

Sign Media Smart - Mobile Glossary E-Learning App.

Bellyfeel Case Study



Sign Media Smart is a mobile glossary containing 2,000 video clips of sign language in four different languages. It was built to help deaf media professionals working in the film and television business both on set and in other parts of the production process such as development, pre-production, post production and broadcast.

Our client for this piece of work was the University of Wolverhampton and we also worked with the University of Klagenfurt in Austria, Deaf Media Cooperative Alba in Italy and Spread the Sign in Sweden. It's a pan European job.

SignMedia SMART is a mobile sign language video glossary featuring British, Austrian, Italian and Swedish sign languages. It enables deaf media professionals to work more easily within the TV and Film industry and create their own high quality projects.

SignMedia SMART is optimised for use on all smartphones, tablets, laptops and desktops. It features a fully searchable database of clips in 4 languages plus A-Z listings and related terms.

This mobile video glossary follows on from Sign Media's interactive game based E-Learning

Tool, which launched in 2012 and was shortlisted for a Medea Award (celebrating innovation and good practice in the use of media in education).

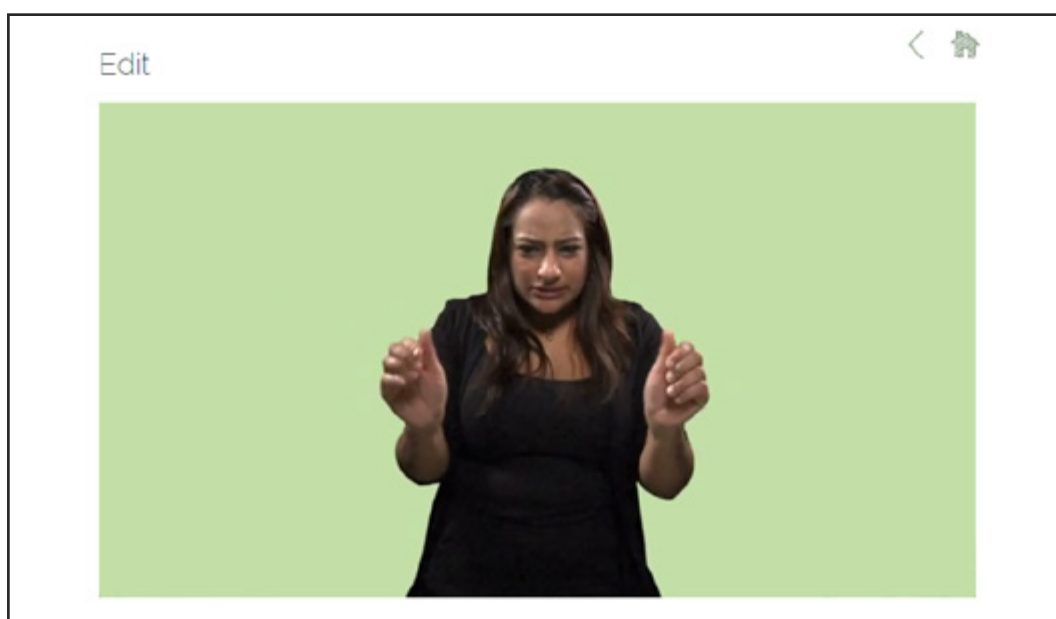


Krishna Stott – Bellyfeel:

The problem we had to solve was to create a technical media solution that was scalable and flexible that would allow us to create a mobile multilingual glossary app with many media clips. The work happened over 2 years, between 2013 and 2015. Technology moves really fast, and what was imagined inside the application form 12 months before the start date, by the time we got to the start date, had changed and right from the outset, we were having to make very important decisions about the technical aspect of this project to keep it future proof, scalable and flexible.

We had to deal with a lot of media; 2,000 clips in total in 4 different languages coming from 4 different countries. We wanted to cover as many different mobile devices as possible. We decided that we should make this glossary a web app, a web application that could be accessed by browsers on iOS and Android and other devices, which gave us our biggest penetration of users.

