

Accessible Cinema for Blind Audiences



BFI FAN EDI In Focus

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Film Curator



matchboxcine.com

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BFI Inclusion Partner

Filmmaker

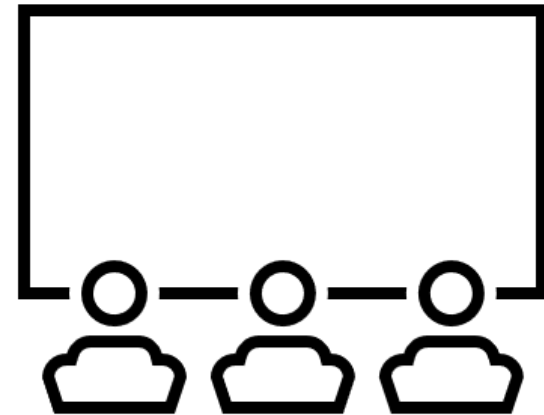
Crip Club

thecripclub.co.uk



Session Agenda

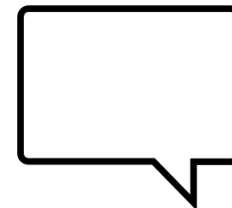
- **Introduction + glossary**
- **Blindness 101**
- **Facilitating AD screenings**
- **BREAK**
- **Accessible communications**
- **Venue access + programming**
- **Discussion**





Glossary + Inclusive Language

- **Audio description (AD)**
- **Descriptive subtitles (DS)**
- **Identity-first language (disabled audiences, rather than audiences with disabilities)**
- **RNIB (national sight loss charity)**
- **Blind and partially sighted**
- **Sight loss**
- **Visually impaired**
- **Low vision**
- **Not “suffers from”, “the blind”**



Sight loss awareness



No Sight loss



Glaucoma right eye



AMD



Cataract White

320,000 people are registered blind or partially sighted in the UK

Nearly 80 per cent are 65 or older, and around 60 per cent are 75+

93% of registered blind and partially sighted people can see something – this could be light perception, shadows, shapes. There are a vast spectrum of sight loss conditions and experiences

The social and disability justice models

The social model of disability is a framework that says people are disabled by barriers in society, not by their impairment or health condition. Barriers can be physical or societal. The social model supports us to recognise and deconstruct these barriers, enabling independence, choice and control.



The Disability Justice model is an intersectional social justice framework which examines disability and ableism in relation to other forms of oppression

What is audio description and how can exhibitors facilitate this?

Frozen Audio Described Trailer - YouTube



Audio description (AD) is an additional, audio commentary track that explains visual information on a screen. It would describe body language, facial expressions and movements, locations, and other important visual cues. This commentary is organically integrated with the film's soundtrack and dialogue, and it is usually delivered through headsets

AD in DIY spaces - Weird Weekend blog

Steps to make your communications more accessible

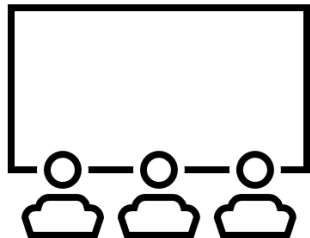
- **Learn how to write alt text and image descriptions**
- **Sharing audio-led or audio described trailer versions**
- **Large print and text-only versions of materials**
- **Sans serif fonts, 12pt–14pt as min.**

Image description

Text on image reads "Today and Every Day: Accessible Cinema Beyond Awareness Anniversaries - Florence Grieve". There is a black frame around entire image with Reclaim The Frame logo in top left corner. Image has pink background with crinkled paper texture and cut out images of characters from various films on the bottom. From My Fat Friend, image of lead subject wearing a striped skirt and furry jacket; she has short hair and is standing with all her fingers touching in front of her chest. From Is Anybody Out There, image of lead subject is standing on grass, wearing a t-shirt and pants; she's looking to her left and has long hair. From Sound of Metal, image of character holding up one index finger; she's wearing a



A large, empty cinema screening room with the lights on. The camera is facing a blank, but white and lit cinema screen, and there are numerous rows of red cinema seats from the back of the room towards the screen.



What makes a space more accessible for blind audiences?



- **Accessible toilet facilities**
- **Contrast edges/handrails**
- **Step-free access**
- **Lighting**
- **Walkthrough videos**
- **Clutter and obstacle-free spaces**
- **Staff training and sighted guiding training**
- **Tactile pathways**
- **Bold signage**

Programming blind stories

- **Blind audiences don't only want to watch films about disability but...**
- **Screen disability and blind screen stories with curators of lived experience and in a non-tokenistic way**
- **RNIB Scotland's Dark Soul concept film project**



Blind Date (dir. Clare Baines)

Anti-ableist actions you can take

- **Continue your journey of learning (intersectionality, cross-disability solidarity, access needs)**
- **Learn about and advocate against illegal guide dog refusals**
- **Learn sighted guiding**
- **Provide alt text and image descriptions on your socials**
- **Engage with disability storytelling**



It is really hard-biting, but I feel it is important to come together and have these conversations.
Yes, thank you so much for raising that.
Tanya?
Sandie?
Tanya: Can I just add one thing?

Discussion

Photographer: Ocean Teal