

Introduction to Accessible Communication

2018

KATS Network/Office of Vocational Rehabilitation



What is “accessible” communication ?

- An exchange of information that can be obtained, understood, and used by everyone.

Disability

- The Americans with Disabilities Act defines a person with a disability as a person who has a physical or mental impairment that substantially limits one or more major life activity.
 - Includes people who have a record of having a disability or are regarded as having a disability.
- “Disability” is experienced by different people in different ways – it depends upon personal, social, environmental, and cultural factors.
 - While people experience disability differently – and in a whole range of severity – when we plan for our communication to be accessible, it can be accessible to everyone, regardless of how they experience disability.

Types of Disability

- Vision
 - Blindness, low vision, color blindness
- Auditory
 - Deafness, hard of hearing
- Motor
 - Paralysis, spasticity, weakness, missing/damaged limbs, range of motion limitations, dexterity, pain, fatigue
- Cognitive
 - Learning disabilities, autism, intellectual disabilities, developmental delays/disabilities, neurodegenerative disabilities, brain injuries
- Mental Health
 - Anxiety, Depression, Bi-polar

The Law:

- The Rehab Act of 1973:
 - Section 504 (non-discrimination under Federal grants and programs)
 - Section 508 (accessible Federal information technology)
- Americans with Disabilities Act of 1990 – requires accessibility of programs, services, public accommodations and employment
- Kentucky Accessible Information Technology Law (2000) – accessible KY state information technology

Barriers



Accommodation



Accessibility





What makes communication accessible?

- Perceivable
- Operable
- Understandable
- Robust

Perceivable

- Perceivability means that the user can identify content and interface elements by means of the senses.
- In this document, it doesn't matter if it is electronic or printed, it is hard to see the information.



Operable

Operability means that a user can successfully use controls, buttons, navigation, and other necessary interactive elements.

Subject: SUBSCRIBER NOTIFICATION, CAROL - 3-DAY SALE! We'd Hate to See You Turn Down a BIG Discount For a Limited Time Only. | See Offer Details.

[3-DAYS ONLY - Save on the Onyx EZR with Vehicle Kit OR Home Kit.](#)

[See Offer Details below.](#) | [TAKE A LOOK >>](#)

View as [text](#). | View in a [web browser](#).

The screenshot shows an email advertisement for SiriusXM. At the top, a green banner reads "3-DAY SALE FOR SUBSCRIBERS – SAVE OVER 80%". Below this, the text "Gotta hear this?" is displayed in white on a blue background. To the right, the "ROAD HAPPY" logo is visible with "((SiriusXM))" underneath. Below the main text, there are four promotional tiles, each with a photo and text:

Image	Text
	The Fab Four, 24/7 Ch. 18
	COMEDY CENTRAL RADIO Ch. 95
	THE Garth CHANNEL 24/7 Ch. 55
	MAD DOG LIVE! 24/7 Ch. 82

Understandable

- Understandable means that it can be easily read and understood.
- The sky is blue.
- The firmament that encompasses this terrestrial realm appears a luminous cerulean.



Robust

Robust communication is designed to get information to the users regardless of the technology employed to access the information.



General Accessibility Features

Plain Language: Before

When the process of freeing a vehicle that has been stuck results in ruts or holes, the operator will fill the rut or hole created by such activity before removing the vehicle from the immediate area.



