listening is learning

a campaign to raise awareness about the learning benefits of description.

WHO BENEFITS FROM THE USE OF DESCRIPTION?

STUDENTS who are BLIND or VISUALLY IMPAIRED

Thousands of K-12 students with vision loss attend schools across the U.S. where video is a required part of the curriculum.

STUDENTS who are NOT BLIND or VISUALLY IMPAIRED

Research has proven that students learn more when verbal information is used to reinforce visuals.

dcmp.org 800.237.6213
The DCMP offers free-loan accessible educational media and provides a clearinghouse of information related to educational media access.

— and the —

AMERICAN COUNCIL OF THE BLIND

acb.org 800.424.8666
The ACB strives to improve the well-being of all people who are blind or visually impaired.

an initiative of the

DESCRIBED AND CAPTIONED MEDIA PROGRAM

listening is learning

promoting a sound education

listeningislearning.org

DESCRIBED AND CAPTIONED MEDIA PROGRAM
and the
AMERICAN COUNCIL OF THE BLIND

listeningislearning.org
**WHAT IS DESCRIPTION?**

Description is additional narration that translates images into spoken words.

**Example:**

As it ascends, the white egret retracts its neck, drawing its head closer to its body.  

**HOW DOES DESCRIPTION WORK?**

Description is inserted into the pauses in a video’s original soundtrack.

**Example Sequence:**

**ORIGINAL NARRATION:**

The egret’s style of flight is similar to that of other herons.

During the pause in the original narration, the description is inserted.

**ORIGINAL NARRATION:**

However, the position of its neck helps distinguish it from storks and cranes.

**HOW DOES LISTENING TO DESCRIPTION AID LEARNING?**

Though its primary purpose is to provide access to video for people with vision loss, description can also develop better listening skills in others.

Listening skills are vital to learning.

**LANGUAGE DEVELOPMENT**

Listening is the first step in learning one’s primary language.

**AUDITORY LEARNERS**

An estimated 20-30% of students retain information most effectively when it is conveyed through sound.

**NEW MEDIA LITERACY**

Listening is one building block in the ability to access, analyze, evaluate, and produce communication in many forms.

**WRITING AND SPEAKING**

Listening to description can aid students’ written and spoken communication skills.

“Egret” photo credit: http://flickr.com/taqu
Listening is Learning

Promotional Brochure

Front Panel

The "Listening is Learning" logo: lower case rounded medium blue type beset on each side by a wavy green line representing a sine wave. Immediately below, the tagline: "Promoting a sound education." The word "sound" is bold and blue.

Above the logo, a circular cut-out photo of a teenage girl with wavy brown hair cupping her right ear, her face in a receptive position for listening. Below the logo, the names of the principal collaborators, The Described and Captioned Media Program and the American Council of the Blind.

Second Panel

Listening is Learning

A campaign to raise awareness about the learning benefits of audio description.

Who Benefits from the Use of Description?

Students who are Blind or Visually Impaired

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Students who are NOT Blind or Visually Impaired

Research has proven that students learn more when verbal information is used to reinforce visuals.

Third Panel

What is Description?

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Fourth Panel

How does Description Work?

Description is inserted into the pauses in a video's original soundtrack.

Example of Description:

Three monitors appear in sequence. Each displays a white egret in progressive stages of flight.

First Monitor: Original Narration

The egret's style of flight is similar to that of other herons.

Second Monitor: Description (During the pause in the original narration, the description is inserted)

As it ascends, the white egret retracts its neck, drawing its head closer to its body.

Third Monitor: Original Narration

However, the position of its neck helps distinguish it from storks and cranes.

Fifth Panel

How Does Listening to Description Aid Learning?

Though its primary purpose is to provide access to video for people with vision loss, description can also develop better listening skills in others. Listening skills are vital to learning in several areas:

Language Development

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Auditory Learners

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New Media Literacy

Listening is one building block in the ability to access, analyze, evaluate, and produce communication in many forms.

Writing and Speaking

Listening to description can aid students' written and spoken communication skills.

Back Panel

Listening is Learning is an initiative of the:

The Described and Captioned Media Program

Website: D C M P dot org

Phone number: Eight Hundred, Two Three Seven, Six Two One Three

The Described and Captioned Media Program offers free-loan accessible educational media and provides a clearinghouse of information related to educational media access.

The American Council of the Blind

Website: A C B dot org

Phone number: Eight Hundred, Four Two Four, Eight Six Six Six

The American Council of the Blind strives to improve the well-being of all people who are blind or visually impaired.