Modular Audio Description
Using the extended track to enable personalisation

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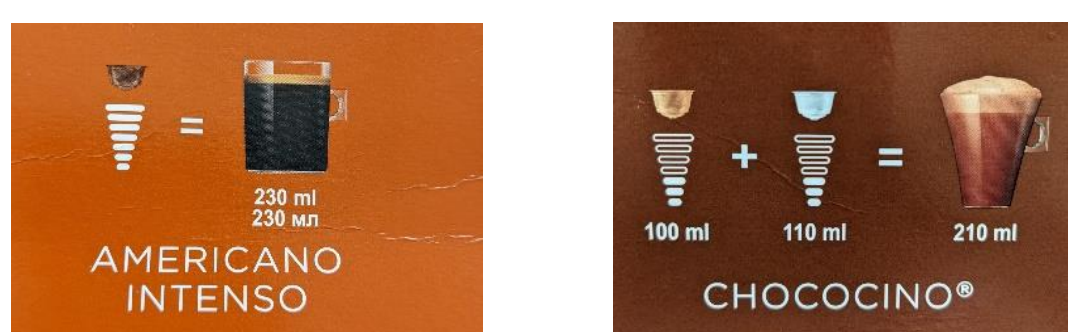Centre for Translation Studies
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Idea — Product personalisation

Meeting diverse tastes through modular product creation process

- Depart from traditional ways

- Modularise product creation process

- Cater for diverse tastes

Can this idea be mapped to audio description as process and product?

Audio description (AD) – a process of creating narration that depicts key visual elements necessary for understanding the media content and makes it accessible for persons who are unable to see, as well as a product – an audio track.

Challenges — Audio Description (AD) types

Existing types of AD

Standard AD: narration is scripted in concise phrases and recorded audio is inserted in the natural pauses in the original audio track.

Extended AD: automatically pauses the video when the natural pause is not enough, to give the describer more time (YouDescribe).

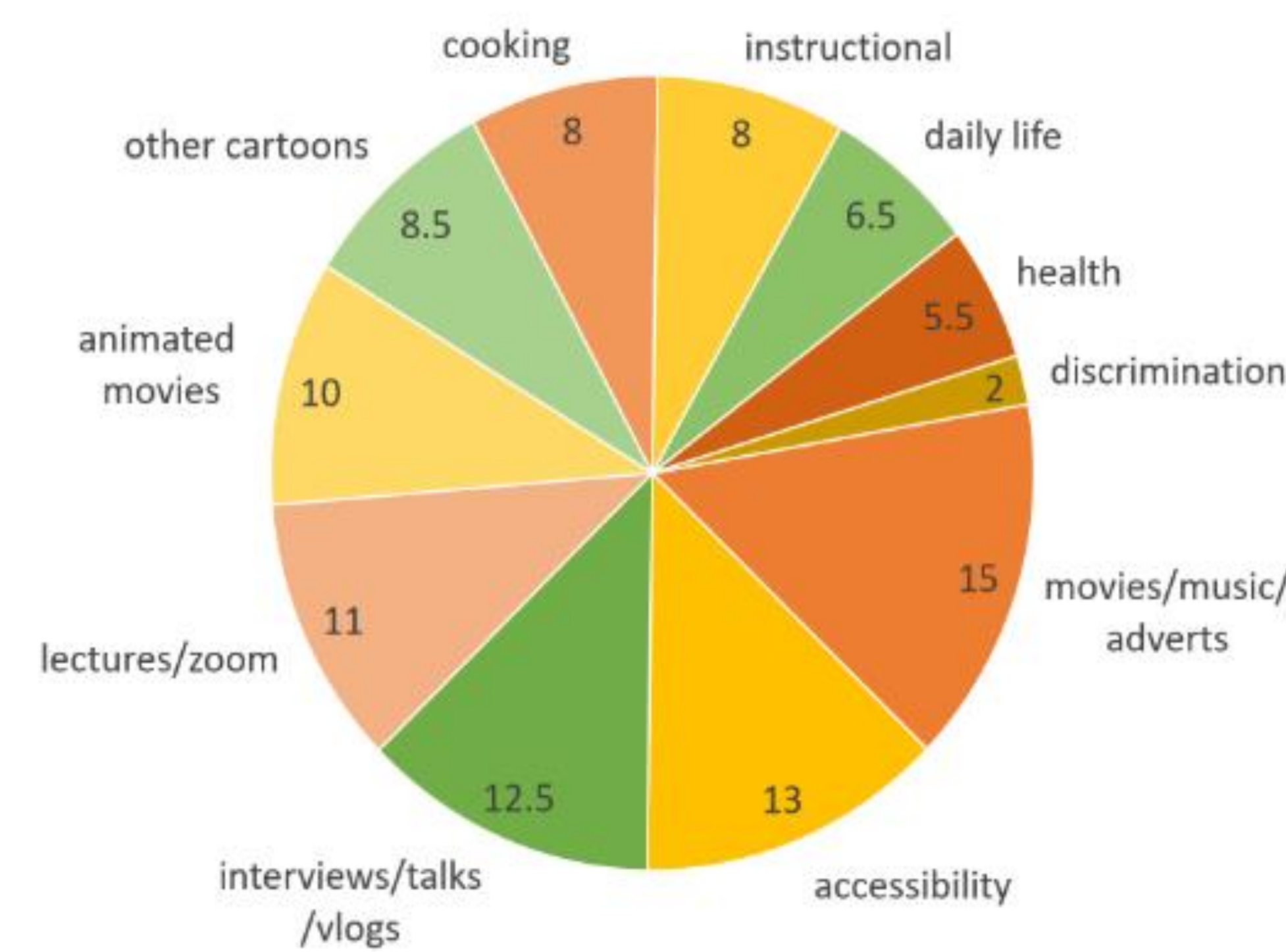**Does the same type of AD work well for variety of media content?**

Chart: Distribution of described content on YouDescribe platform

Concept — Modular AD (proposal)

Modular AD combines standard and extended, scripted in a new way

- Uses standard AD which can form the **CORE** part of the modular AD.

- Uses extended AD track(s) which **contain ADD-ON elements** with supplementary information not included in the core.

- Scripted in a novel method with modular distribution of information between the core and add-on modules.

- Some existing streaming platforms support extended track option.

- Core could be delivered separately or combined with optional add-ons.

- User-activated delivery of AD modules could be designed and implemented.

Potential — Opportunities with Modular AD

Addressing diversity through modular AD creation process

Choice of core description

Standard AD specification described

Easy language alternative AD

Optional add-on modules

Genre-specific references described

Culture-specific references described

Camerawork described

Emotions described

Choice of AD **at your**

Research Questions

To open the use of AD to a wider range of audiences, this project will focus on personalising AD by systematically expanding and modularising AD narrative to find out:

- How do target audiences experience and interact with AD narrative in its traditional form and could this experience be enhanced by additional descriptive elements?
- To what extent can a modular approach to scripting multidimensional AD ensure that narrative cohesion is preserved and thereby enable AD personalisation for diverse audiences?
- How do the selected diverse audiences experience the novel method of extended modular AD?

Credits:

- YouDescribe Extended AD feature: www.youdescribe.org
- Chart: QuerYD https://www.robots.ox.ac.uk/~vgg/data/queryd/
- Coffee pods images: www.amazon.co.uk