Plain Language: After

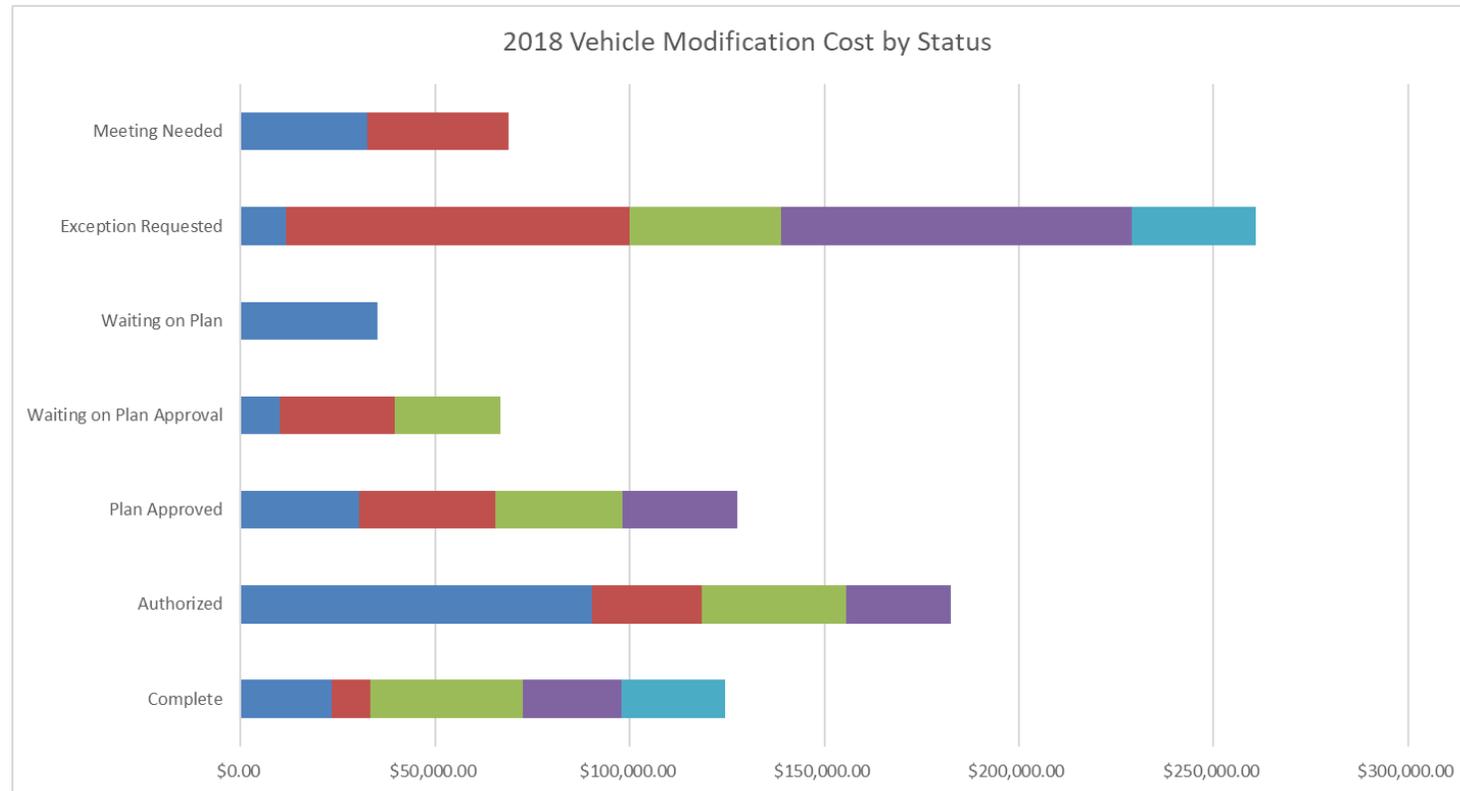
If you make a hole while freeing a stuck vehicle, you must fill the hole before you drive away.

