

# Access Practices

## **ATLAS INNOVATION**

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**ATLAS E.P.**



# Involvement

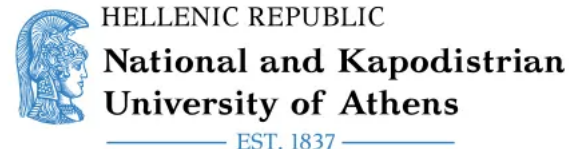
(development of *INCLUDE* framework)

Academic/Researcher in:

- Accessibility
- AVT
- Assistive Technology
- Language Automation
- Crisis Translation
- Translation Technology

*Access Services Provider & Accessibility Production Expert*

*Translation & Accessibility trainer*



**ESIST**  
European Association for  
Studies in Screen Translation



# Who are we?



ATLAS  
E.P.

CCRS CAPS

ATLAS E.P.

ATLAS E.P.

SUBSDUBS

ATLAS E.P.

ATLAS E.P.

SDH RT RD

ATLAS  
E.P.

ATLAS E.P.

ATLAS  
E.P.

# SDH & CC



# Subtitling & Surtitling



# Voicing



- Voice Over
- Commentary
- Audio Subtitling
- Marketing

# Audio Description & Tactile Tours





# STTI – Speech to Text Interpreting



Re-Speaking

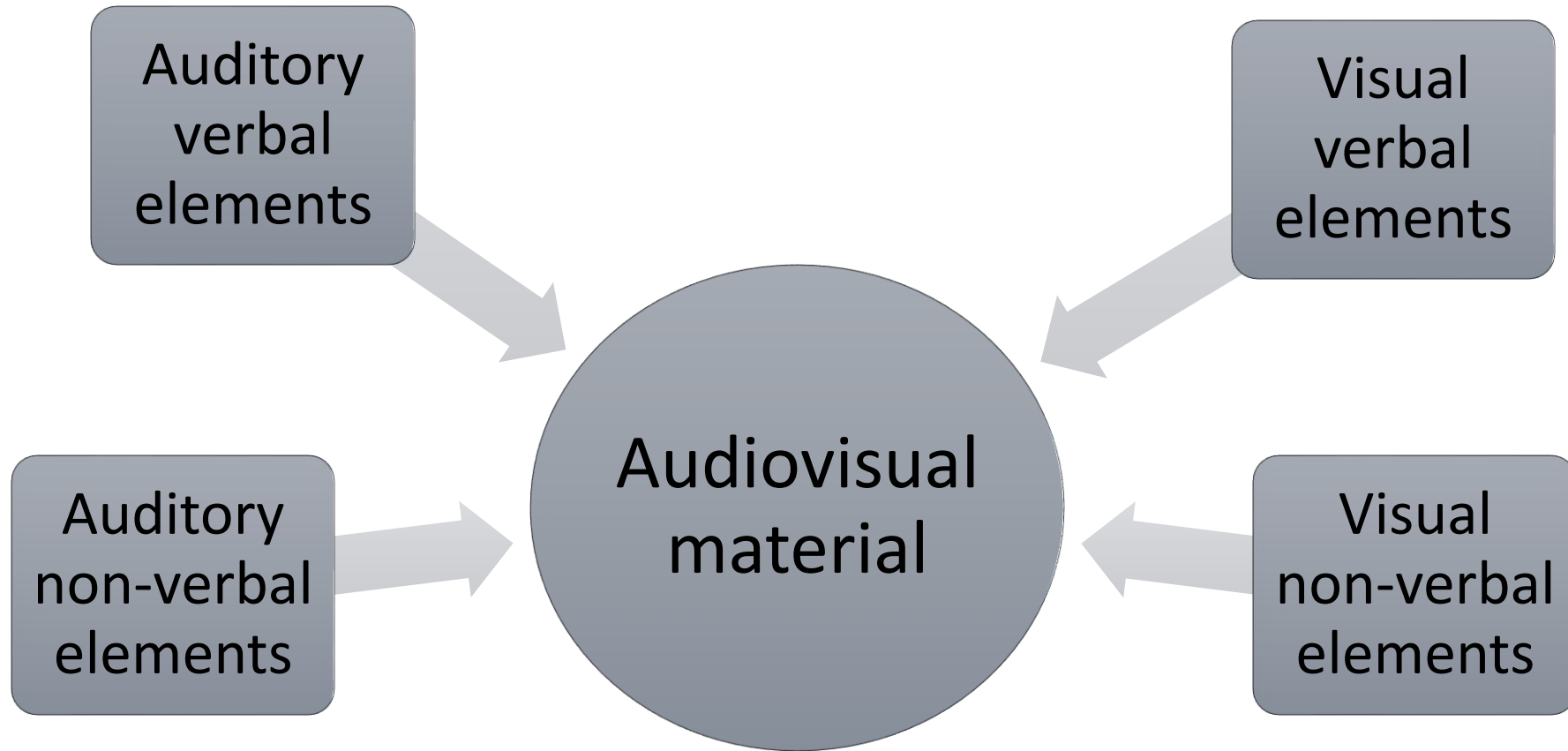


Re-Typing

# Accessibility Productions

- Training for clients
- Training for staff
- Marketing and promotion
- Accessibility chains
- Financial management re accessibility
- Consultation on architecture & content of various types

# What we see in the content



# An example of Live Subtitling



# An example from Surtitling



# Research & academic approach

- Rights-based approach (Disabled Movement)
- Towards a 'politically and socially correct' framework
- Discussion: terminology, models (history & development), language (PFL & IFL), criticism, Disability Studies
- Focus on the **Social Model**.
- Social Model: disability is seen as barriers of inaccessibility set by society to those with an impairment
- Oliver (1990a: 3): "It is not individual limitations, of whatever kind, which are the cause of the problem but society's failure to provide appropriate services and adequately ensure the needs of disabled people are fully taken into account in its social organisation".

