

Adore

Accessibility in Digital Communication Higher Education Curricula



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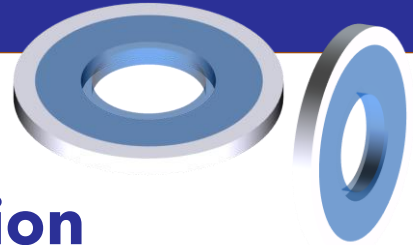
Module B, content:

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



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7 What is accessible communication



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Communication that everyone
can **perceive** and **understand**
regardless of ability

Perceivable communication

- Information that is **not dependent** on the audience having a specific ability
- Provide an alternative



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Notes

Accessibility is about providing choice. People prefer or need to perceive information in different ways. That is why alternatives are important.

The first principle: Perceivable

- Text alternative
- Time-based media
- Adaptable
- Distinguishable



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Notes

From the principle of perceivable information, we are going to look closer at four parts; text alternatives, time-based media, adaptable information and distinguishable information.

Text alternative

- Provide alternative text for images
 - Websites
 - Apps
 - Social media
 - Documents



Notes

When you publish an image that convey meaning (and is not just decorative), you need to provide an alternative text to describe it. This is necessary to make sure blind people get equivalent information as others.

<https://www.w3.org/TR/WCAG21/#non-text-content>

Example: Good ALT-texts

DO



- Descriptive, non-judgmental and conveys the message of the image.
- Concise, no more than 150 characters.
- Written as a sentence with a full stop at the end.
- Example:
 - A display of fruits in a grocery store.



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Example: ALT-text on a webpage

- We can use the element to put images on a webpage.
- The element requires an alt-attribute, and its value is the textual description of the image (ALT-text).

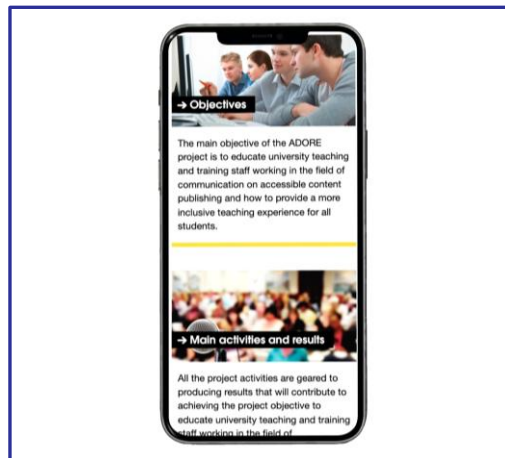


The main objective of the ADORE project is to educate university teaching and training staff working in the field of communication on accessible content publishing and how to provide a more inclusive teaching experience for all students.

alt="Students using computers. Photo."

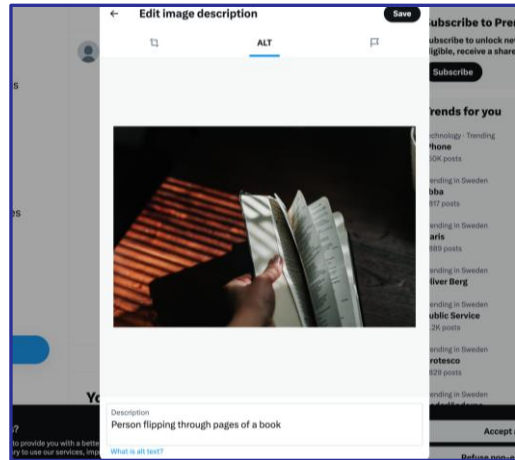
Example: ALT-text in an app

- There are different ways to determine if ALT-texts are present in apps.
- Navigate the app with a screen reader like VoiceOver (iOS), TalkBack (Android) or Narrator (Windows). The screen reader will announce if ALT-texts are present for the images.



