



REGISTER TODAY!

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

AUDIO DESCRIPTION INSTITUTE

February 23-25, 2019

(Saturday through Monday)

In Conjunction with ACB's 2019

Presidents' Meeting (ACB Affiliate Presidents)

Crowne Plaza Old Town Alexandria (Virginia)

Fifth time in the Washington, DC area!

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
 - and
- 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;
- A Monday luncheon will be provided;

- Each registrant will receive a signed copy of Dr. Joel Snyder's ACB-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 promptly at 9:00 am on Saturday, February 23, 2019 and conclude at 4:00 pm on Monday, February 25, 2019 (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

Joel Snyder, Ph.D.-- One of the first audio describers, Dr. Snyder began describing theater events and media in 1981; he is the President of Audio Description Associates, LLC with clients around the world

(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 worked with description and trained describers in more than 40 states and the District of Columbia and in over 60 countries.

Faculty

Joyce Adams—Joyce has been producing/writing AD scripts for media and museum tours since 2002. She supervised AD script writers for the Described Media program at the National Captioning Institute, is the author of audio described tours for National Park Service visitor centers throughout the U.S. and regularly pens description for promotional videos produced by Microsoft.

In addition, DC-area audio description consumer consultants (audio description enthusiasts who are blind or have low vision) will offer their perspectives.

Tuition - \$495.00 - credit card payment accepted by secure on-line registration

Lodging

**Crowne Plaza Old Town Alexandria
901 N. Fairfax Street, Alexandria, VA 22314
(703) 683-6000 or website**

Room rates are \$120 per night, plus tax. Make your reservations by calling (703) 683-6000, or visiting the Crowne Plaza's website, <https://tinyurl.com/y8suupom>.

To Register

Visit: <http://acb.org/2019-leadership-meetings-ADI>

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@acb.org -- 202 467-5083 with any questions -- see you in Washington, DC!

JOEL SNYDER
Director, Audio Description Project
American Council of the Blind
jsnyder@acb.org -- 202 467-5083

For more information about audio description, please visit:
www.acb.org/adp

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



™ ADA logo--an eye within an ear
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AGENDA
2019 ACB-Audio Description Project
DC-based AUDIO DESCRIPTION INSTITUTE
Crowne Plaza Old Town Alexandria - Alexandria, Virginia
February 23-25, 2019

DAY I - Saturday, February 23, 2019 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
 - Concentration / Observation
 - Editing What You See
 - Language
- Vocal Skills: Speech and Oral Interpretation Fundamentals

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

* 11:15 am-12:30 am:

- Opening Workshop (continued)

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

* 1:30 pm - 3:30 pm:

- Opening Workshop (continued)

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

* 3:45 pm - 5:00 pm:

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

DAY II - Sunday, February 24, 2019 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 - Monday, February 25, 2019 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:**

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

*** 12:30 pm - 2:00 pm - INSTITUTE LUNCHEON**

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

*** The Mechanics of Audio Description
- Audio Description Writing Software - How to Get Work As A
Describer**

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

*** Review / Discussion**

Graduation!