Right from the offset, that was something that we put forward as the best solution. That wasn't quite what had been written into the proposal initially, so there was a lot of debate and checking, but we managed to convince everybody involved that this was the right approach. The web app would fulfil everything that we wanted it to do - and more.

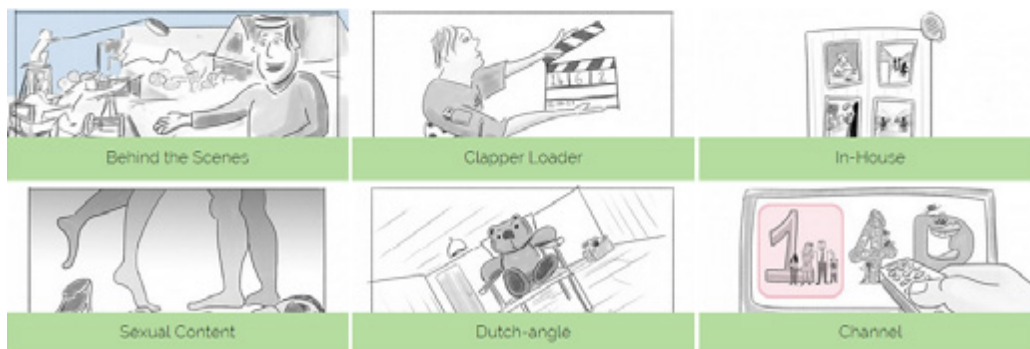


The next big step was to decide how things were going to look. With sign language media, often you've got very static shots and signers on very plain backgrounds and we wanted to try and find a visual style for the app that would really bring it to life. One of the things that we suggested early on was to use the visual convention of a storyboard.

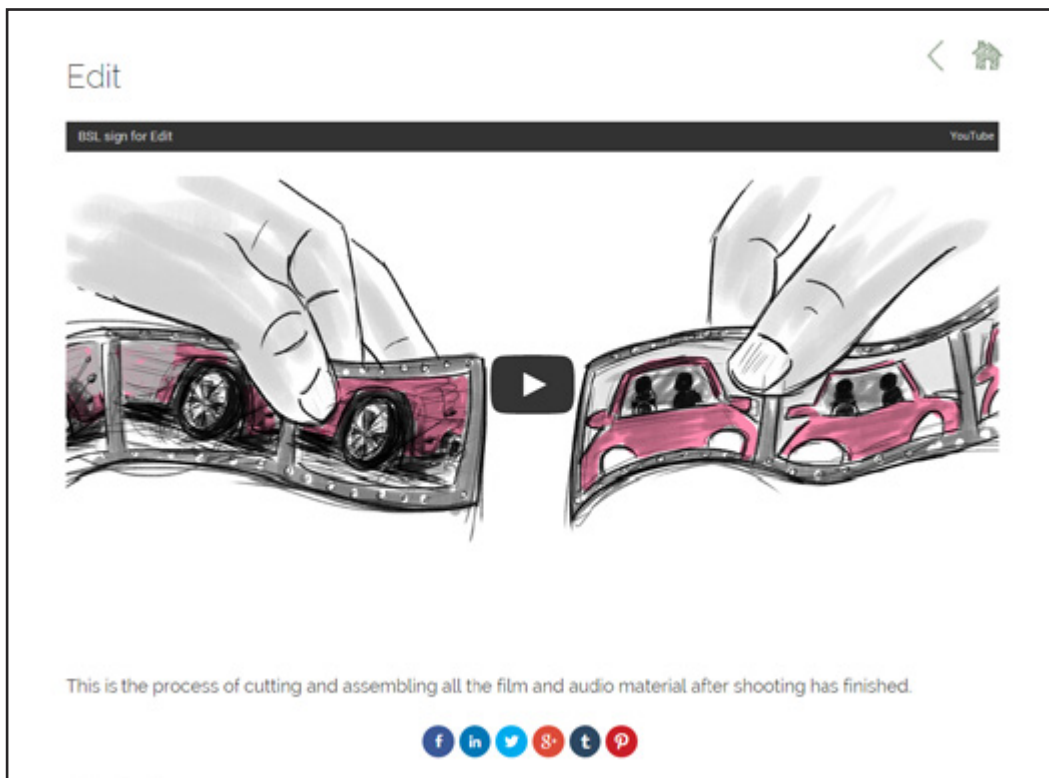
All of the glossary terms are media related terms



