

Human Factors (HF); Access symbols for use with video content and ICT devices



Reference

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Foreword

This ETSI Standard (ES) has been produced by ETSI Technical Committee Human Factors (HF).

The tif and pdf files of symbols and icons in the present document are included in a diagrams.zip which is contained in archive es_202432v010101p0.zip which accompanies the present document.

Introduction

The present document is an ETSI Standard (ES) that specifies a family of five symbols that denote the availability of access services for use with video content and ICT devices that can promote the provision of access services by increasing their take-up as a result of improved recognition of those services being available.

It is intended to assist stakeholders who wish to provide access services to promote such services in a harmonized way and to assist purchasers with a simple way to identify those products and services that provide access services.

It can assist citizens to use the access services provided by establishing a consistent identifier for them that is convenient and easy to recognize and increase the awareness of access services amongst citizens as well as service and equipment providers.

The symbols contained in the present document have been developed generally in accordance with the guidance set out in EG 201 379 [1]. They were tested using the methods set out in ETR 070 [2] and in ISO 9186 [8].

The work that was undertaken in developing and testing the symbols in the present document is fully described in TR 102 520 [4].

Note was taken of ISO/IEC Guide 71 [7] in the preparation of the present document.

1 Scope

The present document defines symbols to identify the availability of access services applicable to a range of ICT devices.

The services addressed are:

- subtitling;
- audio description;
- signing;
- speech output; and
- spoken command.

The symbols in the present document are presented in accordance with the drafting rules described in IEC 80416-1 [6].

2 References

The following documents contain provisions which, through reference in this text, constitute provisions of the present document.

- References are either specific (identified by date of publication and/or edition number or version number) or non-specific.
- For a specific reference, subsequent revisions do not apply.
- For a non-specific reference, the latest version applies.

Referenced documents which are not found to be publicly available in the expected location might be found at <http://docbox.etsi.org/Reference>.

NOTE: While any hyperlinks included in this clause were valid at the time of publication ETSI cannot guarantee their long term validity.

- [1] ETSI EG 201 379: "Human Factors (HF); Framework for the development, evaluation and selection of graphical symbols".
- [2] ETSI ETR 070: "Human Factors (HF); The Multiple Index Approach (MIA) for the evaluation of pictograms".
- [3] ETSI ES 202 076: "Human Factors (HF); User Interfaces; Generic spoken command vocabulary for ICT devices and services".
- [4] ETSI TR 102 520: "Human Factors (HF); Access symbols for use with video content and ICT devices; Development and evaluation".
- [5] IEC 60417: "Graphical symbols for use on equipment".
- [6] IEC 80416-1: "Basic principles for graphical symbols for use on equipment - Part 1: Creation of symbol originals".
- [7] ISO/IEC Guide 71: "Guidelines for standards developers to address the needs of older persons and persons with disabilities".
- [8] ISO 9186 (2001): "Graphical symbols - Test methods for judged comprehensibility and for comprehension".
- [9] ISO 80416-4 (2005): "Basic principles for graphical symbols for use on equipment - Part 4: Guidelines for the adaptation of graphical symbols for use on screens and displays (icons)".

3 Definitions and abbreviations

3.1 Definitions

For the purposes of the present document, the following terms and definitions apply:

audio description: additional audible narrative, interleaved with the dialogue, which describes the significant aspects of the visual content of audio-visual media

signing: use of sign language to convey the significant aspects of the audible content audio-visual media

sign language: language that uses a system of manual, facial, and other body movements as the means of communication

NOTE: There is no widely accepted international sign language. Many national versions exist together with local "dialects".

speech output: ability of a device to communicate to its user using spoken language

spoken command: ability of a device to accept and respond to spoken instructions from a user

subtitling: transcript of the spoken dialogue of audio-visual media, superimposed as text onto the visual element

NOTE: To aid comprehension for people having difficulties hearing the content, subtitling can also indicate the presence of other sounds and distinguish between speakers.

symbol: graphic device used to convey information

NOTE: Symbols, pictograms and icons are all graphic devices used to convey information, either as complementary to or as a replacement for text. The word "symbol" is sometimes used specifically to refer to abstract representations, the word "pictogram" to refer specifically to pictorial representations, and the word "icon" to screen based graphical devices. In practice these distinctions are often unclear and so the term symbol is used here generically.