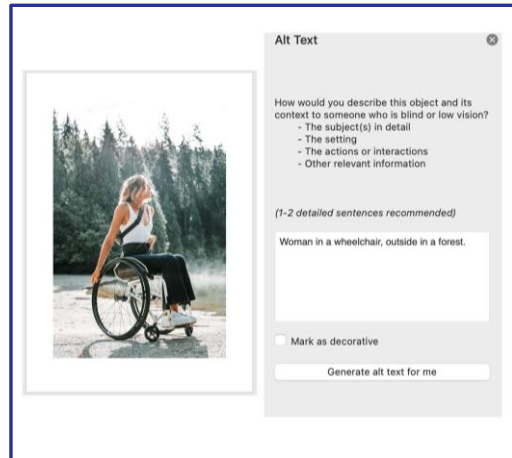
Example: ALT-text in social media

- It is possible to add alternative text for images on social media.
- For example, Twitter has an image description reminder to help you remember.
- To activate it: Settings and privacy > Accessibility, display, and languages > Accessibility > Receive image description reminder.



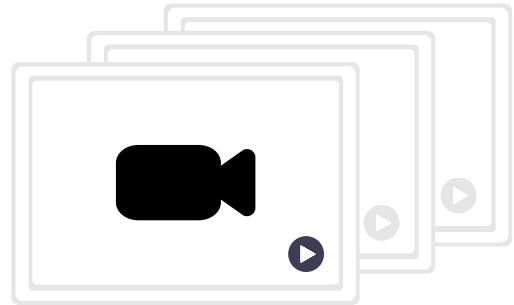
Example: ALT-text in a document

- It is simple to add ALT-texts to your images in documents, or to mark images as decorative.
- The automatic generated ALT-texts are getting better, but always check them manually.



Time-based media

- Time-based media
 - Captions for video
 - Audio description for video
 - Transcript for audio



Notes

When you publish a video or audio, you need to provide captions or transcripts. This is necessary to make sure hard of hearing people get equivalent information as others.

<https://www.w3.org/TR/WCAG21/#captions-prerecorded>

Adaptable

- Info and relationships
- Meaningful sequence
- Orientation
- Identify input purpose



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Notes

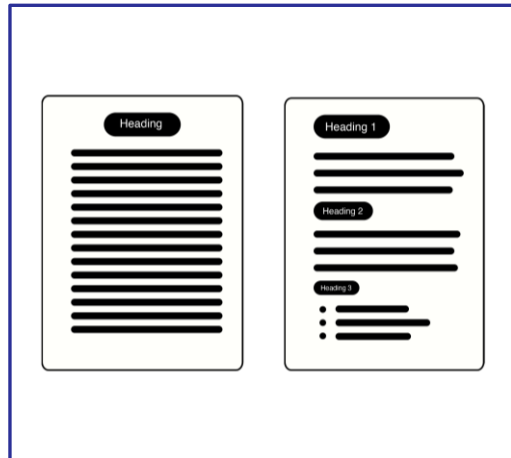
When it comes to making interfaces adaptable, there are several aspects to bear in mind.

Example: Info and relationships

DO



- The different parts of the text - such as headings, paragraphs, and lists - have the correct formatting.
- The heading structure begins with a main heading.
- The heading structure is logical and represents the hierarchy of the content.



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Notes

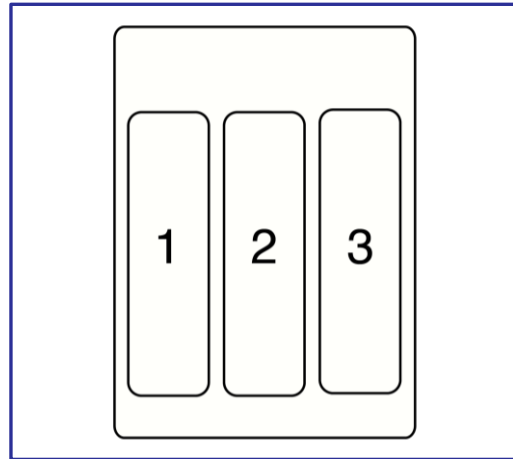
<https://www.w3.org/TR/WCAG21/#info-and-relationships>

Example: Meaningful sequence

DO



A document consists of multiple columns. The content's reading order is logical and reflect the visual order. Therefore, assistive technology will present the content in a correct order.



