



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.



[listeningislearning.org](http://listeningislearning.org)

an initiative of the

## DESCRIBED AND CAPTIONED MEDIA PROGRAM

[dcmp.org](http://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](http://acb.org)  
800.424.8666

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



promoting a **sound** education

[listeningislearning.org](http://listeningislearning.org)

DESCRIBED AND CAPTIONED  
MEDIA PROGRAM

and the

AMERICAN COUNCIL OF  
THE BLIND

# WHAT IS DESCRIPTION?

**Description** is additional narration that translates images into spoken words.

Example:

## DESCRIPTION

*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.

Examples:

## 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.

