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Accessibility in Digital Communication Higher Education Curricula

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Module B, content:

6. Accessible communication (recap)

7. What is accessible communication

8. Requirements in practice – this document

9. Inclusive communication

10. Communication strategy

11. Accessible content

12. Accessible events

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8 Requirements in practice

Always test with users

- Create web content and documents that can be read by screen readers

- Test content with screen readers to verify accessibility for blind users

Understandable communication

Information that is easy to understand by everyone, including persons who for various reasons have difficulties reading or processing information.
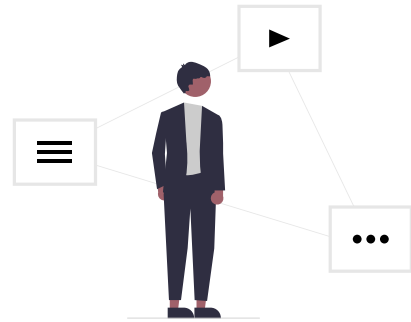
Simplify and explain

- Plain language
- Avoid jargon or specialised language
- Provide background knowledge
- Highlight main ideas to guide the audience

Options for understanding

- Combine text and images to enhance message

- Provide audio/video options

- Plain language

- Easy to read summaries

Resources

- Plain language
- Easy to read

Exercise

- Select (part of) a formal text from a bank, an e-commerce site or a government website. See if you can re-write it to become more understandable for everyone? Try to use tips from Plain Language and/or Easy to Read.

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