# On the social model of disability

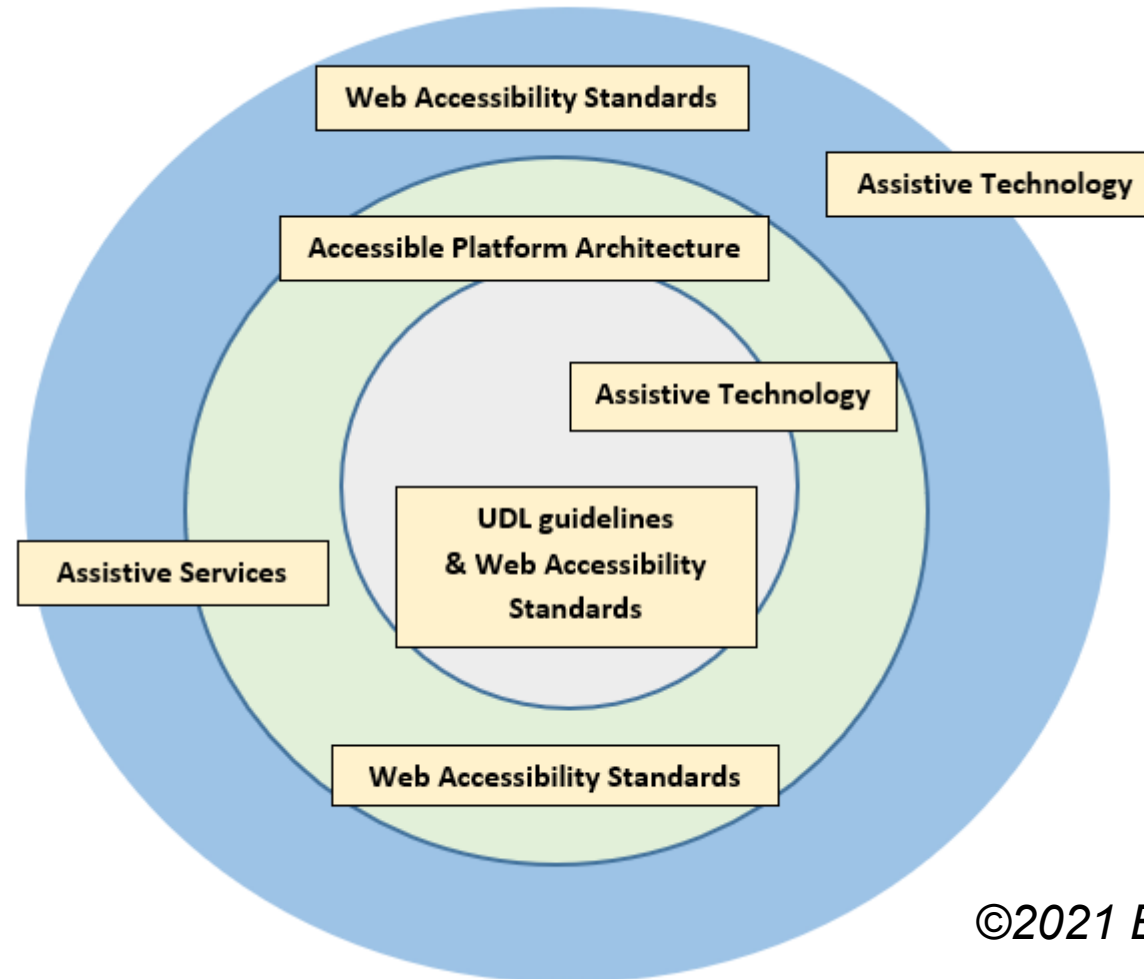
- Developed in the 1970s. It was “the big idea” of the British disability movement (Hasler, 1993).
- It demonstrates that the problems disabled people face are the result of social oppression and exclusion, not their individual deficits.
- There is no binary distinction between able and disabled. A person from one group may quickly become a member of the other through accident or illness. There is no absolute disability, there is only lack of access.

# On the social model of disability

- “The problem of disability is relocated from the individual, to the barriers and attitudes which disable her.” (ibid.)
- Impairment is distinguished from disability. Impairment is individual and private.
- Disability is structural and public. While doctors and professions allied to medicine seek to remedy impairment (cure the person), the real priority is to accept impairment and to remove disability (cure society).