3.2 Abbreviations

For the purposes of the present document, the following abbreviations apply:

DVD	Digital Versatile Disc
ICT	Information and Communication Technology
RNIB	Royal National Institute of the Blind
RNID	Royal National Institute for Deaf people

4 Access services

Access services are services which provide alternative formats of content in all kinds of electronic entertainment, in information and in educational media. They may be provided to supplement the content in order to assist people whose access to aspects of the content may otherwise be hindered. The reason for this hindrance might be a physical disability or an environmental factor. For example, someone may have difficulty hearing audio content of a presentation either due to a personal hearing impairment or because of the noisy environment in which the audio is being played. In either case, subtitling might provide assistance.

In the UK the Royal National Institute for Deaf people (RNID) has reported that, although a large number of television programmes are subtitled, uptake is sometimes limited due to the unawareness by deaf viewers either that the service exists, or of how to obtain it. Similarly in the UK the Royal National Institute of the Blind (RNIB) acknowledges that the unawareness of audio description is the primary reason for services provided being underused.

In order to promote the necessary awareness of the provision of access services and, in some cases, to establish better methods of providing them, a need exists for international symbols relating to the access services. Such a harmonized set of symbols can contribute to the promotion of products and services offering access by allowing them to be clearly and consistently labelled and also can provide an aid to their operation and to identifying their features.

5 Symbols

The symbols described in the present document were designed generally in accordance with the framework set out in EG 201 379 [1]. They were collected and chosen following the guidance set out in ISO 9186 (2001) [8] and were finally selected using the test methods set out in ETR 070 [2] and in ISO 9186 [8].

The work and procedures that were involved in developing, testing and selection of these symbols is fully described in TR 102 520 [4].

The symbols shown in the following clauses were created following the basic procedures set out in IEC 80416-1 [6] and are shown both superimposed on the basic pattern described in that document for record purposes and also as symbol originals suitable for reference or reproduction.

Examples are also given of the symbols in the form of icons for use on screens and displays. These icons were produced following the guidelines set out in ISO 80416-4 [9].

5.1 Subtitling

5.1.1 Description

Subtitling is a frequently changing display of text which may be used for two purposes:

- it can be provided for the purpose of foreign language translation of the speech being used in the content, or
- it can be provided as an aid for someone who cannot hear the sound.

These two uses are slightly different, in that subtitles intended to assist someone unable to hear the sound will also need to describe specific sound effects relevant to the content.

These users need to be able to identify the availability of such subtitling facilities in all kinds of electronic entertainment and in information and educational media in TV programmes.

Others, who have an interest in subtitling on behalf of those who would benefit from its use, also need to be able to identify the availability of subtitling facilities.

These facilities need to be identified in association with electronic entertainment, information and educational media in promotional material (such as TV programmes and cinema advertising), and on point of sale packaging e.g. for videos and DVDs.

It is preferable to provide such identification in the form of a graphical symbol rather than text as it is language independent and can be more distinctive and easier to recognize.

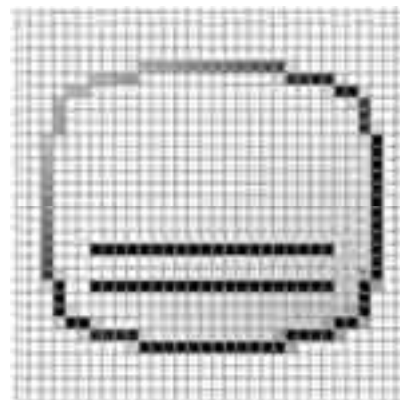
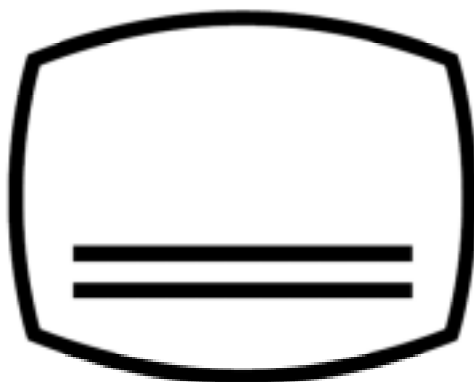
The subtitling symbol is intended to indicate the availability of such a facility.


