

Technical Aspects in AVT

Part Two

Synchronization

Synchronization is one of the technical parameters relating to dubbing and is of three main types :

- (1) lip or phonetic synchrony (lip movement)
- (2) Kinetic synchrony (body movements)
- (3) Action synchrony .

Reading speed

Reading speed is one of the essential parameters to consider when designing subtitles for a hearing impaired audience to comprehend and characterize the reading ability to create relevant subtitles ." **Studies on the reading speed of viewers seem to indicate that the greater the number of words in one subtitle , the less time is then spent reading each one of these words .**That is , viewers need more time to read short subtitles than longer ones ".(Ivarsson and Carroll 1998 : 64)

Reading speed

It is preferable to utilize one-liners because they are easier to be read than two-liners .There is also some caution that if one-liners contain greatly condensed information , coupled with a high degree of implied information , it is quite conceivable that they may be more difficult to interpret than two-liners .

Field of digital video

In the field of digital video , any picture is made up of individual dots known as pixels – literally picture elements .**Each frame of the video is a picture 720 pixels wide and 576 pixels high , known in the profession as broadcast resolution** .Written text and graphics shown on screen may get distorted if they appear too close to the edges because TV manufactures deal with the screen edges differently. This is why all text must be centrally positioned within a safe area .

Safe area of the text

The safe area of the text is usually 10% with each frame edge , e.g. **72 pixels in from the right and left edges and 57 pixels from the top and bottom** . By default , the following standard parameters are applied by WinCAPS in regards to the safe area : top 32 , left 56 , right 56 , and bottom 32 . They should always be respected when working with this subtitling program .

Standard position for subtitles

The standard position for subtitles is horizontal at the bottom of the screen , since this limits the obstruction of the image , and this part of the screen is usually of lesser importance to the action. Some languages , like Japanese , have a long history of placing subtitles vertically on the right-hand side of the screen , especially for theatrical releases . With the arrival of video and DVD , horizontal subtitles have become more common than ever before , although both approaches still co-exist .

Standard position for subtitles

The positioning of a two-line subtitle at the bottom of the screen does not offer any options since both lines are in use. The situation is different when dealing with one-line subtitles, with some companies using the first -i.e. top - line and some others preferring the second line. This traditional variation in the placement of one-line subtitles is giving way to a more uniform approach these days with most one-liners habitually appearing on the second -i.e. bottom -line, keeping clear of the image as best they can.

Movement of the subtitles

Subtitles can be moved from the bottom of the screen to another position if the need arises .Such a move can occur if :

(1) The background at the bottom of the screen is so light that the subtitles are illegible .

(2) Some important action is taking place at the bottom of the screen .

(3) Some essential data are displayed at the bottom of the screen while dialogue continues and must therefore be subtitle.

(examples are : other subtitles , inserts with dates or information about a speaker , or the broadcaster's logo)

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Movement of the subtitles



Movement of the subtitles

New Girl S01E09 - VLC media player



Media Playback Audio Video Subtitle Tools View Help

"Merry Christmas, Brendan.
Don't swallow these. Love, Uncle Nick."



00:10

21:41

Move



Here is an example
of a two-line title

JOHN MERKIN
SVP, Brand Mgmt, Holiday Inn Brands, The Americas

Centered and left -aligned

In the past TV subtitles were often left -aligned , and some TV channels still left-aligned subtitles in countries like The Netherlands , although televised feature film often have centered subtitles . By contrast , subtitles are nearly always centered on DVD and this approach appears also to be gaining ground on TV , where more variation can be detected these days . One of the main reasons why subtitles are being centered on television is because broadcaster logos are sometimes placed in the lower left hand corner of the screen .

THANK
YOU

