DADAA Ltd & Access2Arts). <i>Audio description in the Australian context – establishing a national standard of audio description practice</i> (15') - Veronika Rot, Maja Šumej, Mateja Vodeb (RTV Slovenia). <i>Audio description process at RTV Slovenia</i> (15') - Susanne J. Jekat (Zurich University of Applied Sciences). <i>Project competence centre for barrier-free communication</i> (10') <p>Discussion: 20 minutes.</p>
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Conference Dinner (20:00)

CONFERENCE PROGRAMME

Day 2: FRIDAY – 17th MARCH 2017

08:30 – 09:10	PANEL 5. "PROJECT PILLS" (5-minute presentations) Chair: Agnieszka Szarkowska (University of Warsaw) <ul style="list-style-type: none">- Pilar Orero (UAB). <i>The ACT project</i> (5')- Elisa Perego (University of Trieste). <i>The ADLAB-PRO project</i> (5')- Olga Soler-Vilageliu (UAB). <i>The NEA project</i> (5')- Anna Matamala (UAB), Gian Maria Greco (UAB/TransMedia Catalonia), Pablo Romero-Fresco (University of Roehampton, Univ. de Vigo). <i>The MAP project</i> (5') Discussion: 20 minutes
09:10 – 10:15	PANEL 6. TEACHING AD, AD IN TEACHING Chair: Sarah Eardley-Weaver (Queen's University Belfast) <ul style="list-style-type: none">- Agnieszka Chmiel, Iwona Mazur (Adam Mickiewicz University in Poznań). <i>ADLAB PRO – a snapshot of AD training practices in Europe</i> (15')- David Vialard (Texas Tech University, Illinois State University). <i>Audio description as a pedagogical tool in composition and writing</i> (10')- Juan Pedro Rica Peromingo, Ángela Sáenz Herrero (Universidad Complutense de Madrid). <i>CALING corpus: students' production and evaluation of audio descriptions</i> (10')- Monika Zabrocka (Pedagogical University of Krakow). <i>Audio describing as a purposeful activity (about the language of children's AD in relation to its planned purpose)</i> (10') Discussion: 20 minutes
<i>Coffee break (10:15 – 10:45)</i>	
10:45 – 11:45	PANEL 7. HISTORY OF AUDIO DESCRIPTION AND THE PROFESSION Chair: Anna Jankowska (Jagiellonian University in Krakow, Poland) <ul style="list-style-type: none">- Joel Snyder (Audio Description Associates, LLC, American Council of the Blind's Audio Description Project). <i>The history of audio description – from prehistoric times to present (in 15 minutes)</i> (15')- Wojciech Figiel, Irena Michalewicz (University of Warsaw). <i>The evolving status of audio describers in Poland</i> (15')- Cristóbal Cabeza-Cáceres (Universitat d'Alacant/UAB). <i>Professional audio descriptions: same film, same assignment = same quality?</i> (10') Discussion: 20 minutes.

11:45 – 13:00	PANEL 8. OPERA, COMICS, AND FILMS Chair: Iwona Mazur (Adam Mickiewicz University in Poznań) <ul style="list-style-type: none">- Iris Cristina Permuy Hércules de Solás, Gonzalo Iturregui-Gallardo (UAB). <i>A standard for opera AD</i> (10')- Montse Corrius, Eva Espasa (University of Vic). The audio description of multilingual films: audio subtitling and beyond (20')- Gian Maria Greco (UAB/TransMedia Catalonia). On the audio description of comic books (20') Discussion: 20 minutes
13:00- 13:30	CLOSING REMARKS by Pilar Orero (TransMedia Catalonia, UAB)

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