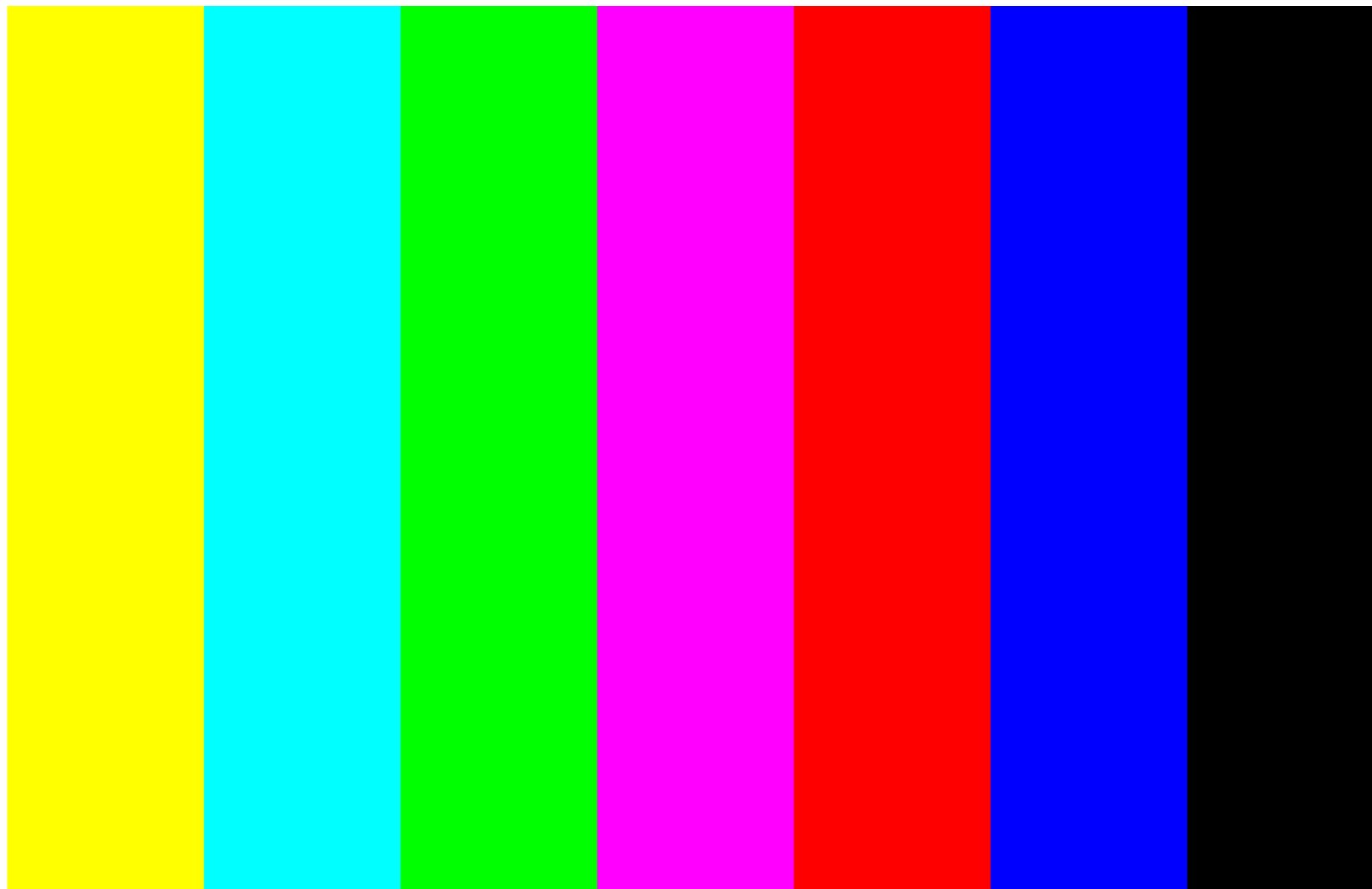
# We apply the INCLUDE FRAMEWORK



# An example of SDH from Greece



The approach is not simply functional...



# Little England - Accessible





[Γυναίκες] Ήρθανε!  
Ναι! Έρχονται!

♪ Κόρνα πλοίου

Η Μαρίτσα; Πού είναι;  
Δεν άκουσε την μπουρού;

♪ Συγκεχυμένες ομιλίες

Θα μας βλέπουν  
κι εκείνοι με τα κυάλια.

Καλή αντάμωση, Γιάννη.

