

Adore

Accessibility in Digital Communication Higher Education Curricula



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Module B, content:

6. Accessible communication (recap) – this document
7. What is accessible communication
8. Requirements in practice
9. Inclusive communication
10. Communication strategy
11. Accessible content
12. Accessible events



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6 Accessible communication



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Why communicate accessibly?

- Engage the widest possible audience
- Accessible information is easier for everyone to understand
- In the EU: legal obligations



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Accessibility

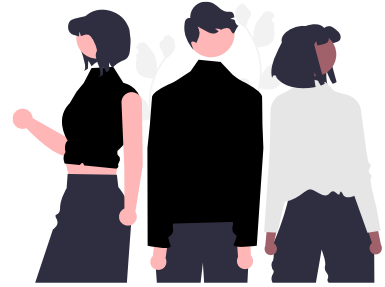
Products and services that can be used by **all people, regardless of their abilities**



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User needs in centre

- Everyone has different needs and abilities
- Provide flexibility to meet different needs



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Inclusive mindset

- Recognise diversity of the audience and their needs
- Strive to give equivalent information to everyone



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