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Notes

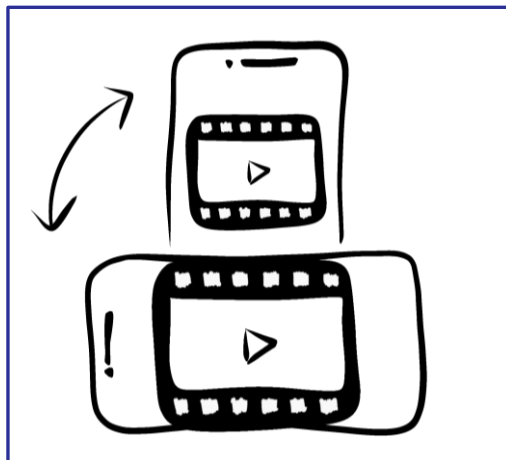
<https://www.w3.org/TR/WCAG21/#meaningful-sequence>

Example: Orientation

DO



Based on the user's chosen orientation when watching a video, it is shown in either portrait or landscape mode.



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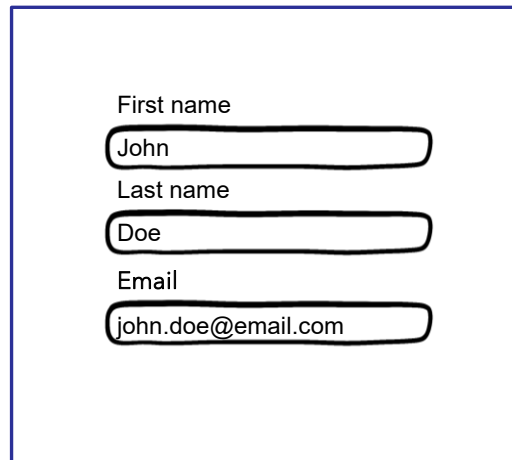
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Notes

<https://www.w3.org/TR/WCAG21/#orientation>

Example: Identify input purpose DO ✓

The user can let the browser save frequently occurring information, such as name and email address. The form fields for name and email fill automatically.



First name
John

Last name
Doe

Email
john.doe@email.com

Notes

<https://www.w3.org/TR/WCAG21/#identify-input-purpose>

Distinguishable

- Use of colour
- Minimum contrast
- Resize text
- Images of text
- Reflow
- Text spacing



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Notes

When it comes to making the interface distinguishable, not all parts are always possible to change for the author. But you can always ask the designer to help you.

Example: Use of colour

DON'T



Do not use colour alone to indicate links.

Digital Dialogue: The Online Exchange

The internet has transformed how we communicate. Dive into the world of [online forums](#) where discussions span topics from science to pop culture. Engage in meaningful conversations that transcend geographical boundaries.

Nonverbal Communication: Beyond Words

Sometimes, the unspoken says the most. Delve into the art of [nonverbal communication](#) and learn how gestures, facial expressions, and body language convey emotions and intentions.



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Notes

<https://www.w3.org/TR/WCAG21/#use-of-color>

Example: Use of colour

DON'T



When viewing the links in black and white, it becomes almost impossible to differentiate the links from regular text.

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<https://www.w3.org/TR/WCAG21/#use-of-color>

Example: Use of colour

DO



- Use at least one more way to convey information, in addition to colour.
- Links can be underlined or supplemented with an icon, for example.

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Example: Minimum contrast



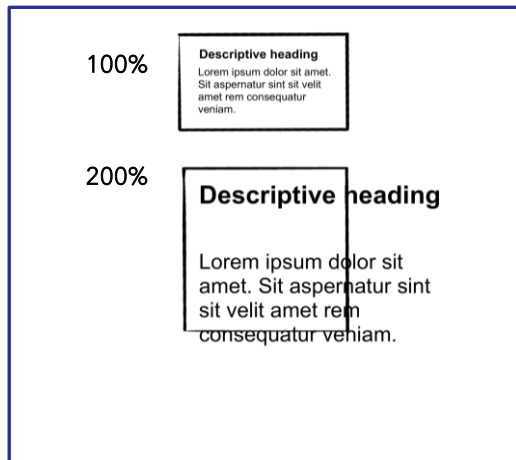
Notes

<https://www.w3.org/TR/WCAG21/#contrast-minimum>

Example: Resize text

DON'T 

The user is not able to resize the text without assistive technology up to 200 percent. There is loss of content or functionality.



