This document does not fully comply with all applicable guidelines for accessible digital documents: for an accessible version, contact us.

Funka
Accessibility Days

Designing for extreme users

...without trade-offs

14 April 2015 | Stockholm | David Berman RGD FGDC

@davidberman #funka2015

davidberman.communications

Scandinavian leadership

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Nunavut

Iqaluit

Newfoundland

St. John's

Manitoba

Québec

Prince Edward Island

Charlottetown

Edmonton

Saskatchewan

Victoria

Regina

Winnipeg

Ontario

Fredericton

Halifax

Québec

Nova Scotia

New Brunswick

Ottawa

Toronto

175 km mi

davidberman.com

“Now that we can do anything, what will we do?”

| BRUCE MAU

davidberman.com

16: To what extent does the government provide early warning systems information on the Web about drought, flooding and other climate-rel stresses?

17: To what extent do business associations or agricultural cooperatives leverage agricultural pricing and weather information provided by th government and/or other sources on the Web to provide more innovative goods and services?

9 Accessibility

18: To what extent is Web accessibility (access to the Web by users with disabilities) a priority of government policymakers?

19: To what extent is Web accessibility (access to the Web by users with disabilities) a priority of information technology professionals and W developers?

20: To what extent is there a law or other legally binding requirement that all government departments make their websites accessible to use various disabilities?

21: This question is to allow us to send information to an IT expert who can technically test and assess Web accessibility): Please enter the addresses of 1) the websites of the country's 2 largest newspapers, 2) the country's 2 largest banks, 3) the country's 2 largest telecommunications providers, 4) the national government's health ministry/department, 5) the national government's employment or so welfare department, and 6) if it exists, the main government "portal" (e.g., www.usa.gov or www.gov.uk.)

10 Open Data

22: To what extent is there a well-resourced open government data initiative?

23: To what extent does the country have a functioning right-to-information law?

24: To what extent are civil society and information technology professionals engaging with the government regarding open data?

Leadership: Ontario

+David Search Images Maps Play YouTube

Google

Trends

Web Search Interest: **web acces**

Explore trends

Hot searches

Search terms

web accessibili

+ Add term

Other comparisons

Interest over time

The number 100 represents the peak search intere

Regional interest

Ottawa	100
London	49
Melbourne	37
Washington	35
Sydney	34
Toronto	31
New York	16
Madrid	8

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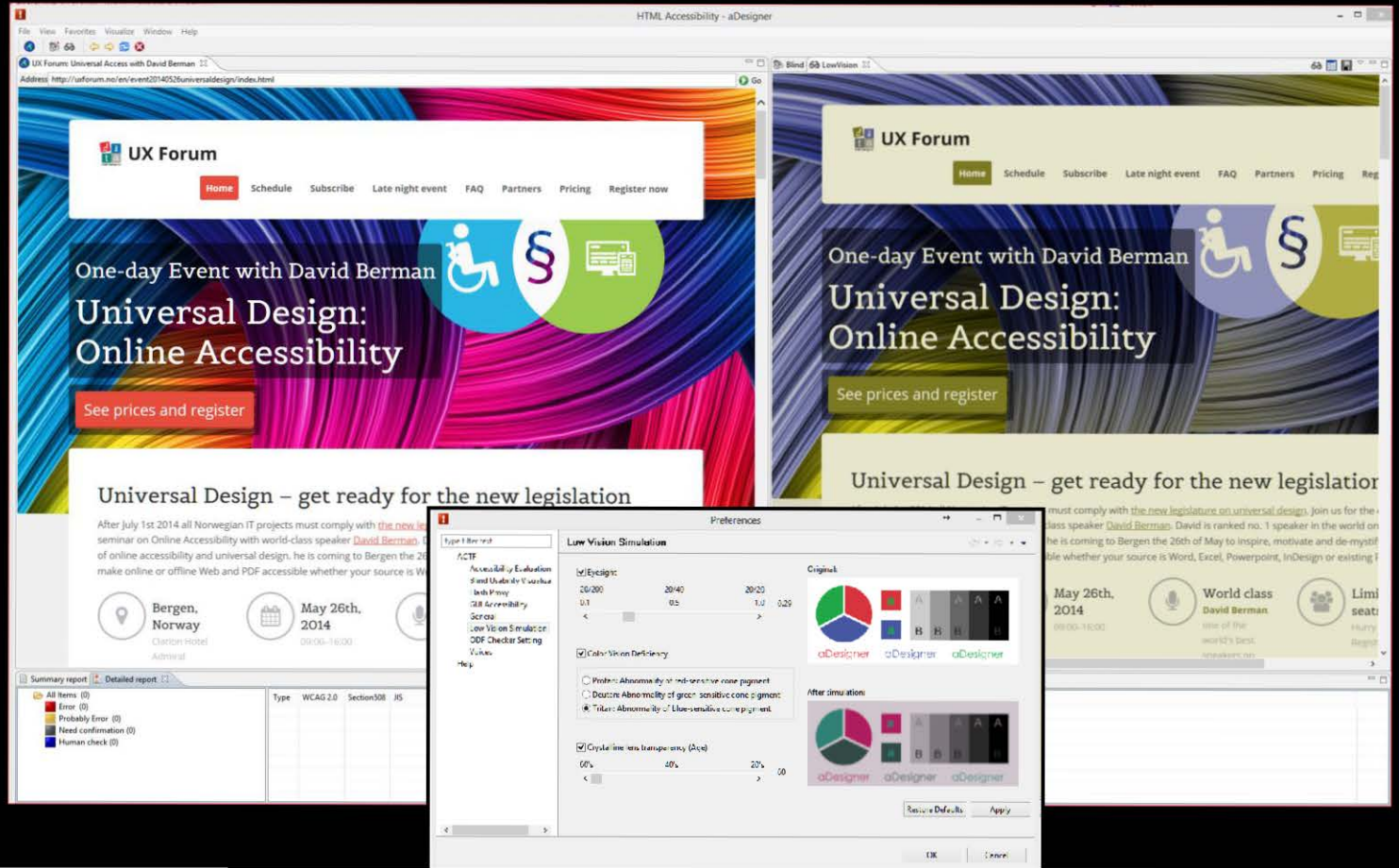
Made in Ontario low vision simulation