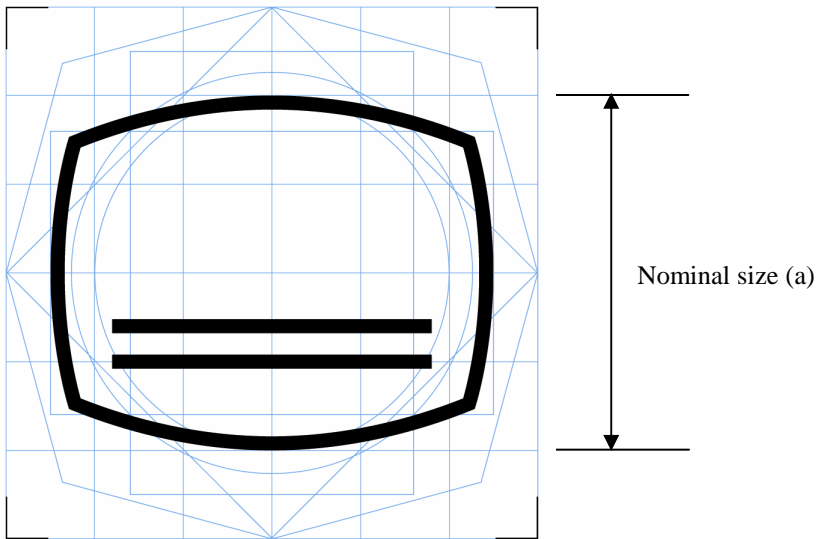
Any such symbol may need to be associated with a language symbol.

5.1.2 Subtitling symbol

Notwithstanding the provisions of the copyright clause related to the text of the present document, ETSI grants that users of the present document may freely reproduce the symbol in this clause so that it can be used for its intended purposes.

Three versions of the symbol are shown, the first suitable for reproduction on or beside controls and in printed media, the second in iconic form enlarged and superimposed on a 32x32 pixel grid, and the third as an approximately normal size icon. The iconic versions are adapted in accordance with ISO 80416-4 [9] for use on a screen.



	<p>Symbole Graphique No. 9: Sous titrage</p> <p>Graphical Symbol No. 9: Subtitling</p>	<p>ES 202 432</p>
<p>SYMBOLE ORIGINAL ORIGINAL SYMBOL (a = 50 mm)</p> <div data-bbox="518 600 1340 1137">  </div> <p>Dimensions réelles hauteur = 1,00 a largeur = 1,25 a</p> <p>Real dimensions height = 1,00 a width = 1,25 a</p> <p>Application: In ICT, for indicating the presence of a textual transcript of the spoken dialogue.</p>		

5.2 Audio description

5.2.1 Description

Audio description is an audible representation of visual content of for example a TV programme or a film. Usually this is in the form of a spoken description of the significant visual content provided in such a way that it does not interfere with any dialogue that might be present in the content. It is used to assist someone hindered in viewing the visual content due to either a physical disability or an environmental factor such as their vision being used for another activity or due to a barrier in the direct line of sight between them and the screen.

These users need to be able to identify the availability of such audio description facilities in all kinds of electronic entertainment and in information and educational media in TV programmes.

Others, whose understanding of the content may be limited, and people who have an interest in audio description on behalf of those who would benefit from its use, also need to be able to identify the availability of audio description facilities.

These facilities need to be identified in association with electronic entertainment, information and educational media in promotional material (such as TV programmes and cinema advertising), in wayfinding and on point of sale packaging e.g. for videos and DVDs.

