

Digital Technologies to support social wellbeing of community dwelling adults in receipt of social care and their carers (DiTSoW)

The research team has compiled practical tips for creating accessible audio descriptions.

Top tips for audio description

- Begin with a general statement about the image to give the listener an overall sense e.g., “This picture is very busy, with most of the paper covered in illustrations but there is a lot of empty white space”
- Break down complex images into sections.
- Think about the key element of the image and describe them clearly but without overwhelming the listener.

What to describe

- Colour: go beyond just naming the colour - describe its feeling. For example, “warm yellow”, or “cool blue”
- Size: don’t just give exact measurements – bring it to life. For example, “colossal” or “tiny”
- Scale: compare sizes to everyday objects, for example “smaller than a coin”
- Shape: relate shapes to familiar objects, for example “pointed, like a pencil”
- Feel: if relevant, describe the texture, for example “smooth” or “bumpy”
- Perspective: describe the relationship between objects, for example “the tree is far in the background”
- Medium: mention what materials are used, for example “watercolours” or “felt tips”