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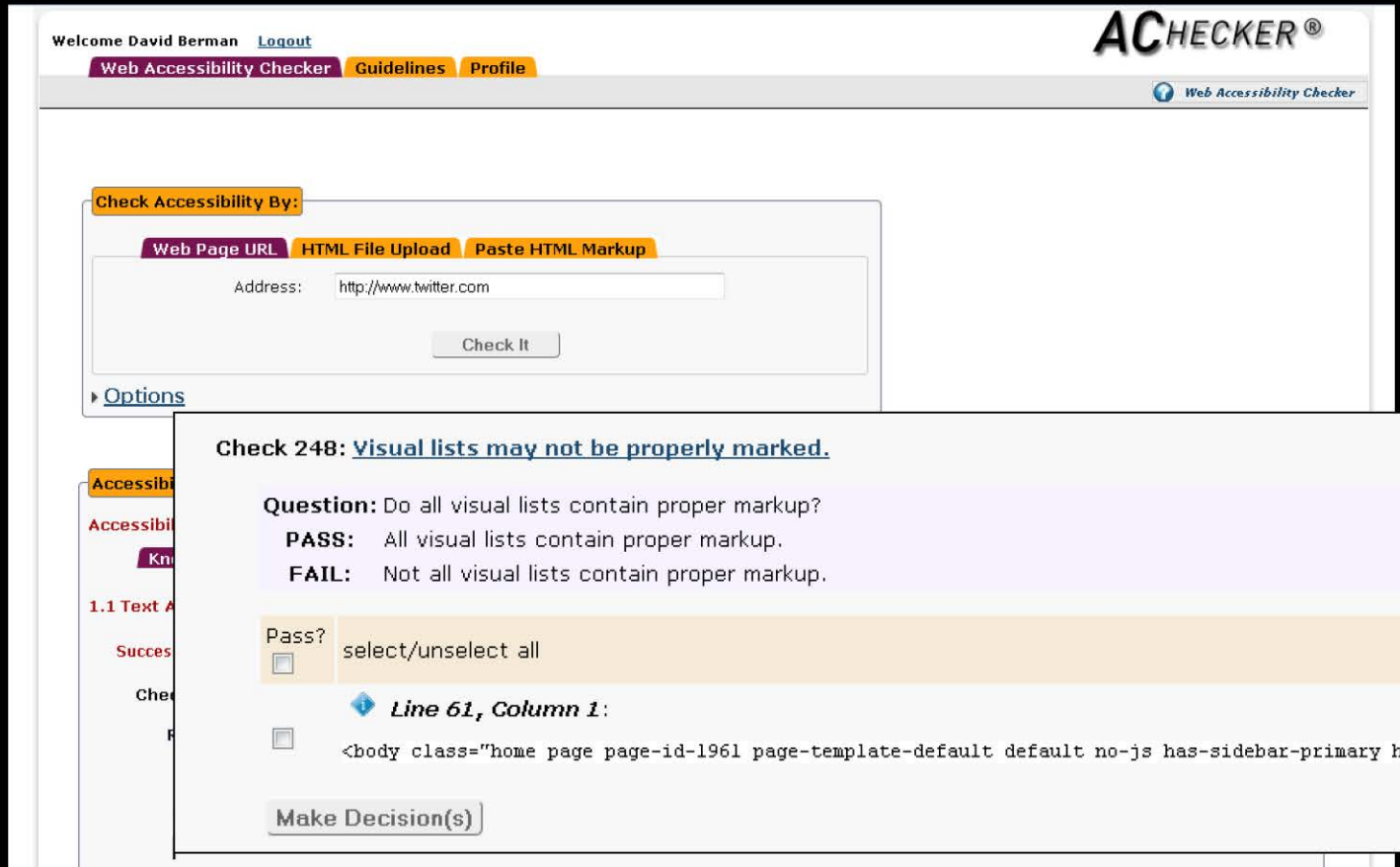
Made in Ontario low vision assistive technology

davidberman.com

Made in Ontario accessibility checker



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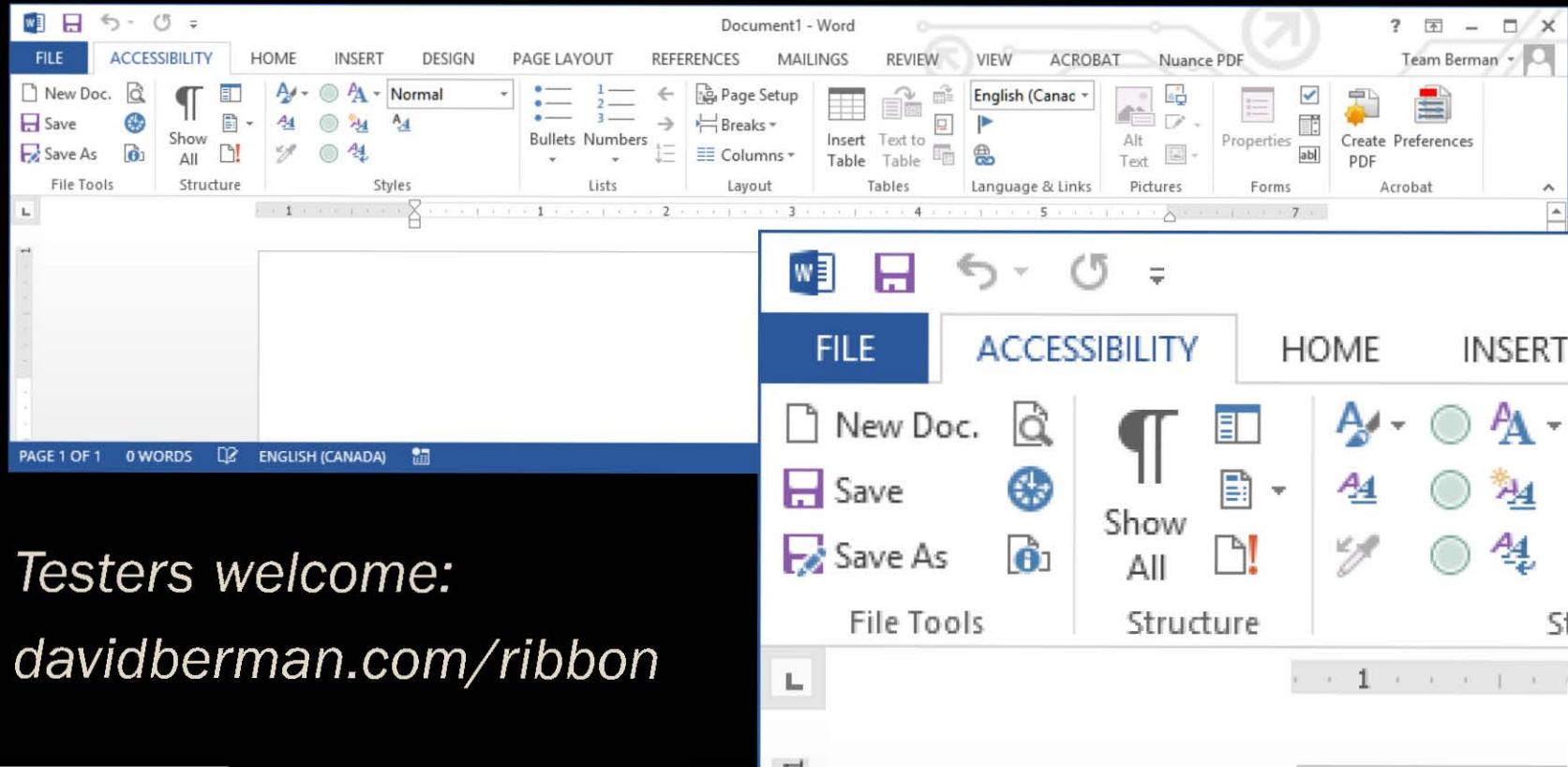
Berman Accessibility Ribbon for Word