It is preferable to provide such identification in the form of a graphical symbol rather than text as it is language independent and can be more distinctive and easier to recognize.

The audio description symbol is intended to indicate the availability of such a facility.


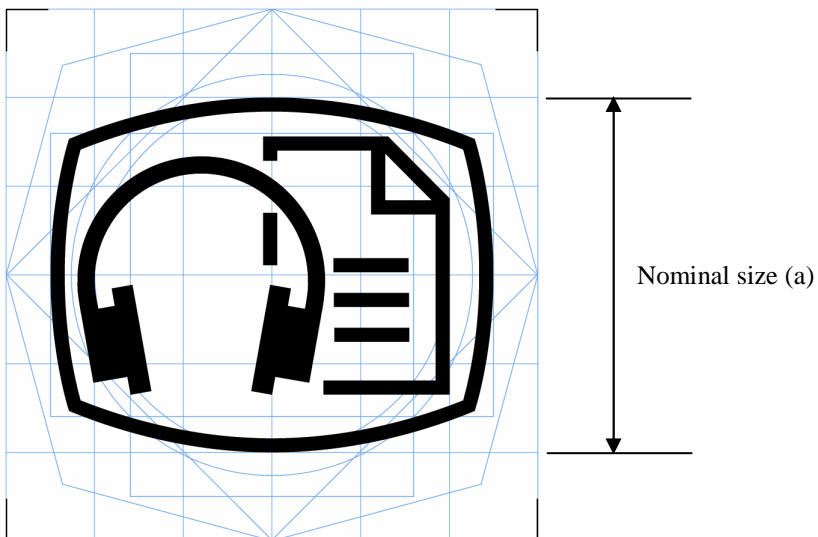
Any such symbol may need to be associated with a language symbol.

5.2.2 Audio description symbol

Notwithstanding the provisions of the copyright clause related to the text of the present document, ETSI grants that users of the present document may freely reproduce the symbol in this clause so that it can be used for its intended purposes.

Three versions of the symbol are shown, the first suitable for reproduction on or beside controls and in printed media, the second in iconic form enlarged and superimposed on a 32x32 pixel grid, and the third as an approximately normal size icon. The iconic versions are adapted in accordance with ISO 80416-4 [9] for use on a screen.



	<p>Symbole Graphique No. 9: Description Audio</p> <p>Graphical Symbol No. 9: Audio Description</p>	<p>ES 202 432</p>
<p>SYMBOLE ORIGINAL ORIGINAL SYMBOL (a = 50 mm)</p> <div data-bbox="525 600 1347 1135">  <p>Nominal size (a)</p> </div> <p>Dimensions réelles hauteur = 1,00 a largeur = 1,25 a</p> <p>Real dimensions height = 1,00 a width = 1,25 a</p> <p>Application: In ICT, for indicating that an additional audible narrative is available.</p>		

5.3 Signing

5.3.1 Description

Those who have limited access to the audible content of any medium and prefer to use sign language, benefit from the provision of a signed commentary on the audible content of a multimedia programme. These users need to be able to identify the availability of such signing facilities in all kinds of electronic entertainment and in information and educational media in TV programmes.

Others, who have an interest in signing on behalf of those who would benefit from its use, also need to be able to identify the availability of such facilities.

These facilities need to be identified in association with electronic entertainment, information and educational media in promotional material (such as TV programmes and cinema advertising), in wayfinding and on point of sale packaging e.g. for videos and DVDs.

It is preferable to provide such identification in the form of a graphical symbol rather than text as it is language independent and can be more distinctive and easier to recognize.

The signing symbol is intended to indicate the availability of such a facility.

