

# Lessons from Marvel Comics

Developing a framework for writing  
Audio Description in higher education

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# The punch-by-punch narrator for Daredevil's fight scenes is crushing it

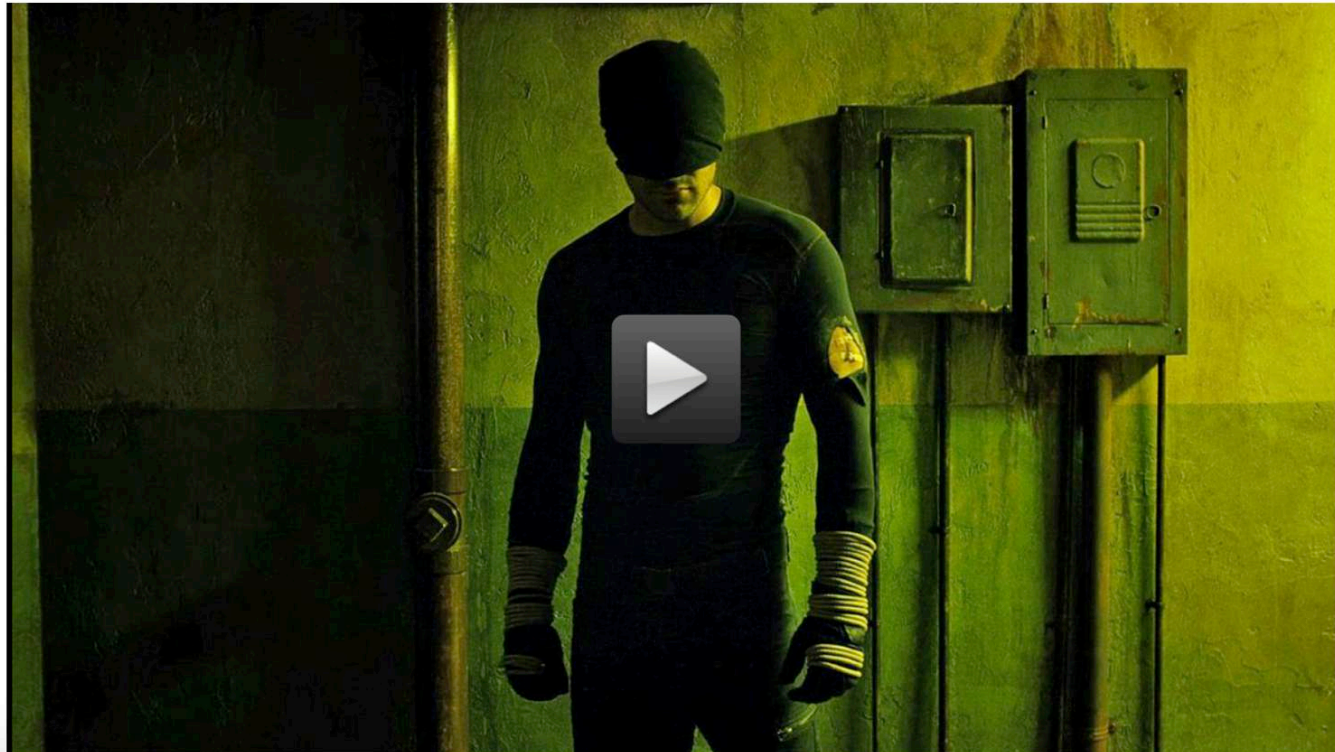
By [Justin McElroy](#) on Apr 17, 2015 at 12:00p [@JustinMcElroy](#)



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# Outline

1. What does WCAG say about audio description?
2. Creative Challenge.
3. Principles for audio description in higher education.

# What does WCAG 2.0 say about Audio Description?

- Audio description should be provided for prerecorded content.
- Audio description should be synchronous with any action in the video.
- Audio description should not interfere with narration or existing audio tracks.

# Creative Challenges, Part 1

*What makes for good audio description?*

“Audio description is a narration track that describes what is happening on-screen, including physical actions, facial expressions, costumes, settings and scene changes...”

- Tracy Wright, Director of Content Operations at Netflix.

# Creative Challenges, Part 2

## Specific Benefits of Success Criterion 1.2.5:

“People who are blind or have low vision as well as those with cognitive [impairments] who have difficulty interpreting visually what is happening benefit from audio description of visual information.”

# Creative Exercise: Break into groups

1 Mishandled UofM Punt: <https://goo.gl/LNXb4p>

2 Paperman Trailer: <https://goo.gl/mhCr6l>

3 The Lion King Trailer: <https://goo.gl/PbjUk>

4 Star Wars Awakens: <https://goo.gl/lZB4cY>

# Create your Audio Descriptions

Keep these things in mind when you write your description:

- physical actions
- facial expressions
- costumes
- settings
- scene changes



**Share your Audio Descriptions!**

# Creative Exercise Debrief

Let's discuss how you did it - What matters?

- How did you choose *what* should be narrated on screen?
- How did you decide *how* to narrate it, and *who* should narrate it?

# Creative Exercise Debrief

Our “Making Learning Accessible” Principles of Audio Description:

- Any text or data on screen.
- (ask for feedback)

# Audio Description in other Media

Frozen trailer: [https://www.youtube.com/watch?v=O7j4\\_aP8dWA](https://www.youtube.com/watch?v=O7j4_aP8dWA)

Beauty and the beast trailer: <https://www.youtube.com/watch?v=uBfopguVJmY>

Popeye: <https://www.youtube.com/watch?v=fP4iSw-ud3c>

Lawless: <https://www.youtube.com/watch?v=ywnlbPRnm5E>

The Living Legends trailer: <https://www.youtube.com/watch?v=0s7c1fIDZsk>

Hunger Games: <https://www.youtube.com/watch?v=B8BD9txkGL4>

The Hobbit (spoiler alert): <https://www.youtube.com/watch?v=Ot2w07UTyUg>

**Thank you!**

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