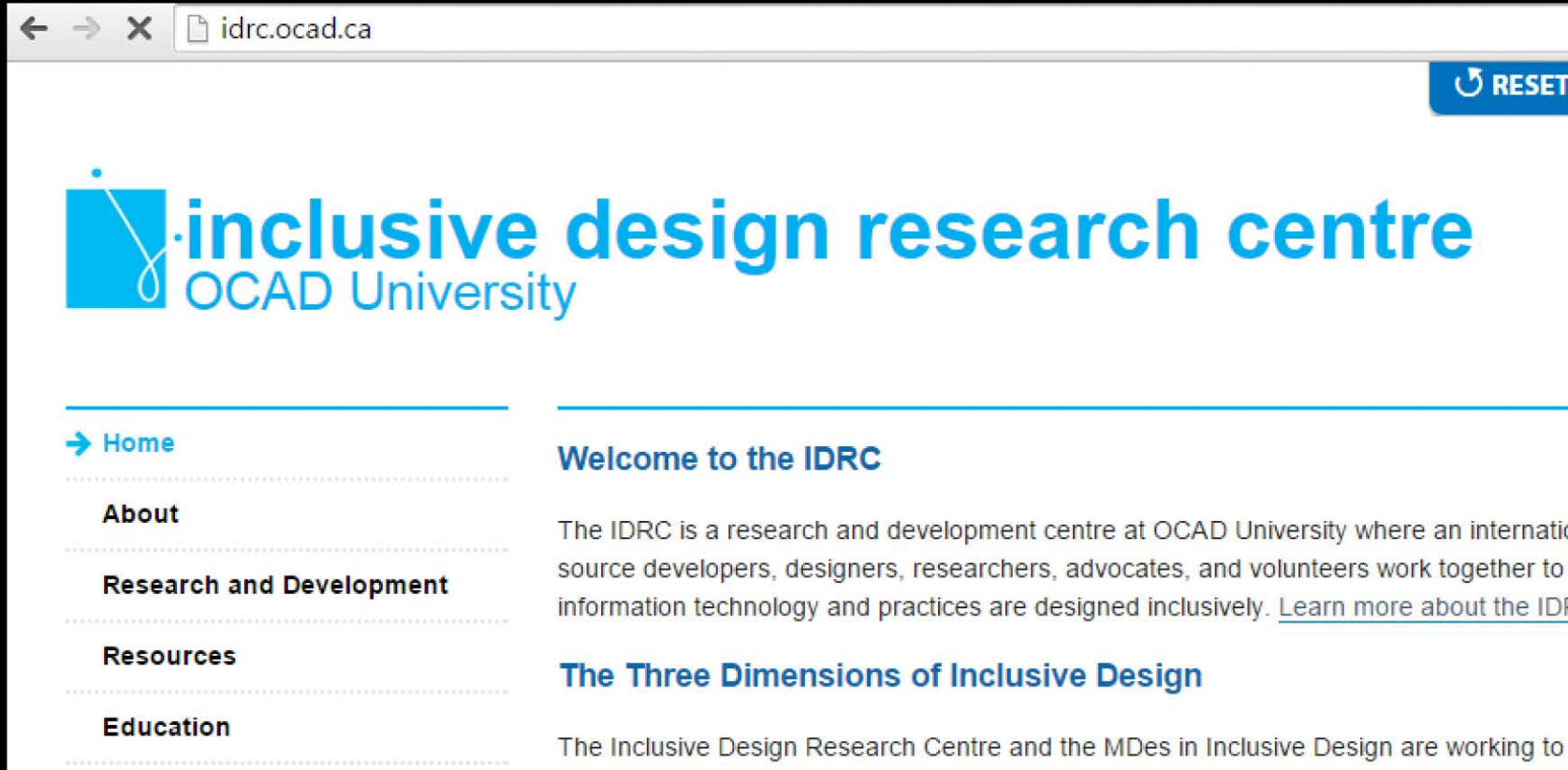


Testers welcome:

davidberman.com/ribbon

davidberman.com

Ontario leadership: IDRC program at OCADU



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1992 bærekraft = “sustainability”

Gro Harlem Brundtland
Scandinavian design thinker

davidberman.com

ecofont: “tot 25% inkt/toner kunt besparen”

Recommended for 11 point and below

davidberman.com

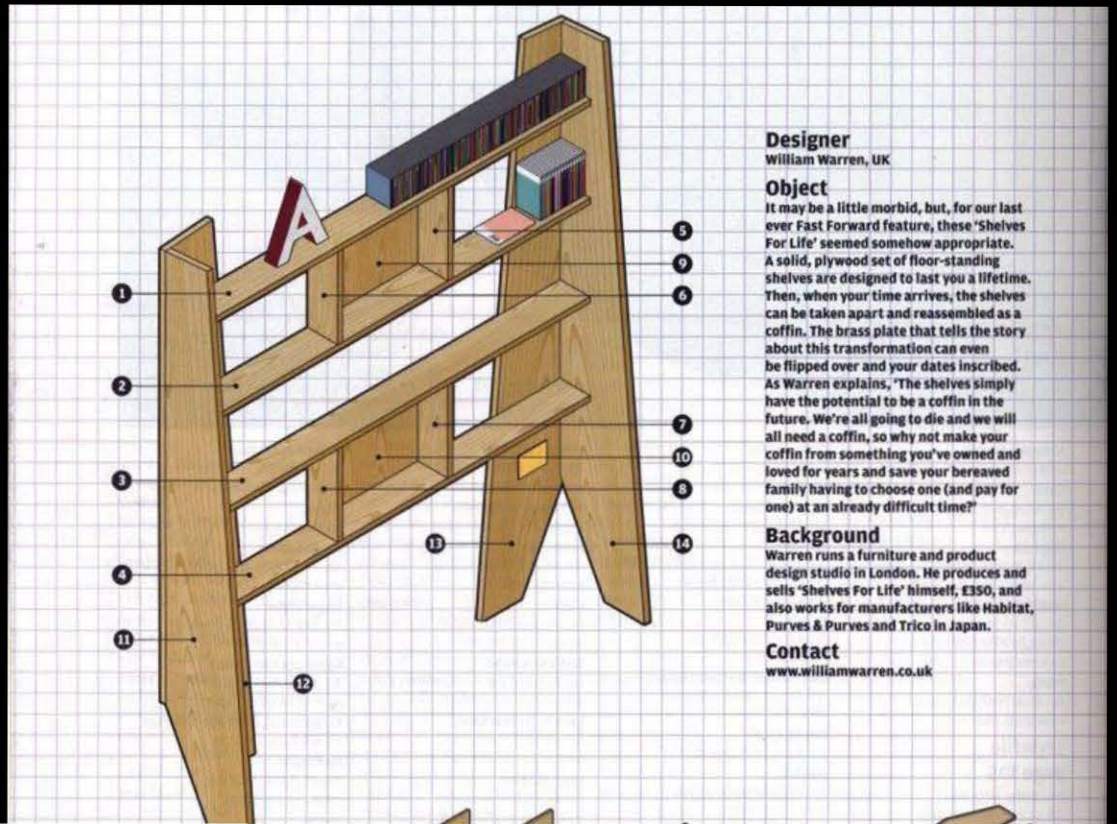
Salvation
Army
South Africa
+
Leo Burnett

davidberman.com

Toto Toilet Bike Neo

davidberman.com

Cradle to cradle sustainability



Designer
William Warren, UK

Object
It may be a little morbid, but, for our last ever Fast Forward feature, these 'Shelves For Life' seemed somehow appropriate. A solid, plywood set of floor-standing shelves are designed to last you a lifetime. Then, when your time arrives, the shelves can be taken apart and reassembled as a coffin. The brass plate that tells the story about this transformation can even be flipped over and your dates inscribed. As Warren explains, 'The shelves simply have the potential to be a coffin in the future. We're all going to die and we will all need a coffin, so why not make your coffin from something you've owned and loved for years and save your bereaved family having to choose one (and pay for one) at an already difficult time?'

Background
Warren runs a furniture and product design studio in London. He produces and sells 'Shelves For Life' himself, £350, and also works for manufacturers like Habitat, Purves & Purves and Trico in Japan.