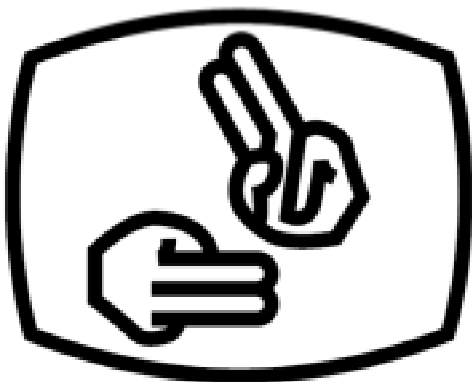
Signing is a form of communication whereby someone uses hand gestures and facial expressions to convey meaning. As such, it is a language in its own right that must be learned, and is often used as someone's primary language, in preference to spoken or written language.


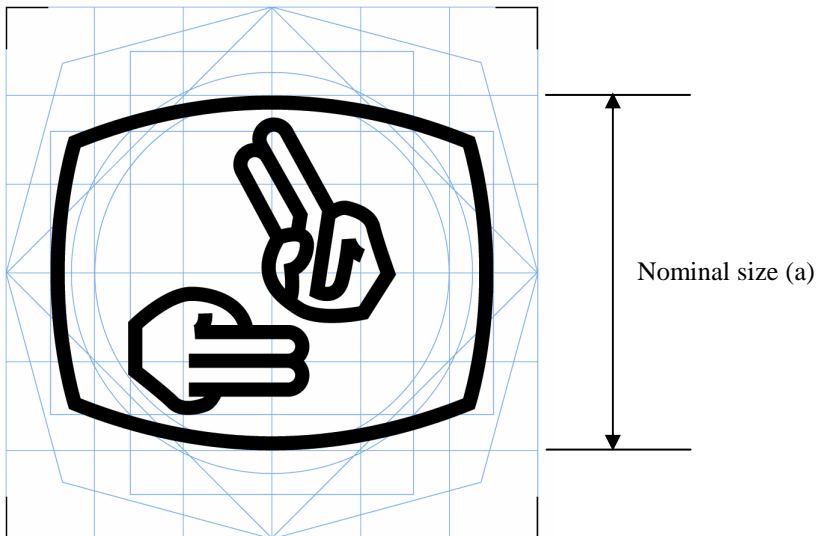
It should be noted that there is no widely accepted international sign language although an international vocabulary (International Sign) does exist and is used at some international meetings. Many national versions exist together with local "dialects". Therefore any such symbol may need to be associated with an appropriate language symbol.

5.3.2 Signing symbol

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Three versions of the symbol are shown, the first suitable for reproduction on or beside controls and in printed media, the second in iconic form enlarged and superimposed on a 32x32 pixel grid, and the third as an approximately normal size icon. The iconic versions are adapted in accordance with ISO 80416-4 [9] for use on a screen.



	<p>Symbole Graphique No. 9: Langue des Signes</p> <p>Graphical Symbol No. 9: Signing</p>	<p>ES 202 432</p>
<p>SYMBOLE ORIGINAL ORIGINAL SYMBOL (a = 50 mm)</p> <div data-bbox="518 658 1339 1191">  <p>Nominal size (a)</p> </div> <p>Dimensions réelles hauteur = 1,00 a largeur = 1,25 a</p> <p>Real dimensions height = 1,00 a width = 1,25 a</p> <p>Application: In ICT, for indicating that a sign language commentary is available.</p>		

5.4 Speech output

5.4.1 Description

People who are permanently or temporarily constrained in their ability to see the visual output from a device due to medical, physical or environmental factors can benefit from a spoken version of any visually presented information. These users need to be able to identify the availability of such speech output facilities in all kinds of ICT equipment and services.

Others, whose preference is to gather information from a device or service by hearing it speak, and people assisting those who would benefit from using speech output need to be able to identify the availability of speech output facilities in packaging and marketing materials for devices such as geographical navigation systems, self-help kiosks, computer technology and on DVD packaging.

It is preferable to provide such identification in the form of a graphical symbol rather than text as it is language independent and can be more distinctive and easier to recognize.

