



## **Workshop on Content Production Processes towards Accessibility**

**Venice, San Servolo Conference Centre**

**18<sup>th</sup> January 2008 h. 10:00 – 18:00**

The workshop, organized within the framework of the EC-funded project PRO-ACCESS, will focus on key issues on production processes of accessible information and contents for visually impaired people.

The aim is to :

- describe and analyse in details the workflow actually in place in the publishing production process
- highlight the changes and the adaptation needed in order to create accessible documents during the mainstream process.

This will lead to identify effective paths for production of accessible content that take into account:

- the actual practice of publishing processes,
- the needed content format by visual impaired people
- the conversion processes to be applied in between the digital file produced by publishers and the accessible content usable by the visual impaired.

This workshop will gather in a discussion

- representatives of publishing sector, both publishers and technical publishing professionals,
- experts in conversion processes
- representatives of blind organizations and experts in the accessibility conversion

Each category of participants will be asked to contribute to the discussion with their specific experience and expertise.

The final output should be the **identification of a model for content production process that includes all necessary steps to minimize the efforts to convert in accessible versions the file produced by the publishers or their suppliers for the traditional version.** .

After an introduction to the definition of an accessible document, the various typologies of accessible content - from various text-based formats (braille, enlarged etc..) to audio-bases formats (daisy books, mp3 etc..) – will be illustrated by representatives of final users ,i.e. visual impaired.

An “ideal” publishing production process will be then outlined, describing in details the different phases, the involved actors and the used tools, by representatives of the publishing sector as it is nowadays in practice. The process starts from the delivery of the manuscript by the authors, going thought all the other steps in the process to the delivery of the final PDF file to the printer.

The presentation will also describe the suppliers involved in the process and the software applications and tools used.

On this basis, a draft model of an “accessibility -integrated” production process will be presented that will be discussed by:

*Publishers/publishing professionals ;*

they will have the chance to contribute in assessing the validity of the model from the practical point of view, integrating those passages that they think are missing or incomplete, or pointing out specific circumstances in production or specific kind of books (textbooks, reference, fiction and non fiction etc) that should be take into account and affects the phases identified.

### *Conversions/accessibility experts*

will be able to identify which problems this process entail for conversion processes that should be applied to the final produced digital file; whether or not the process outlined and integrated with the discussion with publishers lead as an output to a file that can be worked with less effort throughout the various kind of conversions needed for the different kind of accessible contents (text or audio- based) illustrated in the first part of the workshop.

The aims of this discussion is double; first both publishers and conversions experts together with visual impaired representatives will have the opportunity to understand closely each other activity and needs, second, most important for the future, this discussion is intended to lead to the identification of a model for publishing production processes that can be the basis for experimentation on a sample of the most relevant and widespread typologies of editorial products:

- school books (complex and full color texts with many different elements as images, glossary, footnotes, captions, etc. Created with DTP software such as InDesign, Xpress plus Photoshop, Illustrator, FreeHand, this texts involve many different people working on book)
- reference books (as dictionaries, , travel guides, encyclopaedias created starting from content stored in a database or in a content management system once stable, layout changes are minimal, publishing processes closer to newspaper)
- university/academic manuals (black and white complex texts with images, graphics, scientific notation created starting from XML )
- general fiction/non-fiction (generally easy, text based or plain texts created with DTP software such as InDesign, Xpress)
- content re-aggregation for multiple format/platform

The ultimate goal is to further validate the model so that this can be the input for the preparation of appropriate **guidelines and training modules for publishers and content producers**.

The workshop will be based on active discussion and contribution by all participants.

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### **Who is interested to attend**

The workshop is for all interested subjects involved in the accessible contents production as **traditional publishing houses, eLearning content producers, visual impair association, companies specialised in the prepress or digital printing production**.

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### **REGISTRATION**

**Spaces for the workshop are limited. There is no fee for attending this event but registration is compulsory. To register, please complete the registration form attached and send it by email to the workshop office: [pro-access@aie.it](mailto:pro-access@aie.it)**

If you wish to receive more information or be updated on the PRO-ACCESS project and forthcoming activities and events please send an email to [pro-access@aie.it](mailto:pro-access@aie.it) specifying in the subject " PRO-ACCESS mailing list".

### **What is Pro-ACCESS**

*The project aims at providing publishers and intermediaries (libraries, schools, charities and associations devoted to impaired people) with concrete guidelines and instruments for the production and use of accessible content in a more effective way both from the productive process and copyright standpoint.*

*The most relevant outcomes of the project will be:*

- *a set guidelines for publishers providing to content providers all the information needed to create fully accessible educational materials in standard formats easy to be used to produce different versions of materials devoted to different types of disabilities.*
- *a set of guidelines for intermediaries (libraries, school libraries, teachers, voluntary and charity organisations) in order to use these materials in a correct way respecting the copyrights issues*
- *a set of licensing schema allowing content producer to provide special formatted digital materials for disable people and manage the relations between them, intermediaries and/or final users*
- *training courses modules for educational content providers aimed at providing them with all the information needed to facilitate the adoption of the production procedure for processing accessible content and the licensing schema defined in the project itself*

*The PRO-ACCESS project is coordinated by the Italian Publishers' Association (AIE) in partnership with the Federation of European Publishers (FEP) and DEDICON, a state subsidised organization which provides accessible content to visually impaired people within the Dutch market.*



PRO-ACCESS is a project co-financed in the framework of the e-learning Programme of the DG Education, Audiovisual and Culture of the European Commission