Contact
www.williamwarren.co.uk

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Redefine double bottom line: profit, planet

1. Financial — Profit

+

2. Environmental — Planet

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Triple bottom line: prosperity, planet, people

1. Financial	Prosperity
+	
2. Environmental	Planet
+	
3. Social	People

davidberman.com

Quadruple-bottom-line design thinking

1. Financial	Prosperity
+	
2. Environmental	Planet
+	
3. Social	People
+	
4. Cultural	**Design**

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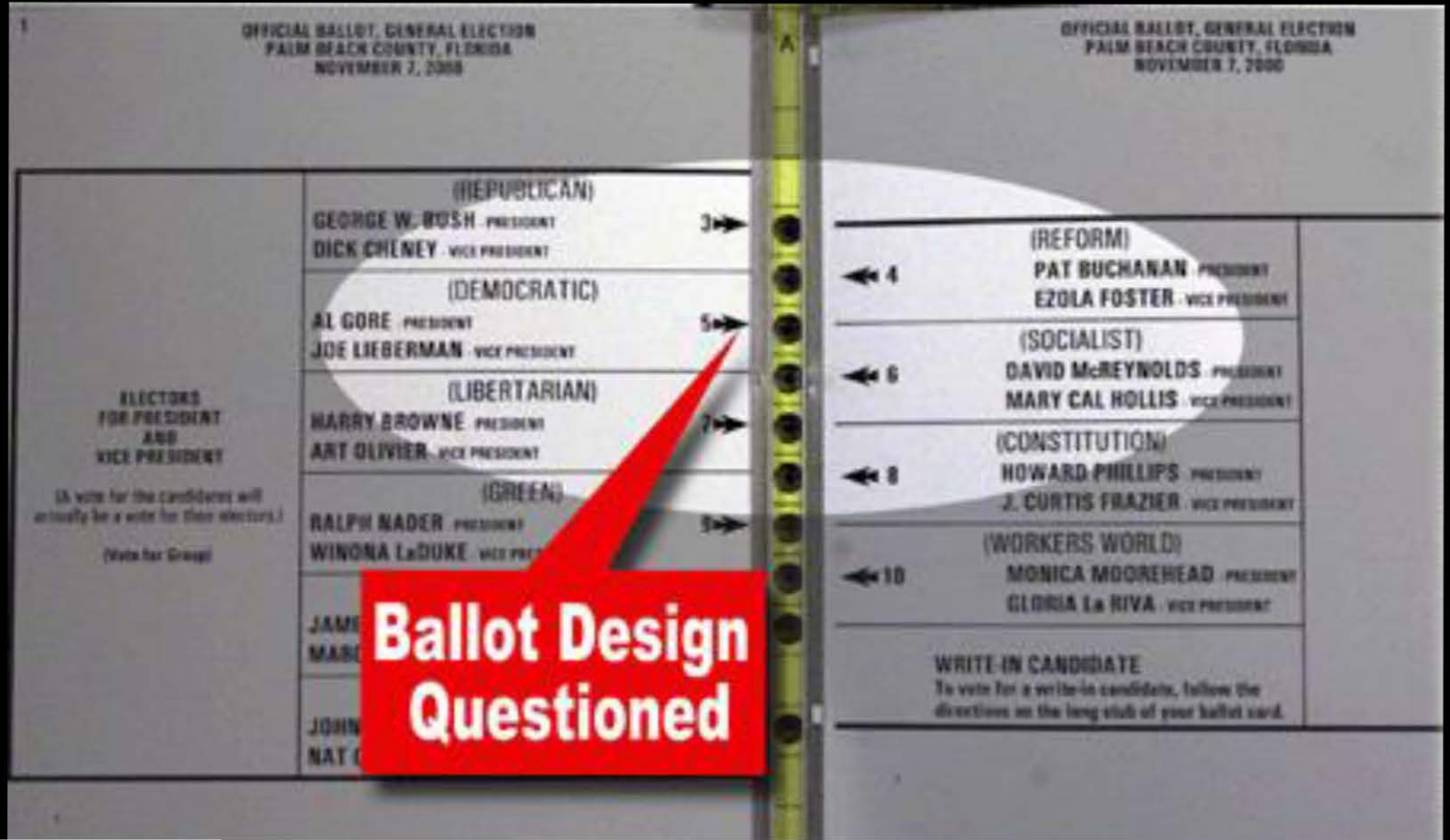
2000: design is life and death



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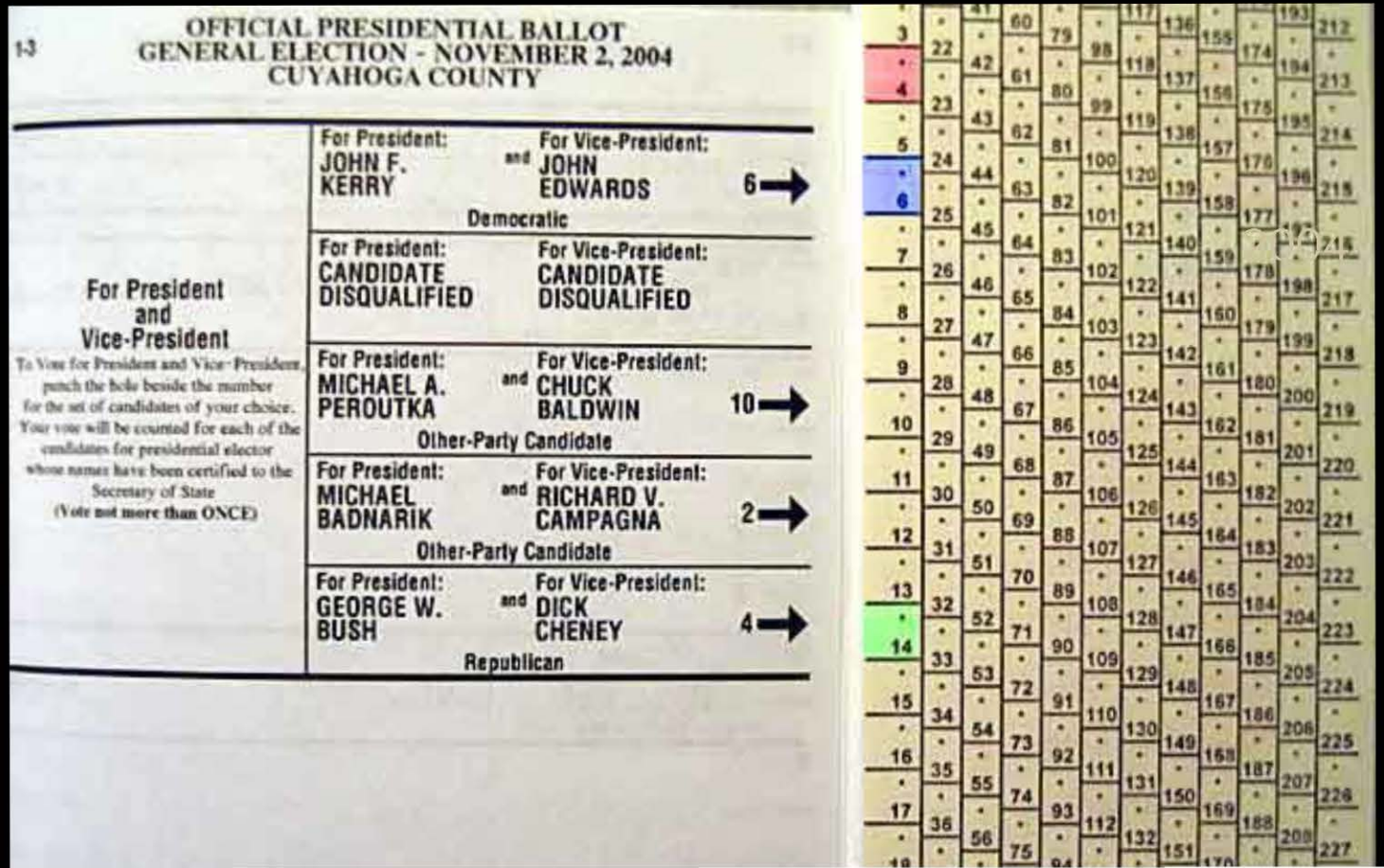
2004



1-3

OFFICIAL PRESIDENTIAL BALLOT
GENERAL ELECTION - NOVEMBER 2, 2004
CUYAHOGA COUNTY

For President and Vice-President

To Vote for President and Vice-President, punch the hole beside the number for the set of candidates of your choice. Your vote will be counted for each of the candidates for presidential elector whose names have been certified to the Secretary of State
(Vote not more than ONCE)