♪ Κόρνα, βουητό αέρα

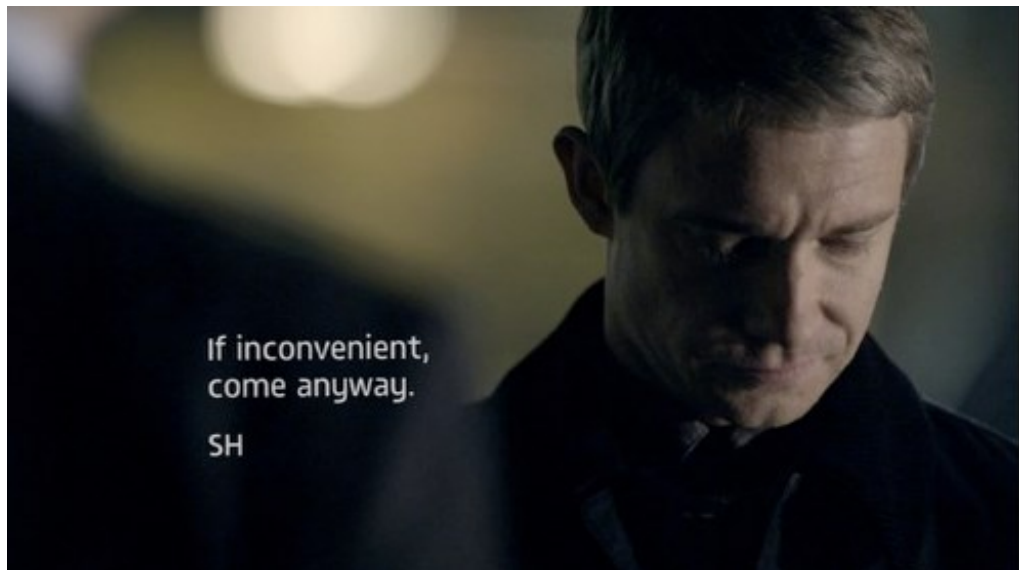
[Μίνα] Το "Όστρια" είναι.  
Πάει για Πειραιά.

[Αφήγηση άνδρα]  
Οδυσσός, 2 Μαΐου 1930.

Αγαπημένη μου Όρσα,



Various online sources



Various online sources



# An example of AD from Greece



# Dedicated software

Yella Umbrella Stellar

The screenshot displays the Stellar software interface for audio description. The top navigation bar includes 'Stellar', 'Files', 'Tools', 'Settings', 'Help', 'Audio Description Super User - Wide Screen', 'new', 'Online Cycling Cafe EN - Audio Description', and a 'Rehearse' toggle. The main video player shows a scene of cyclists in a cafe, with a red circle highlighting a specific moment and a red text overlay: 'Scenes of cyclists eating and drinking in the cafe'. To the right, a list of audio description segments is displayed, with the third segment highlighted in red:

Segment ID	Start Time	End Time	Description
2	00:00:07:02	04:00	Scenes inside Café Coureur
3	00:00:13:19	03:06	Scenes of cyclists eating and drinking in the cafe
4	00:00:17:04	02:05	Two cyclists on a path.
5	00:00:19:11	02:15	A beer being poured and drinkers at a table.
6	00:00:22:05	03:05	A burger being served and cyclists enjoying a beer.
7	00:00:25:13	05:12	Two cyclists seen from above and aerial views of the cafe
8	00:00:31:03	04:00	Bioracer Speedwear, Café Coureur

The bottom of the interface features a timeline and a video strip. The timeline shows the duration of each segment, and the video strip shows the corresponding video frames. The current time is 00:00:16:14.

# Our principles in Access Services... (e.g. SDH)

- Excellent subtitling skills and deep knowledge of the technical aspects involved.
- Excellent use of language.
- Ability to prioritise information.
- Ability to intergrade subtitles and make decisions on colouring, shaping and positioning.
- Excellent management of the content pallet.
- Basic knowledge of the *means/context* (e.g. cinema).
- Knowledge of the combination of symbols, colours, characters in cases of total or partial colour blindness, knowledge of information receipt for the intended audience.
- Excellent ability to match sounds with written discourse and the reality of the target audience.
- Great sense of responsibility for the service they provide.

These are just to start with...

# Our Research



**ΕΑΜΑ**

ΣΥΜΠΕΡΙΛΗΠΤΙΚΟ  
ΘΕΑΤΡΟ



# Further reading

Imperial College  
London

**Audiovisual Translation in Education**  
*Towards a Universal Design for Accessible Online Content*

Emmanouela I. Patiniotaki

<https://www.researchgate.net/publication/350382846> Audiovisual translation in education towards a universal design for accessible online content

For examples in Greek



[www.atlas-ep.com](http://www.atlas-ep.com)

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