



ACB logo



Audio Description logo



Audio Description Project logo

**The American Council of the Blind's Audio Description Project  
Announces Its**

**AUDIO DESCRIPTION INSTITUTE - July 12-14, 2012  
In Conjunction with ACB's 2012  
Annual Conference and Convention  
Galt House Hotel - Louisville, Kentucky**

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 25 million Americans experience significant vision loss).

**The signing 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;
- Two continental breakfasts and a Saturday luncheon will be provided;
- Registration for the ACB 2012 Conference and Convention is included.

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 8:30 am on Thursday, July 12, 2012 and conclude at 4:00 pm on Saturday, July 14, 2012 (detailed agenda below).

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

### **Institute Director/Staff**

Joel Snyder-- One of the first audio describers, Mr. Snyder began describing theater events and media in 1981; he is the President of Audio Description Associates with clients around the world (see [www.audiodescribe.com](http://www.audiodescribe.com) for more information) and Director of ACB's Audio Description Project. As Director of Described Media for the National Captioning Institute, 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 30 countries. Most recently, Snyder trained describers in Iceland and

conducted description workshops in Ireland, Israel, India, Malaysia and Hong Kong.

**Tuition - \$450.00 (\$430 plus \$20 ACB Convention administrative fee) - credit card payment accepted by secure on-line registration (Registration will open at [www.acb.org](http://www.acb.org) in late May/early June 2012.)**

### **Lodging**

You can make reservations by calling the Galt House at 1-800-843-4258; be sure to mention that you are with the American Council of the Blind Convention in order to receive the conference rate. If you'd like to make your reservation online, go to:

<https://resweb.passkey.com/go/acbl0712>

Rates are \$85 and do not include applicable taxes.

### **To Apply**

Simply register on-line for the ACB 2012 Conference and Convention by visiting [www.acb.org](http://www.acb.org) in late May / early June.

Contact Joel Snyder at [jsnyder@acb.org](mailto:jsnyder@acb.org) -- 202 467-5083 with any questions -- see you in Louisville!

**JOEL SNYDER**

Director, Audio Description Project

American Council of the Blind

[jsnyder@acb.org](mailto:jsnyder@acb.org) -- 202 467-5083

[www.acb.org/adp](http://www.acb.org/adp)

™ ACB logo ADP logo

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](mailto:jsnyder@audiodescribe.com) -- 301 920-0218

Cell: 301 452-1898 -- Fax: 208 445-0079

For more information about audio description, please visit:

[www.audiodescribe.com](http://www.audiodescribe.com)

# AGENDA

2012 ACB Audio Description Project - AUDIO DESCRIPTION INSTITUTE  
Galt House Hotel - Louisville, KY  
July 12-14, 2012

## DAY I - Thursday, July 12 8:30 am - 5:30 pm

\* 8:30 am-9:15 am: Breakfast - Introductions

\* 9:15 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 - 5:30 pm:

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

## DAY II - Friday, July 13 8:30 am - 5:30 pm

\* 8:30 am-9:30 am: Breakfast

\* 9:30 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 - 6:30 pm:**

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

**DAY III - Saturday, July 16 8:30 am-4:00 pm**

**Breakfast on your own**

**\* 8:30 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 - INSTITUTE LUNCHEON**

**\* 2:00 pm - 3:30 pm:**

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

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

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

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

**\* Review / Discussion -- Graduation!**