For President:	and For Vice-President:	
JOHN F. KERRY	JOHN EDWARDS	6 →
Democratic		
For President: CANDIDATE DISQUALIFIED	For Vice-President: CANDIDATE DISQUALIFIED	
For President: MICHAEL A. PEROUTKA	and For Vice-President: CHUCK BALDWIN	10 →
Other-Party Candidate		
For President: MICHAEL BADNARIK	and For Vice-President: RICHARD V. CAMPAGNA	2 →
Other-Party Candidate		
For President: GEORGE W. BUSH	and For Vice-President: DICK CHENEY	4 →
Republican		

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2016

Official Ballot for General Election
Springfield County, Nebraska
Tuesday, November 07, 2006

Papeleta Oficial para las Elecciones Generales
Condado de Springfield, Nebraska
Martes, 7 de noviembre de 2006

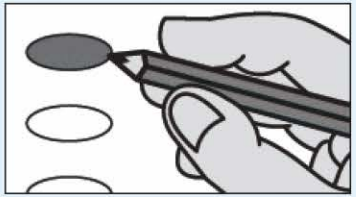
1 / 8

A B C

11 12 13 14 15 21 22 23 24 25 26 27

Instructions
Instrucciones

Making selections
Haga sus selecciones



Fill in the oval to the left of the name of your choice. You must blacken the oval completely, and do not make any marks outside of the oval. You do not have to vote in every race.

Rellene el óvalo que está a la izquierda del nombre de su preferencia. Deberá

President and Vice-President of the United States
Presidente y vicepresidente de los Estados Unidos

Vote for 1 pair
Vote por 1 par

- **Joseph Barchi and Joseph Hallaren**
  Blue / Azul
- **Adam Cramer and Greg Vuocolo**
  Yellow / Amarillo
- **Daniel Court and**

U.S. Senator
Senador de EEUU

Vote for 1 / Vote por 1

- **Dennis Weiford**
  Blue / Azul
- **Lloyd Garriss**
  Yellow / Amarillo
- **Sylvia Wentworth-Farthington**
  Purple / Púrpura
- **John Hewetson**
  Orange / Naranja
- **Victor Martinez**
  Pink / Rosa

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colour = life + death

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colourblind = life + death

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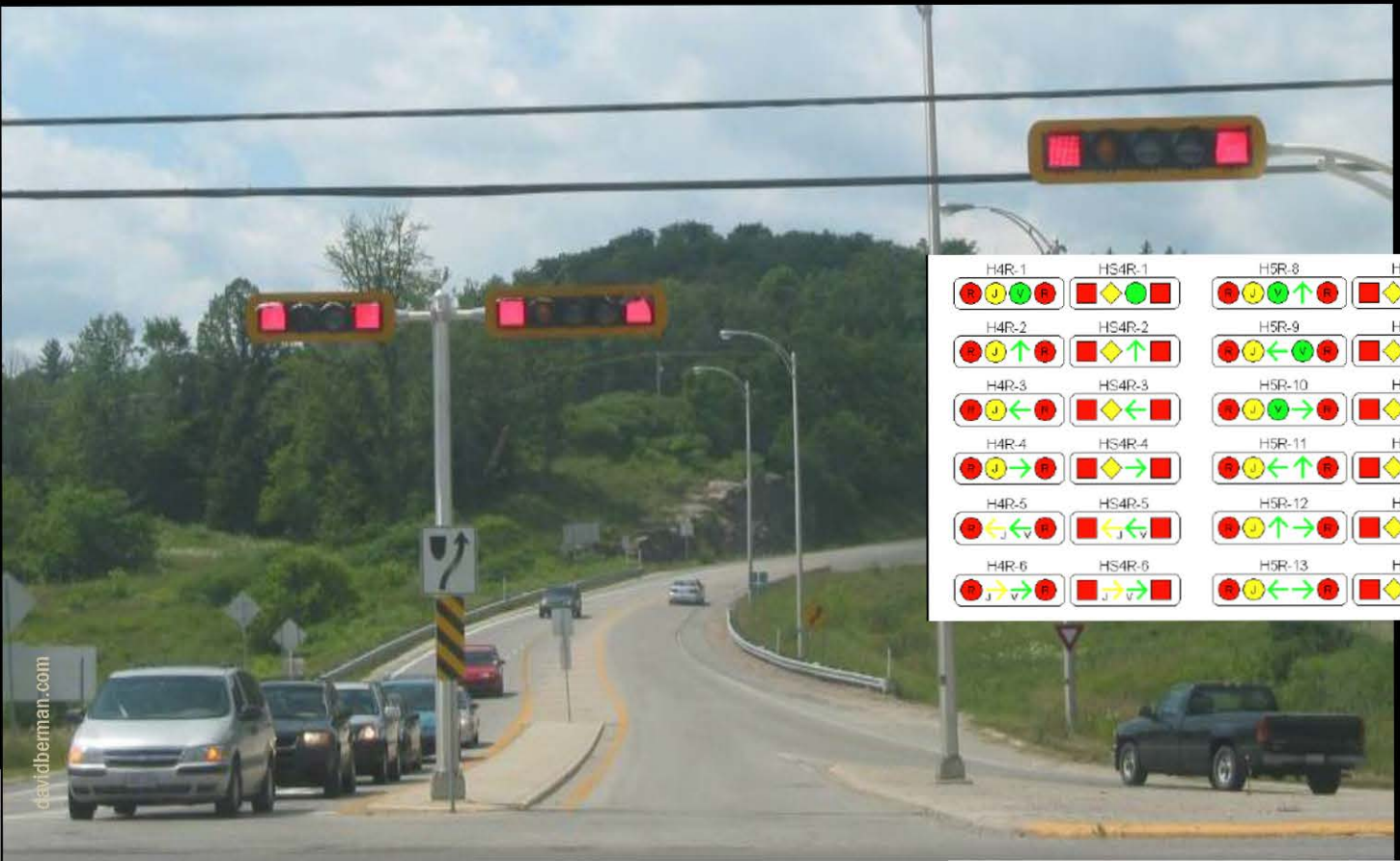
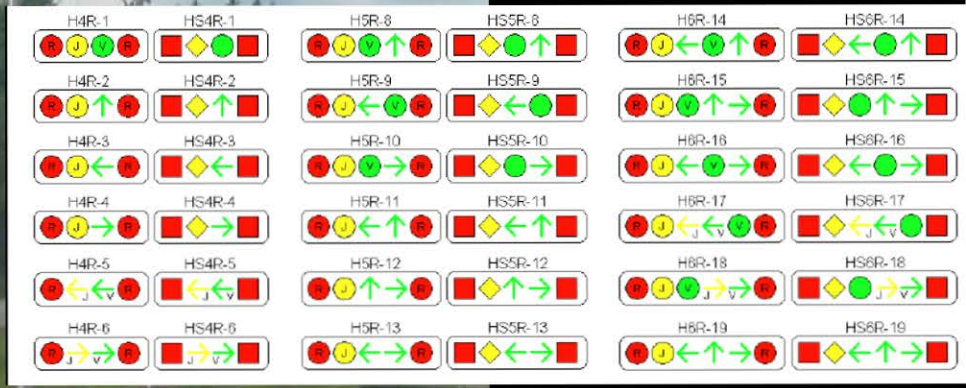
colour + shape + how many





Do Good Design
– David Berman

Typography for the Blind

I saw this traffic signal in Cambridge, Massachusetts last month. What does the red arrow in this traffic signal mean to you?