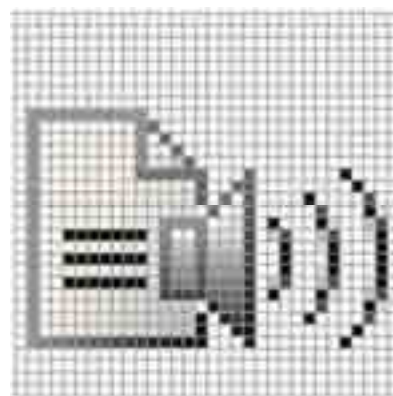
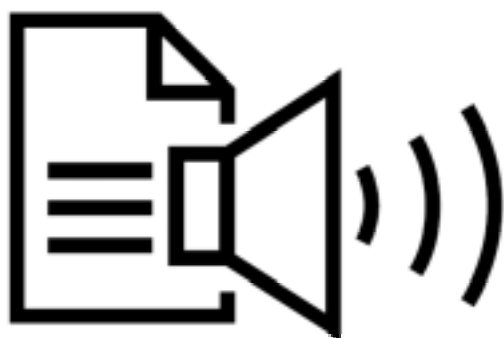
This symbol is intended to indicate that a device has the ability to communicate to its user using spoken language, in particular that a spoken version of any visually displayed information is available.


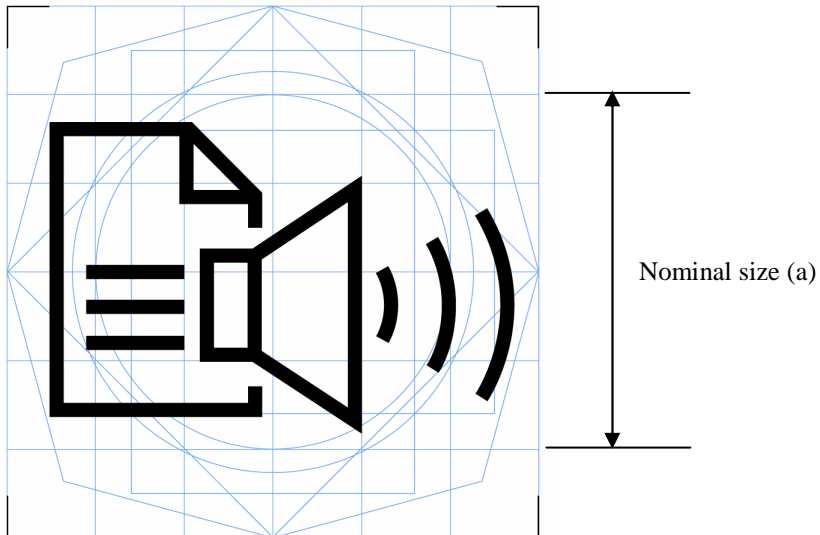
Any such symbol may need to be associated with a language symbol.

5.4.2 Speech output symbol

Notwithstanding the provisions of the copyright clause related to the text of the present document, ETSI grants that users of the present document may freely reproduce the symbol in this clause so that it can be used for its intended purposes.

Three versions of the symbol are shown, the first suitable for reproduction on or beside controls and in printed media, the second in iconic form enlarged and superimposed on a 32x32 pixel grid, and the third as an approximately normal size icon.



	<p>Symbole Graphique No. 9: Cette Machine Parle</p> <p>Graphical Symbol No. 9: Speech Output</p>	<p>ES 202 432</p>
<p>SYMBOLE ORIGINAL ORIGINAL SYMBOL (a = 50 mm)</p> <div data-bbox="523 604 1347 1137">  </div> <p>Dimensions réelles hauteur = 0,88 a largeur = 1,31 a</p> <p>Real dimensions height = 0,88 a width = 1,31 a</p> <p>Application: In ICT, for indicating that the device is able to communicate to its user using spoken language.</p>		

5.5 Spoken command

5.5.1 Description

Spoken command is a feature whereby a user can control a device by speaking to it. This has applications for people with visual impairments as well as for those with many kinds of physical disabilities. It is also a convenient and increasingly important mode of control for people who are driving.