Color Contrast

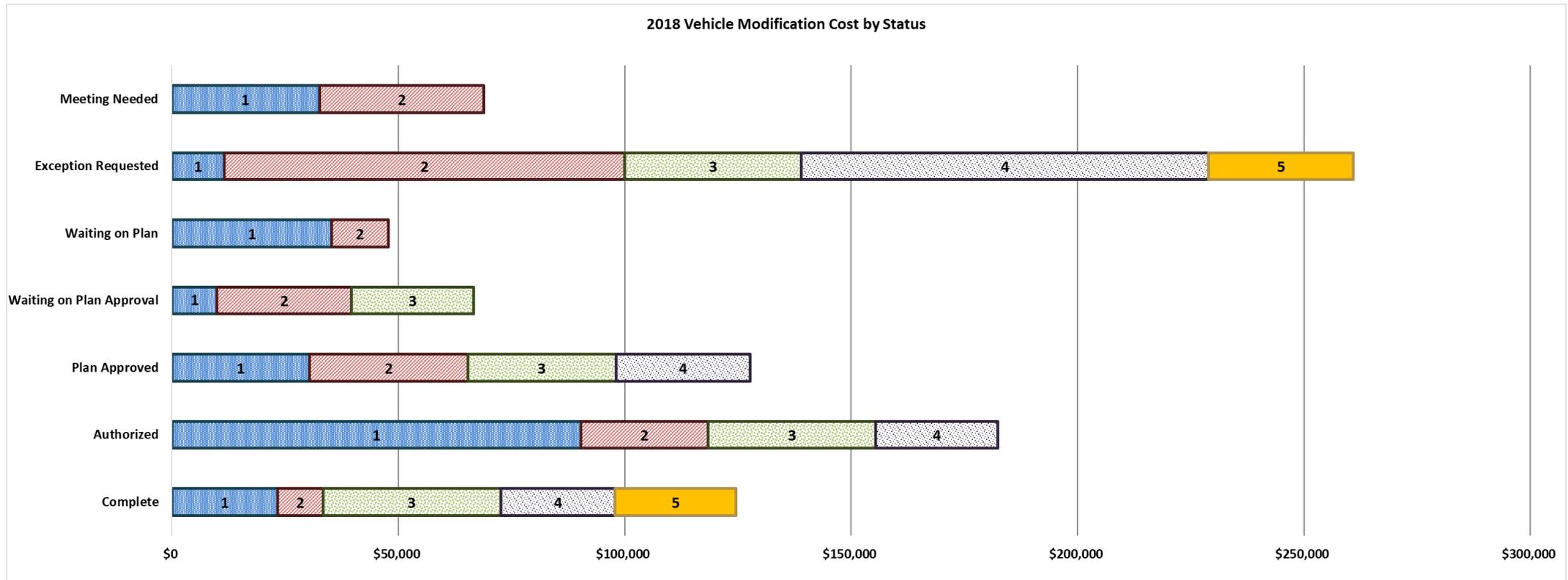
The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Color and Information



Provide Information with more than Color



“White” space

The screenshot shows the ESPN website interface. At the top, there are navigation tabs for various sports leagues: NFL, NBA, MLB, NCAAAM, Soccer, and Pyeongchang 2018. Below this is a large banner for a Nissan Rogue sweepstakes. The main content area features a live basketball game between the San Antonio Spurs (SA) and the Cleveland Cavaliers (CLE). The score is 110-94 in favor of the Spurs. A video player shows LeBron James in action. Below the game, there are several headlines and articles, including one about LeBron James finishing a game shy of a triple-double. The left sidebar contains quick links and suggested favorites. The bottom of the page shows a Windows taskbar with the time 7:25 AM on 2/26/2018.

The screenshot shows the Google homepage. The URL bar displays "Secure | https://www.google.com/?gws_rd=ssl". The Google logo is prominently displayed in the center. Below the logo is a search bar with a microphone icon. There are two buttons: "Google Search" and "I'm Feeling Lucky". At the bottom, there is a notification for the "Doodle 4 Google" contest, stating "Calling all young artists: 1 week left to submit your artwork for Doodle 4 Google". The bottom of the page shows a Windows taskbar with the time 7:26 AM on 2/26/2018.

Font Size & Style

- Testing how easy it is to read something based on how large the font is.
- Testing how easy it is to read something based on how large the font is.
- Testing how easy it is to read something based on how large the font is.
- Testing how easy it is to read something based on how large the font is.
- Testing how easy it is to read something based on how large the font is.
- Testing how easy it is to read something based on how large the font is.

- Does the font style affect the readability of text?
- **Does the font style affect the readability of text?**
- Does the font style affect the readability of text?
- Does the font style affect the readability of text?
- Does the font style affect the readability of text?
- *Does the font style affect the readability of text?*

Consistent

The screenshot shows the CMS Case Management System home page. The user is Carol B Weber. The page title is "Case Management System Home". A red validation error message states: "Validation Error:: Must have at least one criteria set besides caseload". Below this, there are search criteria fields for SSN, Last Name, First Name, Middle Initial, and Case Number. The Case Number field is populated with a grid of values: 294563, 805104, 906117, 814104, 294566, 805106, 906120, 814106, 294567, 805107, 906121, 814111. Below the search criteria, there are dropdown menus for "Current Case Status" (set to "All") and "Pending GRP Approval". At the bottom, there is a "VR Case Listing" table with columns: Name, SSN, Caseload, Case Number, Current Status, and Actions. The table contains one row with the name "Pine" and a "Not" status.

