The ADLAB Book

Audio Description
New perspectives illustrated

edited by
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2015 ARSAD Seminar
Where did the idea come from?
Where did the idea come from?

Co-product (vs. objective) of WP2
WP2 = “Text analysis & development”

Leader: UAB
Coord.: P. Orero

“Under WP2 all partners will carry out extensive text analysis on [...] ‘virgin’ texts that could be suitable material for AD. [...] When the analyses are satisfactorily completed and confronted it will be possible to **draw conclusions as to potential best practices**, leading to the preparation of material for extensive testing (WP3)”
The working material

Lisbon meeting, 25° October 2012
The working material

_Inglorious Basterds_  
(Q. Tarantino, 2008)

**COMPLEX**

- multilingual
- witty editing
- contains varius genres
- contains various “texts”
- etc.
The working material
The working material

Inglorious Basterds
(Q. Tarantino, 2008)

>>> crisis points

Matrix
Characters

- Character/speaker identification
- Characters in a dialogue: how to announce the exchange of looks/speech sequences?
- Naming of characters
- A character identified so far by his/her appearance is now called his/her name
- The same character in different settings at once
- Anticipation
- Off-screen/obscured characters
- Complex scenes with a lot of characters

Spatio-temporal characteristics

- Sudden scene changes
- Off-screen characters to be placed in the filmic space (e.g., the scene at the bar when the Nazi soldier is talking to Aldo who is still upstairs)
- Times of the day/seasons
- Ambientation

Text on screen

- Logos: "Universal Picture", "The Weinstein Company"
- Opening credits
- Closing credits
- Title
- Inserts/intertitles
- The "Inglorious Basterds" inscription on the rifle
- Names captioned
- Maps
- Newspaper clippings
- Cinema lettering
- Shoshanna’s passport
- The cards used in the card game
- The napkin Bridget von Hammersmark signed and kissed
- An arrow pointing at Martin Bormann together with the caption of his name
- An arrow pointing at Hermann Goering together with the caption of his name
- Subtitles
The Matrix

Text on screen
Music and sounds
Intertextual relations
Cultural references
Secondary elements
Gestures and facial expressions
Cinema techniques
Spatial temporal features
Characters
Language
Chapter template

Each chapter follows the same structure:

- Introduction
- Analysis of the examples
- Theory and bibliography
- AD strategies: alternative possibilities
- Concluding remarks
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Anna Maszerowska, Anna Matamala, Pilar Orero, and Nina Reviers

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Elisa Perego
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Audio Description

New perspectives illustrated

Edited by Anna Maszerowska, Anna Matamala and Pilar Orero

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Audio description (AD) is a narrative technique which provides complementary information regarding the where, who, what and how of any audiovisual content. It translates the visuals into words. The principal function of this ad hoc narrative is to make audiovisual content available to all: be it a guided city tour of Barcelona, a 3D film, or a Picasso painting. Audio description is one of the younger siblings of Audiovisual Translation, and it is epigonic to the audiovisual translation modality chosen. This book is the first volume on the topic written in English and it brings together an international team of leading audio description teachers, scholars, and practitioners to address the basic issues regarding audio description strategies. Using one stimulus, Quentin Tarantino’s film Inglourious Basterds (2009), the authors analysed what, when, where and how to audio describe. The book is written in a collaborative effort, following a bottom up approach. The many issues that surfaced in the process of the analysis were grouped in broader categories represented in the ten chapters this book contains. A good example of a successful international collaboration, the volume sets a robust practical and theoretical framework for the many studies on audio description to come in the future. Considering the structure of the individual contributions, the book is not only oriented towards the identification of the challenges that await the describer, but it also offers an insight into their possible solutions.


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Thank you!

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