



UNIT 3

Element 1 – Learning outcome 2

TRANSCRIPT: HOUSE STYLES



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1 Slide 1

LiveTextAccess: Training for real-time intralingual subtitles.

2 Slide 2

This is unit 3, IT competence. We will be dealing with element 1: Input tools.

3 Slide 3

In this presentation, we will talk about house styles. The materials for this presentation have been created by Sub-Ti Access, an accessibility service provider from Italy. My name is Enrico Pigliacampo and I work for Sub-Ti Access. I am an Italian guy with short hair, a beard and I don't wear glasses. I will be displayed in a box at the top right corner of each slide.

4 Slide 4

The learning outcome for this presentation is for students to be able to implement strategies to rapidly produce texts (macros, house styles, shortcuts) during a real-time job by means of using respeaking software and velotyping/typing software.

5 Slide 5

In this presentation we will see what are house styles and how we can work with them.

6 Slide 6

What are house styles?

7 Slide 7

The Oxford Learners Dictionary online define house styles as “the way a company such as a publisher prefers its written materials to be expressed and arranged.” The definition given by the Cambridge Dictionary online is: “A set of rules about what spellings and style of writing must be used when producing documents for a particular company.” Companies and clients usually give professionals a set of rules on how they want the text to appear. For example, house styles may include rules on the use of colours for different speakers or on how to write abbreviations and acronyms, how to use punctuation and so on. This set of rules is called house styles. In the next two slides, we will see how house styles can change subtitles appearance.

8 Slide 8

The first example shows subtitles for deaf and hard-of-hearing on Italian television. There are three conventions that can be observed which will also appear in the next slide, thus making it possible to draw comparisons between different house styles. In the first subtitle you can see that subtitles for sounds are written in blue on a yellow background and they begin with a capital letter. Yellow subtitles on a black background are used for less important characters. And finally, there is a blank space before a question mark and before an exclamation mark.

9 Slide 9

Now let us have a look at how the same elements appear on German television. Subtitles for sounds are written in white on a black background, the first letter is a lower-case letter and there is an asterisk at the beginning and one at the end of the subtitle. Yellow subtitles on a black background are used for the main character, while on Italian television this indicates minor characters, and there is no blank space before quotation marks or exclamation marks. We can also see that there is a list of the characters with their colours, which is not usually present in Italian subtitles.

10 Slide 10

Working with house styles.

11 Slide 11

When you begin to work for a company or a new client, it is important that you study their house styles. You have to understand how to implement them and spot anything that you may not understand. Don't hesitate to ask questions if something is unclear. Adapt the software you use according to the house styles, by creating macros and adapting shortcuts whenever possible. Use the options available in your editing software to easily implement house styles when creating subtitles. Macros, shortcuts and editing software are the topics of other video lectures in this unit. Compare also your house styles with your client's needs and adapt them accordingly.

12 Slide 12

Summary.

13 Slide 13

To sum up, it's important to prepare the tools you use in compliance with house styles to work faster when you are respeaking or velotyping.

14 Slide 14

Exercises.

15 Slide 15

Read the BBC Subtitling Guidelines that you can find online and identify what you can implement in your software and use macros and shortcuts to implement them.

16 Disclaimer, acknowledgement and copyright information

Authors: Sub-Ti Access

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