Name	SSN	Caseload	Case Number	Current Status	Actions
Pine		Not			

The screenshot shows the CMS VR Authorization Home page. The user is Carol B Weber. The page title is "VR Authorization Home". A red validation error message states: "Validation Error:: Must have at least one criteria set besides caseload". Below this, there are search criteria fields for SSN, Last Name, First Name, Middle Initial, and Case Number. The Case Number field is populated with a grid of values: 294563, 805104, 906117, 814104, 294566, 805106, 906120, 814106, 294567, 805107, 906121, 814111. Below the search criteria, there are dropdown menus for "Current Case Status" (set to "All") and "Pending GRP Approval". At the bottom, there is a "VR Case Listing" table with columns: Name, SSN, Caseload, Case Number, Current Status, and Actions. The table contains one row with the name "Pine" and a "Not" status.

Name	SSN	Caseload	Case Number	Current Status	Actions
Pine		Not			

Text Equivalents

- Alternative Text Attribute (images)
 - Hidden from view
 - Replaces visual element for those who cannot access the visual element
 - Allows an individual to perceive the information conveyed by the image
- Captions
 - Further visible information just above or below an image
- Long(er) Descriptions
 - Higher level descriptions (charts, graphs, etc)
 - Include in document body, separate page, appendix/reference

Text Equivalents – Alt Text

- Context is everything
 - The alt text for one image may be drastically different based upon the context and surroundings of the image itself



Links

- Link text should make sense out of context
- Avoid “[Click Here](#)”, “[Read More](#)”, etc.

Links - Inaccessible

https://www.katsnet.org/services/ramps/form_builder/form.php?form_id=8u4903v5789034n85903485j90458n90nb4938w=9-n8943



Links - Accessible

Fill out our form to [request a portable ramp](#)

Links – which is better?

Fill out our form to [request a portable ramp](#)

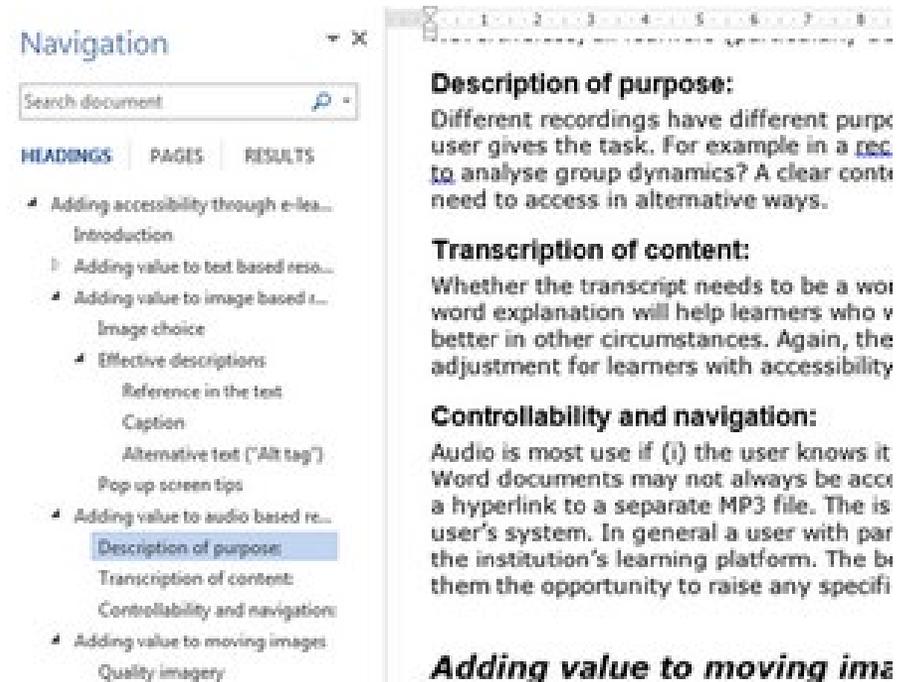
[\(https://www.katsnet.org/services/ramps/formbuilder/form.php?form_id=8u4903v5789034n85903485j90458n90nb4938w=9-n8943\)](https://www.katsnet.org/services/ramps/formbuilder/form.php?form_id=8u4903v5789034n85903485j90458n90nb4938w=9-n8943)

Fill out our form to [request a portable ramp](#)

[\(goo.gl/FGH6Bx\)](https://goo.gl/FGH6Bx)

Structure

- Accessible Documents – especially long documents – have “structure” to allow easy navigation.