* The Code
why shoul
* Hate crim

De
yo
M
M

* Where do
Part II
* Where do
* I don't kn

Most Re
Commen

* Where do
Designed
Somewhere
on this pos
topic of "U

Most R

* Where d
* Where d
II

"Over the next 10 to 15 years, technology has the capacity to virtually eliminate barriers faced by people with disabilities in the workplace."

| STEVE BALLMER, MICROSOFT

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SIP
PUFF
SIP
PUFF
SIP
PUFF
SIP
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PUFF
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PUFF
SIP

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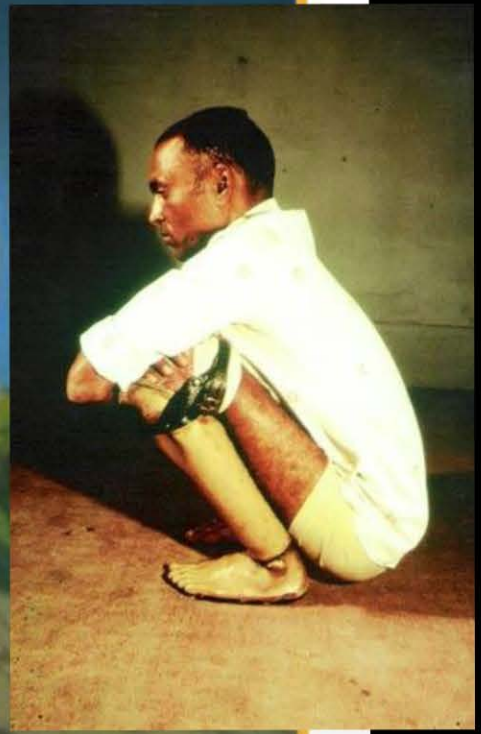
Affordable accessibility: Jaipur foot and knee



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“The revolution will not be televised ...because it’s on the Internet.”

| ALEXANDER FELSENBERG

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Digital divide . . . the opportunity of our generation

digital divide 1: Sweden

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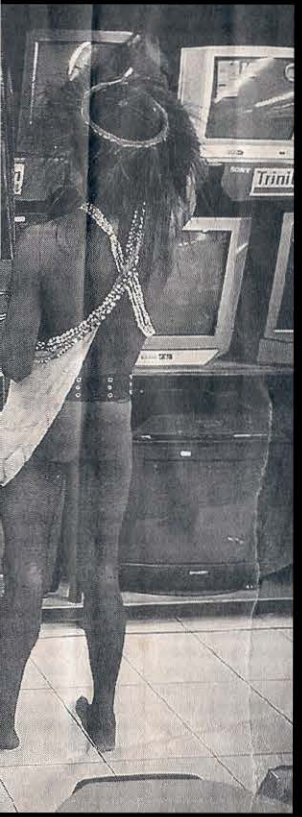
digital divide 2: New Guinea

