

## 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”