

English version

AVTiA Project

ERASMUS+ Project Number: 2024-1-RO01-KA220-HED-000249675



Project Partners

- Universitatea de Medicină, Farmacie, Științe și Tehnologie „George Emil Palade” din Târgu Mureș
Targu Mures, Romania
Website: umfst.ro/
- Universitat de Lleida
Lleida, Spain
Web Site: www.udl.cat
- Università di Parma
Parma, Italy
Web Site: www.unipr.it/
- Pixel
Florence, Italy
Web Site: www.pixel-online.net
- Univerzitet u Beogradu
Belgrade, Serbia
Web Site: arhiva.rect.bg.ac.rs/en/

- The West University of Timisoara
Timisoara, Romania
Web Site: www.uvt.ro

UdL Members

Anca Daniela Frumuselu (UdL coordinator)
Maria Sabaté Carrové
Florence Baills
Mariazell Eugènia Bosch

Project Description

The AVTiA Project's motivation relies on its contribution to the European desideratum of fighting discrimination and fostering an inclusive society. It aims to achieve this by identifying and providing solutions to remove communication barriers that prevent specific communities from fully exercising their rights and freedoms. With a focus on audiovisual productions and media accessibility for people with sensory impairments, the project seeks to address the unbalanced presence of inclusive media services across European countries while respecting EU common values such as non-discrimination and equality thus ensuring equal access to information and cultural content for all.

The AVTiA project aims to:

- Develop new innovative content that provides lecturers in Higher Education Institutions (HEIs) with knowledge and materials in the form of open online courseware (OPC) to teach and assess inclusion in audiovisual translation/subtitling for the deaf and hard of hearing, and audio description for the blind and partially sighted.
- Build and consolidate the required knowledge and skills of university students (including freelance translators) specializing in audiovisual translation through autonomous learning, preparing them for current labor market needs.
- Generate attitude change and raise awareness among HEIs and stakeholders regarding the disparity in the range of inclusion services provided in different EU member states and the obligation to ensure access to public information for people with disabilities within national legislation.

The target groups involved in the project are:

- Lecturers, teachers, and trainers in philology studies Undergraduate and postgraduate university students specializing in translation and audiovisual translation; novice translators for career switching or upskilling in AVT for inclusión.
- Decision and policy makers in Higher Education Institutions (e.g., rectors, deans, program coordinators, university Senate members).

The AVTiA project will involve universities in:

- Developing and producing two training packages—one for lecturers and one for students—including theoretical frameworks, teaching activities, and tools designed for teaching and learning inclusive audiovisual translations for people with disabilities.
- Gathering university experts and decision-makers in a cooperative effort to promote awareness at a systemic level on inclusive access to media and video-based products through the appropriate qualification of the future workforce.

The AVTiA project will provide academic communities with:

- A training package for lecturers on teaching and assessing inclusion in audiovisual translation.

- A training package for students on subtitling for the hearing impaired and audio description for the vision impaired.
- A set of policy recommendations for promoting inclusive approaches and practices in audiovisual translation in university courses and curricula.



**Co-funded by
the European Union**

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA) or the Romanian National Agency.

Web link AVTIA: <https://avtia.ro/index.php>