Digital divide 2: Mongolia



Digital divide 3: Italy

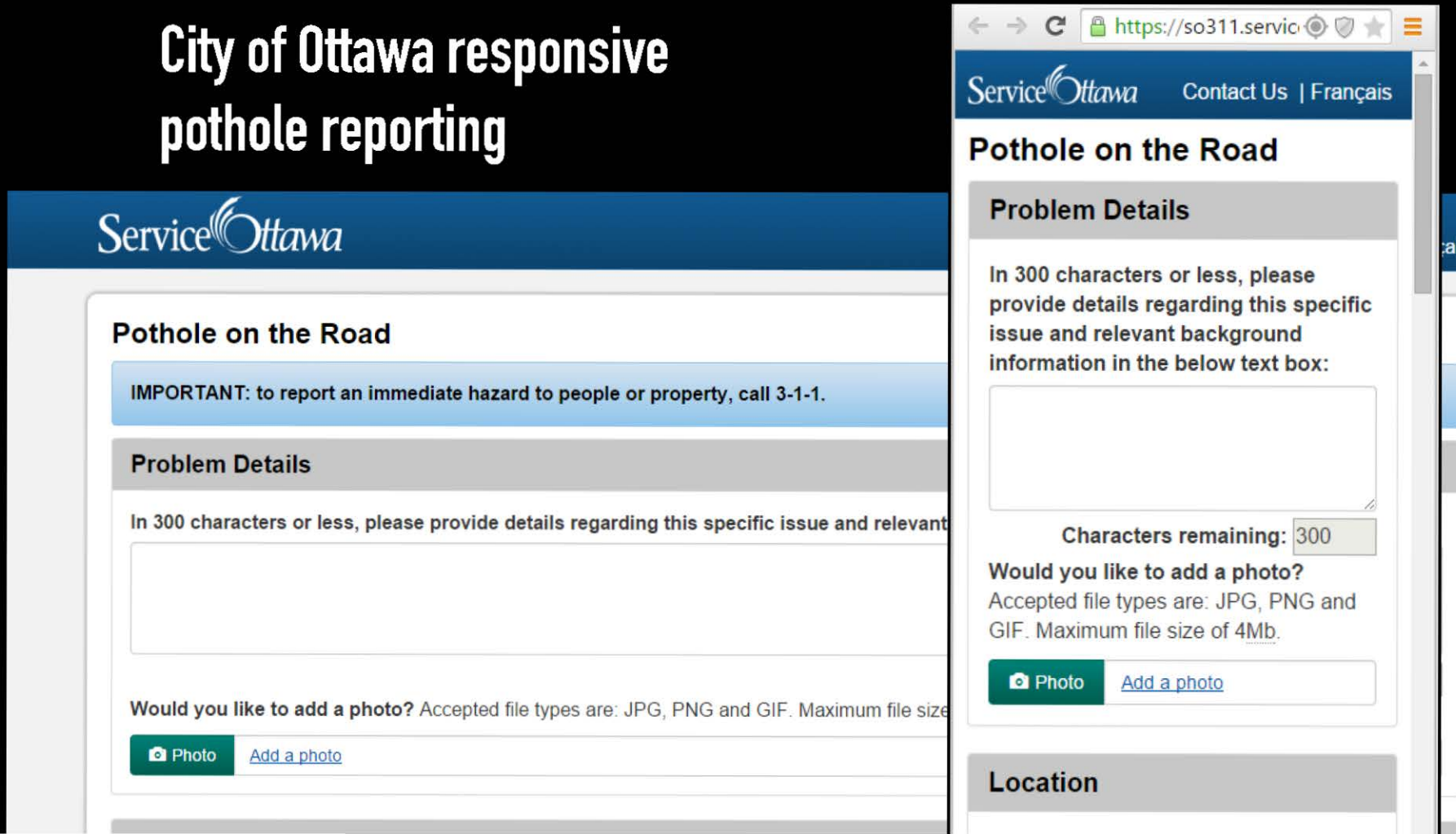
Digital divide 4: Kenya

Ghana | Mpedigree.org

Fixmystreet.ca drives down public costs, improves delight

davidberman.com

City of Ottawa responsive pothole reporting



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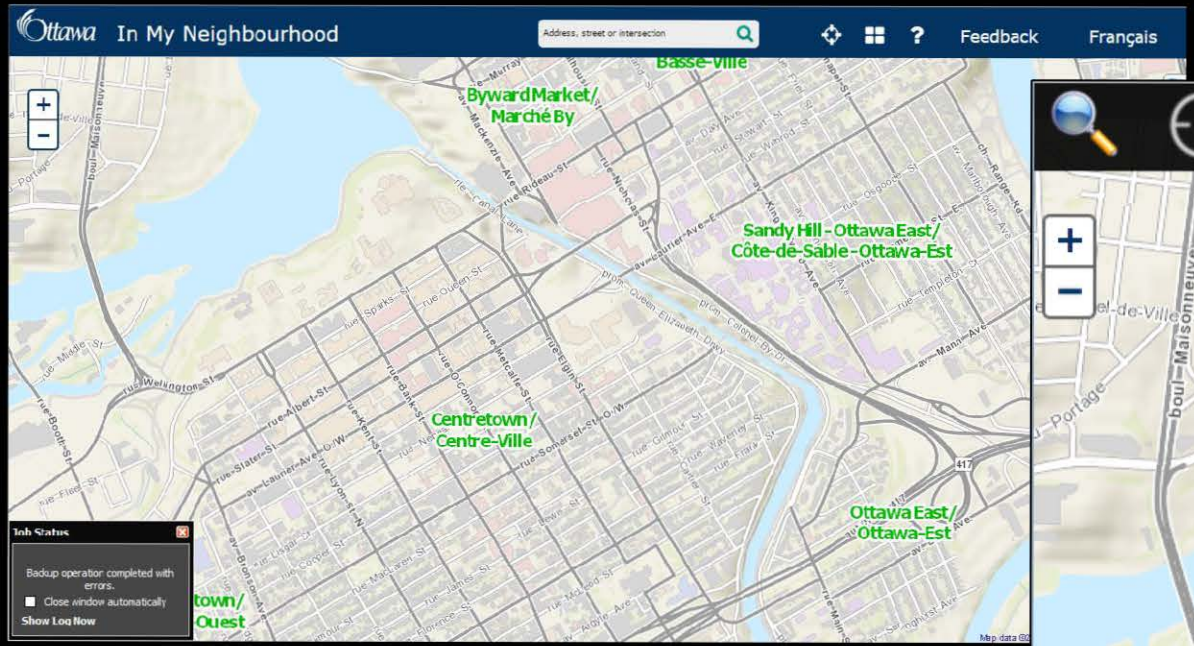
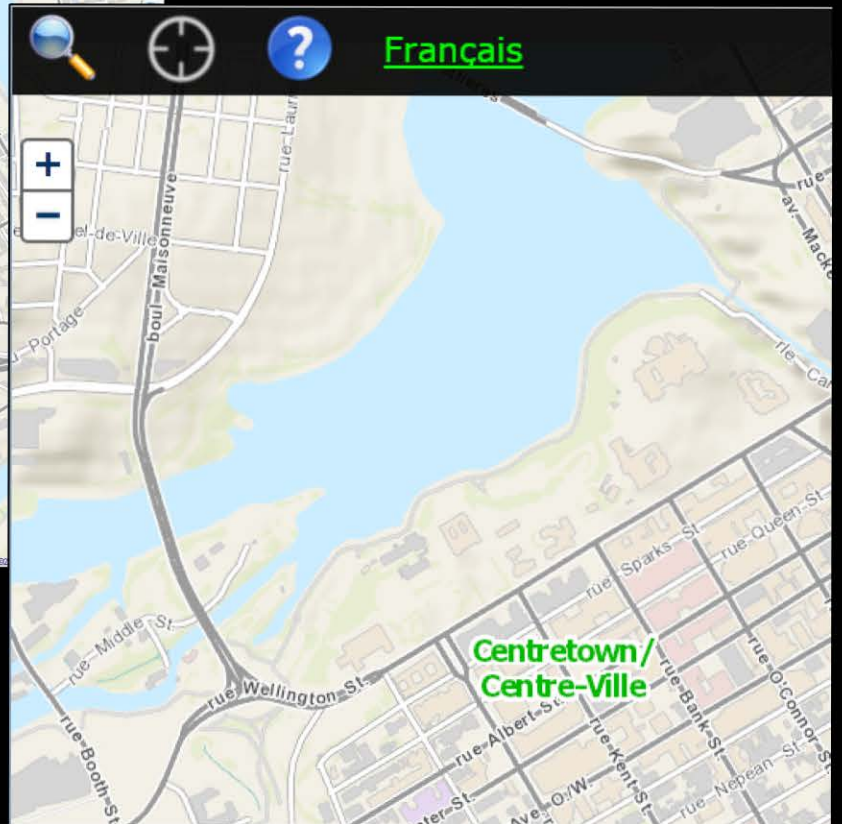
City of Ottawa accessible mapped services on mobile





