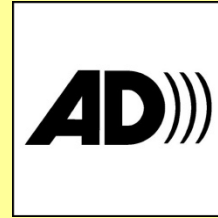
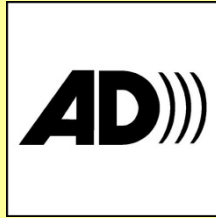


REGISTER TODAY!



AFB American
Foundation®
for the Blind

Expanding possibilities for people with vision loss

**The American Foundation for the Blind Announces Its
Second Annual**

AUDIO DESCRIPTION INSTITUTE

April 8-10, 2015

**In Conjunction with AFB's 2015 Leadership Conference
Renaissance Phoenix Downtown Hotel**

Audio Description (AD) makes visual images accessible for people who are blind or have low vision. Using words that are succinct, vivid, and imaginative, media describers convey the visual image from television and film that is not fully accessible to a significant segment of the population (more than 21 million Americans experience significant vision loss).

The implementation of the 21st Century Communications and Video Accessibility Act has spawned a virtual cottage industry for the development of description for broadcast television.

BE A PART OF IT!

Who Should Attend

- Anyone interested in:
 - working as freelance description writers for broadcast television
 - working as a describer in a local performing arts program
 - working as a describer for visual art exhibitions
- Experienced audio describers desiring an updated refresher course.

NOTE: freelance writers for broadcast television projects can often be based anywhere in the world--computer equipment capable of accommodating high-speed downloads is a must.

Topics Include--

- 1) audio description history and theory
- 2) the "Four Fundamentals of Audio Description" ©
- 3) active seeing/visual literacy-developing skills in concentration and observation
- 4) the art of "editing" what you see
- 5) vivid language: "The Visual Made Verbal"™
- 6) "Speak the speech, I pray you"--
using the spoken word to make meaning

Program

- **Three full days of intensive, interactive training**
- **Each registrant will receive a copy of Dr. Joel Snyder's recently published *The Visual Made Verbal: A Comprehensive Training Manual and Guide to the History and Applications of Audio Description.***

The interactive sessions (limited use of lecture, questions/discussion throughout, generous use of media, and individual and group writing

exercises) are designed to provide immediate feedback and "give and take," allowing for adaptation according to a sense of participants' grasp of the material. In addition, experienced users of description are a part of the Institute's faculty, providing an important perspective throughout the sessions.

This Institute will begin at 9:00 am on Wednesday, April 8, 2015 and conclude at 4:00 pm on Friday, April 10, 2015.
(detailed agenda below).

Participation is strictly limited. The Institute will issue AFB-sponsored certificates to all successful participants confirming completion of this professional description training program.

Institute Director/Staff

Joel Snyder, Ph.D.-- One of the first audio describers in the world, Dr. Snyder began describing theater events and media in 1981; he is the President of Audio Description Associates with clients world-wide (see www.audiodescribe.com for more information) and Director of ACB's Audio Description Project. For six years, he led a staff that produced description for nationally broadcast films and network series including "Sesame Street" broadcasts and DVDs. Snyder has trained describers in 30 states and the District of Columbia and he has brought description to over 40 countries.

Tuition - \$425.00 - credit card payment accepted by secure on-line registration (checks/purchase orders also accepted)

SPECIAL NOTE:

AD Institute participants qualify for a special registration rate to attend the Institute PLUS Friday evening and Saturday (April 10-11) AFB Leadership Institute events-including meals! \$525.00

For more information and to register, please go to:

[AFB Leadership Conference home page.](#)

Lodging

Renaissance Phoenix Downtown Hotel
50 Jefferson Davis Hwy., Arlington, VA.
(703) 684-7200 or <http://www.hinationalairport.com/>

AFB AD Institute or Leadership Conference attendees are eligible for a special hotel rate of just \$179/night at the beautiful Renaissance Phoenix Downtown.

Please visit the [Renaissance Phoenix Downtown Hotel](#) or call 1-800-309-8138 to book your room today.

***NOTICE: It has been brought to our attention that some individuals who have registered for AFBLC have been contacted by third-party vendors to book hotel rooms during the conference. This is a scam known as "room block," "room rate piracy," or "room rate poaching." To avoid this scam, please do not book a room through any means but those provided by AFB.**

To Register

Visit the [AFB Leadership Conference Home Page](#)

The number of participants we can accept is limited--so please register on-line and soon to avoid being left out.

Contact Joel Snyder at jsnyder@audiodescribe.com -- 301 920-0218 with any questions -- see you in Phoenix, Arizona!

JOEL SNYDER, PhD

President, Audio Description Associates, LLC
"The Visual Made Verbal" ™



™ ADA logo--an eye within an ear
6502 Westmoreland Avenue, Takoma Park, MD 20912
jsnyder@audiodescribe.com -- 301 920-0218
Cell: 301 452-1898 -- Fax: 208 445-0079

For more information about audio description, please visit:

AGENDA

**2015 AFB AUDIO DESCRIPTION INSTITUTE
Phoenix Renaissance Downtown Hotel - Phoenix, Arizona
April 8-10, 2015**

DAY I - Wednesday, April 8, 2015 9:00 am - 5:00 pm

* **9:00 am-9:30 am:** Introductions

* **9:30 am-11:00 am:** Opening Workshop

- The Visually Impaired User
- Audio Description History and Theory
- Overview of Fundamentals of Audio Description

* **11:00 am - 11:15 am:** break

* **11:15 am-12:30 am:**

- Concentration / Observation
- Editing What You See

* **12:30 pm - 1:30 pm** - Lunch- on your own

* **1:30 pm - 3:30 pm:**

- Language
- Speech / Breath Control / Oral Interpretation

* **3:30 pm - 3:45 pm:** break

* **3:45 pm - 5:00 pm:**

- Audio Description exercises
- Viewing / analysis of audio described excerpts

DAY II - Thursday, April 9, 2015 9:00 am - 5:00 pm

* **9:00 am-11:00 am:**

- Viewing / analysis of audio described excerpts
- Audio Description practicum--Individual description sessions with selected video scenes

*** 11:00 am - 11:15 am:** break

*** 11:15 am-12:30 pm:**

- Viewing / analysis of audio described excerpts
- Audio Description practicum--Individual description sessions with selected video scenes

*** 12:30 pm - 1:30 pm** - Lunch- on your own

*** 1:30 pm - 3:30 pm**

- Viewing / analysis of audio described excerpts
- Audio Description practicum--Individual description sessions with selected video scenes

*** 3:30 pm - 3:45 pm:** break

*** 3:45 pm - 5:00 pm:**

- Viewing / analysis of audio described excerpts
- Audio Description practicum--Individual description sessions with selected video scenes

DAY III - Friday, April 10, 2015 9:00 am-4:00 pm

*** 9:00 am - 10:45 am:**

- Audio Description practicum--Individual description sessions with selected video scenes

*** 10:45 am - 11:00 am:** break

*** 11:00 am - 12:30 pm:**

- The Mechanics of Audio Description

*** 12:30 pm - 2:00 pm** - Lunch- on your own

*** 2:00 pm - 4:00 pm:**

- Audio Description practicum--Individual description sessions with selected video scenes

* Audio Description in the U.S. and around the world

* Review / Discussion

Graduation!