Popular



from the different stages of media production, and we thought that a storyboard visual would give us a start for the whole thing with hand drawn lines and pencil shadings. Also, we could represent all of the clips visually, which is of great benefit to the intended audience and it would make the thing really come to life. That was a really positive thing that came in early on and really solved some of the big problems and challenges of existing sign language glossaries that we had seen. We wanted to make something that was visual and appealing.



Bellyfeel is an exciting company to work with; flexible in their approach they implemented innovative solutions to meet the target audience. Bellyfeel's input has been significant in helping our consortium of partners achieve its goals.
Sam Hope – Director - Institute of Media Arts at the University of Wolverhampton

Then, the technical journey began. We chose to build using WordPress as an engine, programming a lot of custom functionality on top of that. We felt that WordPress would be a really good, solid, stable content management system and that would allow us to be flexible in our approach, and also if the glossary were to go forward, then we could also hand over the content managing system to somebody else.

This was a good approach and it gave us a step up. We didn't have to build anything from scratch. We didn't have to pay for an expensive content management system and it's been a stable platform from which to develop further. We had to write a lot of custom functionality to populate the different searches and listings of different clips and categories.



SignMediaSmart
Sign Language Media Glossary for Mobile Devices in BSL,
OGS, LIS & STS

Q

🇬🇧 English 🇮🇹 Italiano 🇸🇪 Svenska 🇦🇹 Österreich

A-Z

[ALL](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

A

Access	Animation
Anonymity	Approval
Arc shot	Art Dept.
Artiste	Aspect Ratio

B

Background Noise	Battery Operated Device
Behind the Scenes	

C

Channel	Channel Controller
Clapper Loader	Close-up (CU)
Code of Practice	Comedy
Composition	Conflict of Interest
CONTD	Content Announcement
Continuity	Continuity Editing
Control Measures	Controversial

D

Dressing Room	Duration
Dutch-angle	Dynamic Cutting

E

Edit	Editor
Editorial Integrity	Egress

F

Fade In (Image)	
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I

Impartiality	In Focus
In-House	Indie
INT	Interactivity

L

Letterbox

M

Make-up	Manual Handling
Match on Action	

P

Pan	Parallel Action
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You can have a look at how all that turned out.
Here:

https://www.youtube.com/watch?v=TWLv9FCp_OU

The web app for the “SignMedia SMART” sign language glossary for media production was developed by Bellyfeel. They turned the partners’ ideas into a user-friendly web app that is very visually-oriented for the deaf target group. Working with Bellyfeel has been a real pleasure; all the work was done more than expertly and promptly and the communication with them was very easy indeed. We are sincerely hoping to work on further projects with them in the future. Marlene Hilzensauer – Head of the Center for Sign Language and Deaf Communication – Alpen-Adria-Universitaet Klagenfurt

For us, this was a great job. It was a continuation of working as a subcontractor to the partnership, for a previous project. We then came on board for this project and became one of the partners. We’d had some experience of working with the deaf audience, but this was a chance to really create something that was very useful. That was excellent for us.

We had a great team to work with in the partners and especially Louis Neethling who is an exceptionally talented deaf media film producer and director.

I have worked with Bellyfeel on a number of interactive and e-Learning projects. Krishna has an excellent eye for detail and certainly understands target audiences. He and his team at Bellyfeel simplify complex issues and always offer creative solutions for outstanding results. Louis Neethling – TV and Film Director

We have a great deal of experience. growing all the time, of creating interactive media for the deaf community.

See the glossary here: www.signmediasmart.com