Notes

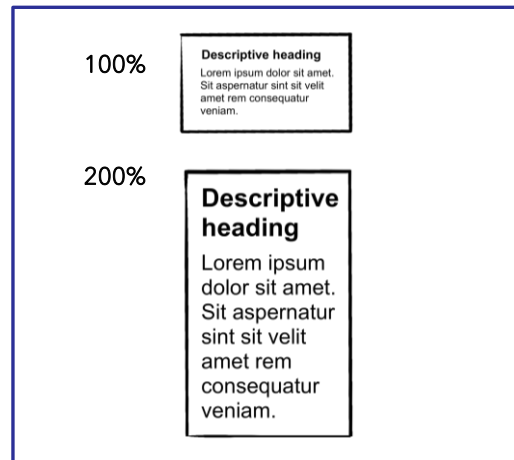
<https://www.w3.org/TR/WCAG21/#resize-text>

Example: Resize text

DO



The user is able to resize the text without assistive technology up to 200 percent. There is no loss of content or functionality.



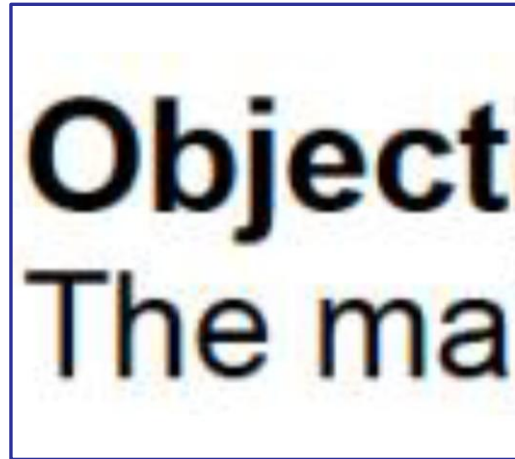
Notes

<https://www.w3.org/TR/WCAG21/#resize-text>

Example: Images of text

DON'T 

Textual information is provided through an image of text.



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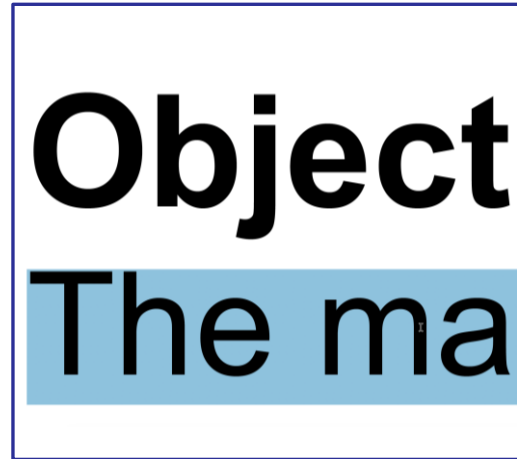
Notes

<https://www.w3.org/TR/WCAG21/#images-of-text>

Example: Images of text

DO ✓

Textual information is provided in actual text.



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Notes

<https://www.w3.org/TR/WCAG21/#images-of-text>

Example: Reflow

DO ✓

The user can use the interface, regardless of their screen size. The content is presented without loss of information and functionality. The user does not have to scroll sideways.



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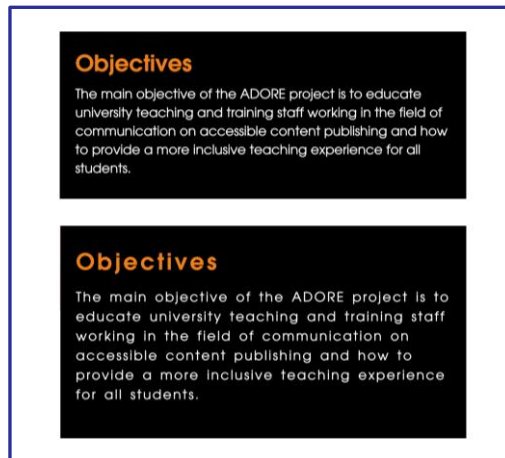
<https://www.w3.org/TR/WCAG21/#reflow>

Example: Text spacing

DO



The user can adjust the spacing between letters, words, lines and paragraphs.



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Notes

<https://www.w3.org/TR/WCAG21/#text-spacing>