These users need to be able to identify the availability of such spoken command facilities in packaging and marketing materials for all kinds of ICT equipment.

Also, those whose preference is to interact with a device or service using their voice, and people assisting those who would benefit from using spoken commands, need to be able to identify the availability of the facility.

It is preferable to provide such identification in the form of a graphical symbol rather than text as it is language independent and can be more distinctive and easier to recognize.

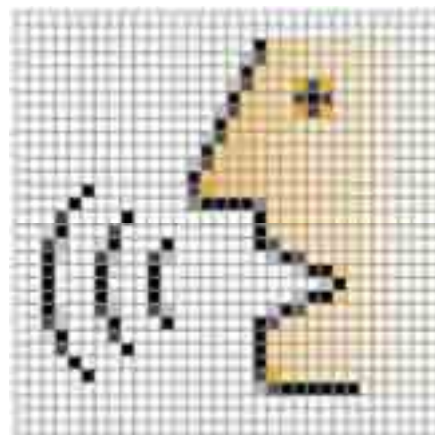
This symbol is intended to indicate that a device has the ability to accept and respond to spoken instructions from a user.


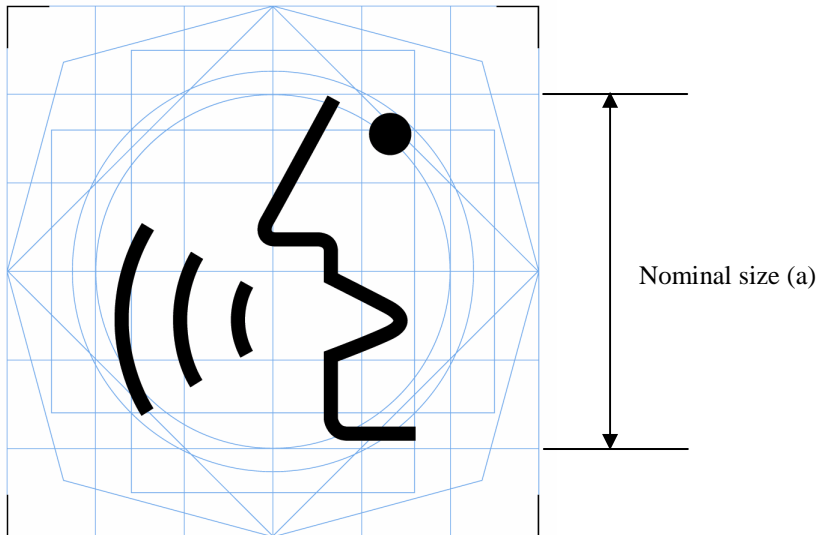
Due to the limitations of language any such symbol may need to be associated with a language symbol.

NOTE: ES 202 076 [3] specifies a set of spoken commands in five European languages that can be used to control the functions of ICT devices equipped with speech recognition.

5.5.2 Spoken command symbol

Three versions of the symbol are shown, the first suitable for reproduction on or beside controls and in printed media, the second in iconic form enlarged and superimposed on a 32x32 pixel grid, and the third as an approximately normal size icon. The iconic versions are adapted in accordance with ISO 80416-4 [9] for use on a screen.



	<p>Symbole Graphique No. 9: Commande Vocale</p> <p>Graphical Symbol No. 9: Spoken Command</p>	<p>ES 202 432</p>
<p>SYMBOLE ORIGINAL ORIGINAL SYMBOL (a = 50 mm)</p> <div data-bbox="523 600 1345 1133">  </div> <p>Dimensions réelles hauteur = 0,97 a largeur = 0,85 a</p> <p>Real dimensions height = 0,97 a width = 0,85 a</p> <p>Application: In ICT, for indicating that the device is able to accept and respond to spoken instructions from a user.</p> <p>Reference: This symbol is identical to the IEC symbol for "Speak" (IEC 60417 [5]–5210: Speak).</p>		

History

Document history		
V1.1.1	August 2006	Membership Approval Procedure MV 20060929: 2006-08-01 to 2006-09-29
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