Navigation

Search document

HEADINGS | PAGES | RESULTS

- Adding accessibility through e-lea...
 - Introduction
 - Adding value to text based reso...
 - Adding value to image based r...
 - Image choice
 - Effective descriptions
 - Reference in the text
 - Caption
 - Alternative text ("Alt tag")
 - Pop up screen tips
 - Adding value to audio based re...
 - Description of purpose:**
 - Transcription of content:
 - Controllability and navigation:
 - Adding value to moving images
 - Quality imagery

Description of purpose:
Different recordings have different purp... user gives the task. For example in a [rec](#) to analyse group dynamics? A clear cont... need to access in alternative ways.

Transcription of content:
Whether the transcript needs to be a wor... word explanation will help learners who v... better in other circumstances. Again, the adjustment for learners with accessibility

Controllability and navigation:
Audio is most use if (i) the user knows it... Word documents may not always be acc... a hyperlink to a separate MP3 file. The is... user's system. In general a user with par... the institution's learning platform. The b... them the opportunity to raise any specifi

Adding value to moving ima

Some Common Mistakes



Backgrounds on documents

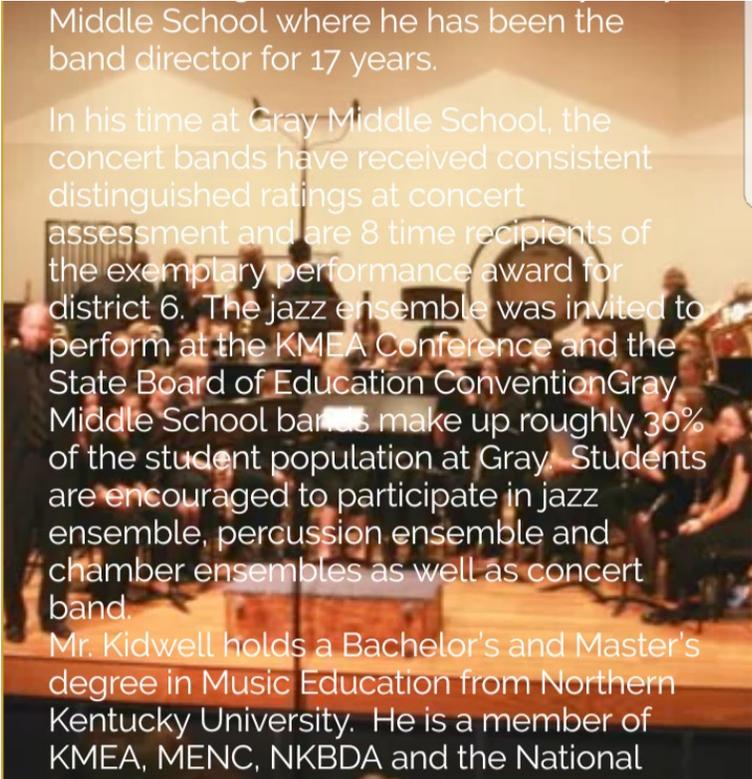
- Contrast
- Busy – ness
- White space

Background - contrast



Picture backgrounds

(Just in case you were ever tempted to put text that you actually wanted people to be able to read over a picture.)



Middle School where he has been the band director for 17 years.

In his time at Gray Middle School, the concert bands have received consistent distinguished ratings at concert assessment and are 8 time recipients of the exemplary performance award for district 6. The jazz ensemble was invited to perform at the KMEA Conference and the State Board of Education Convention Gray Middle School bands make up roughly 30% of the student population at Gray. Students are encouraged to participate in jazz ensemble, percussion ensemble and chamber ensembles as well as concert band.

Mr. Kidwell holds a Bachelor's and Master's degree in Music Education from Northern Kentucky University. He is a member of KMEA, MENC, NKBDA and the National

Text that is a “picture”



- Sometimes, what is on the page “looks” like text – in that I can, as a sighted person, read the text.
- When the text is actually a “picture” of text, it is much more difficult to read for a person using a screen reader.
- It’s not that you can’t use “fancy text”, but the picture must have a text-equivalent.
- The software used to generate the fancy picture with embedded text may allow you to type the text in, but when you save it, it saves as a picture.