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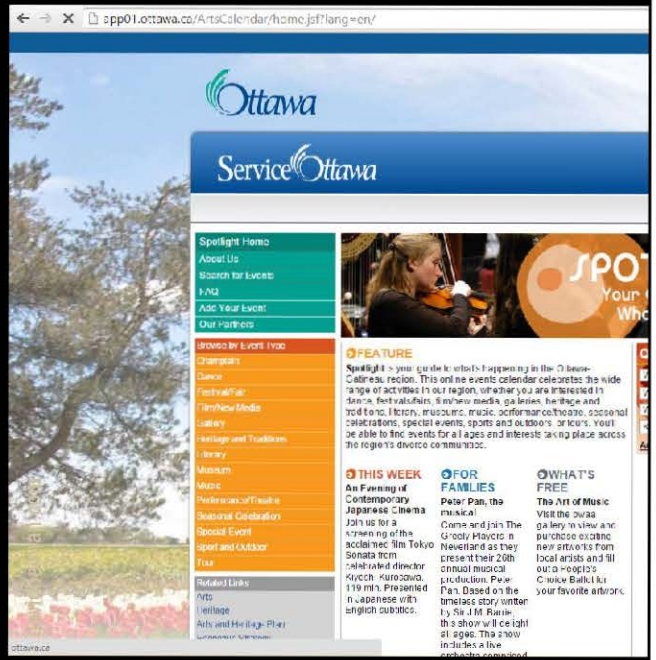
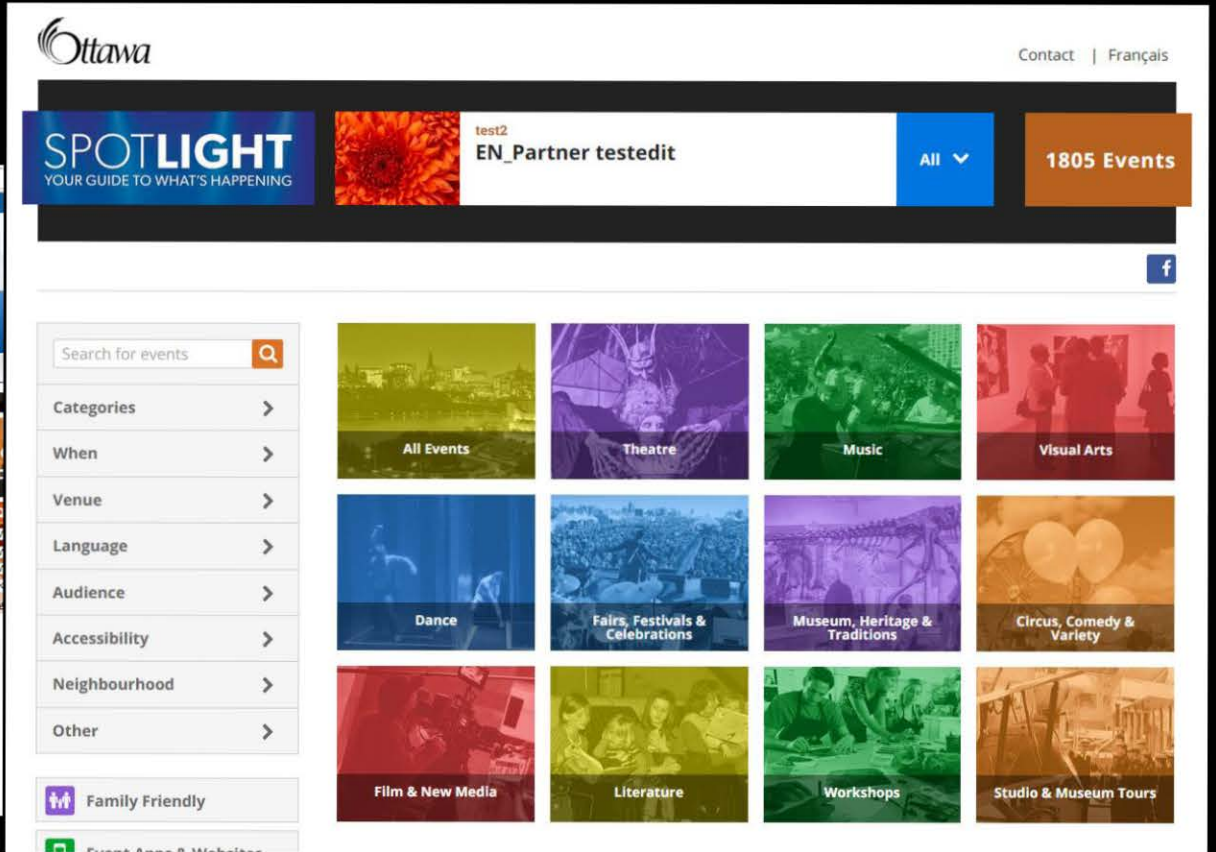
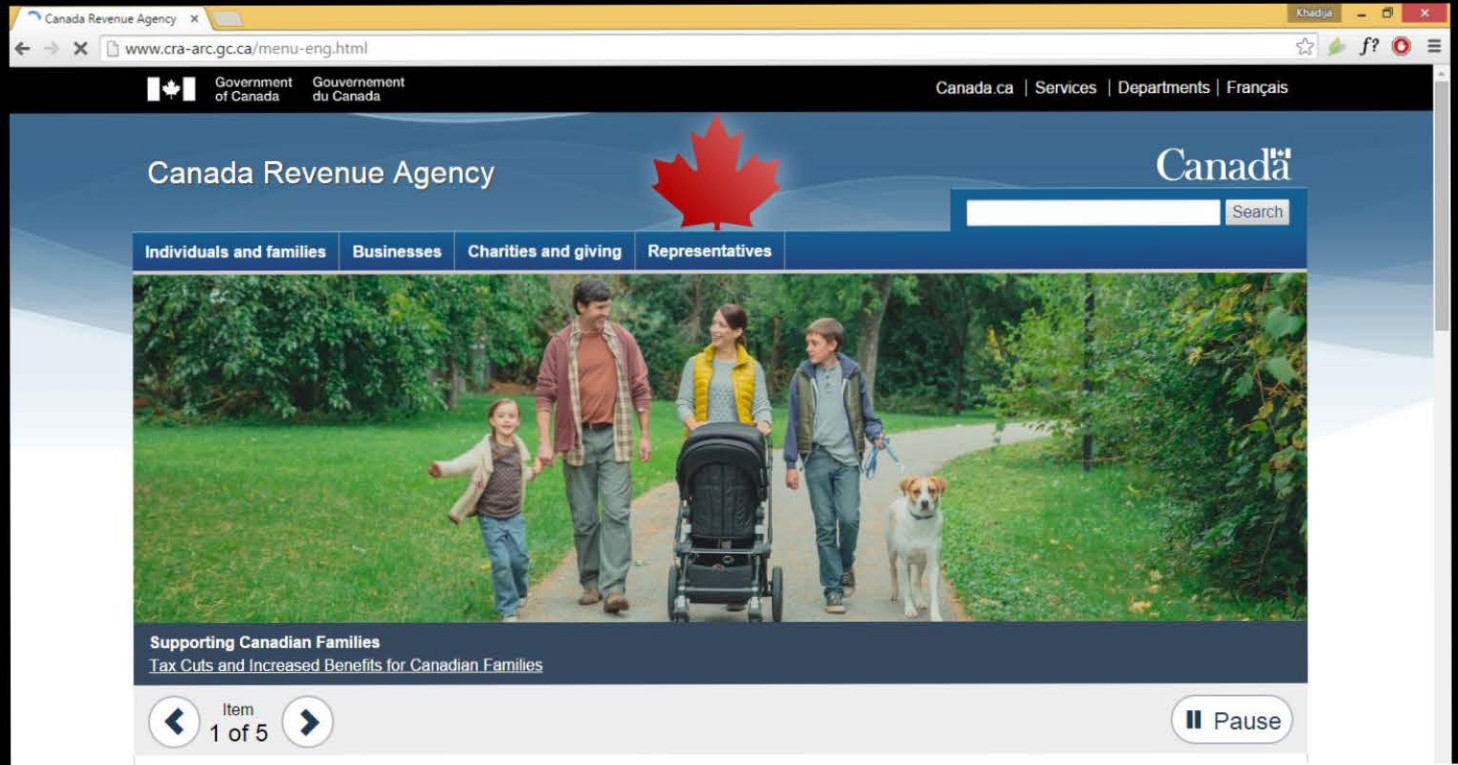
City of Ottawa Spotlight





Canada Revenue Agency: Web site

6 cents versus $26



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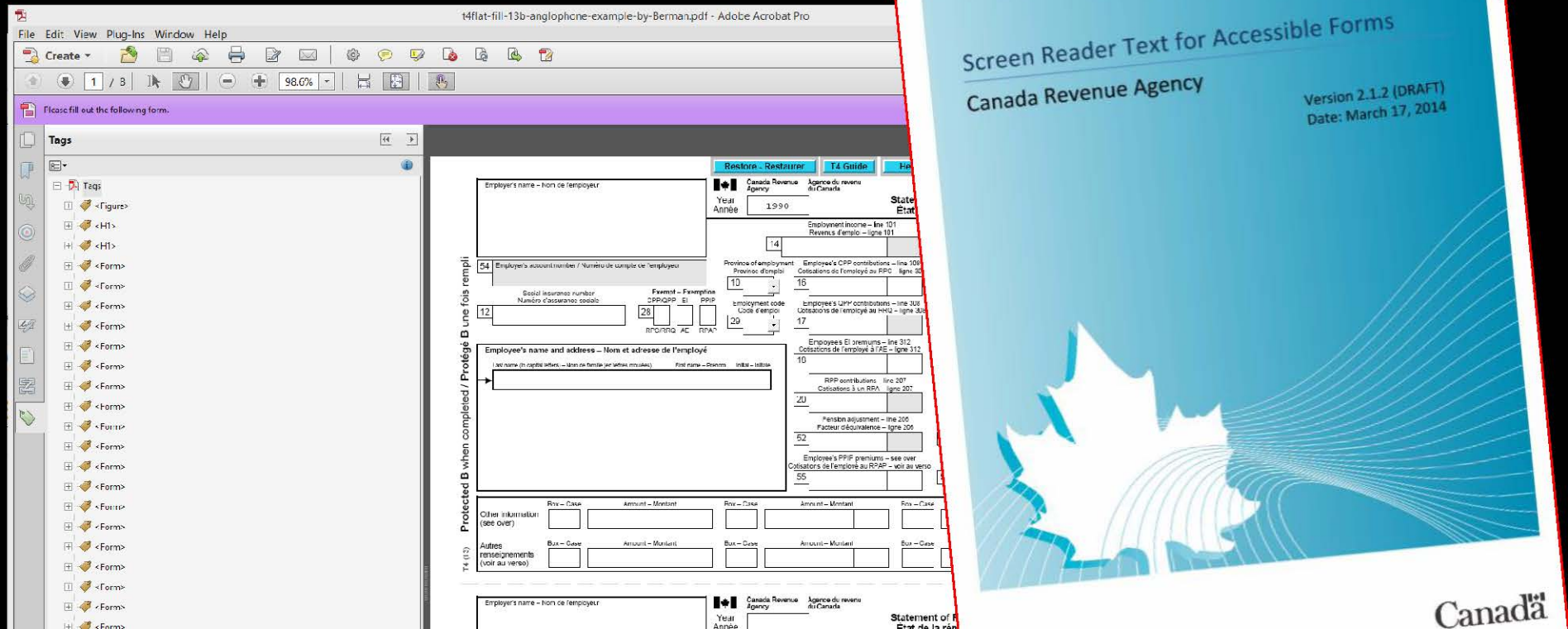
Canada Revenue Agency: fillable forms

improved service in all languages



Canada Revenue Agency: security and accessibility

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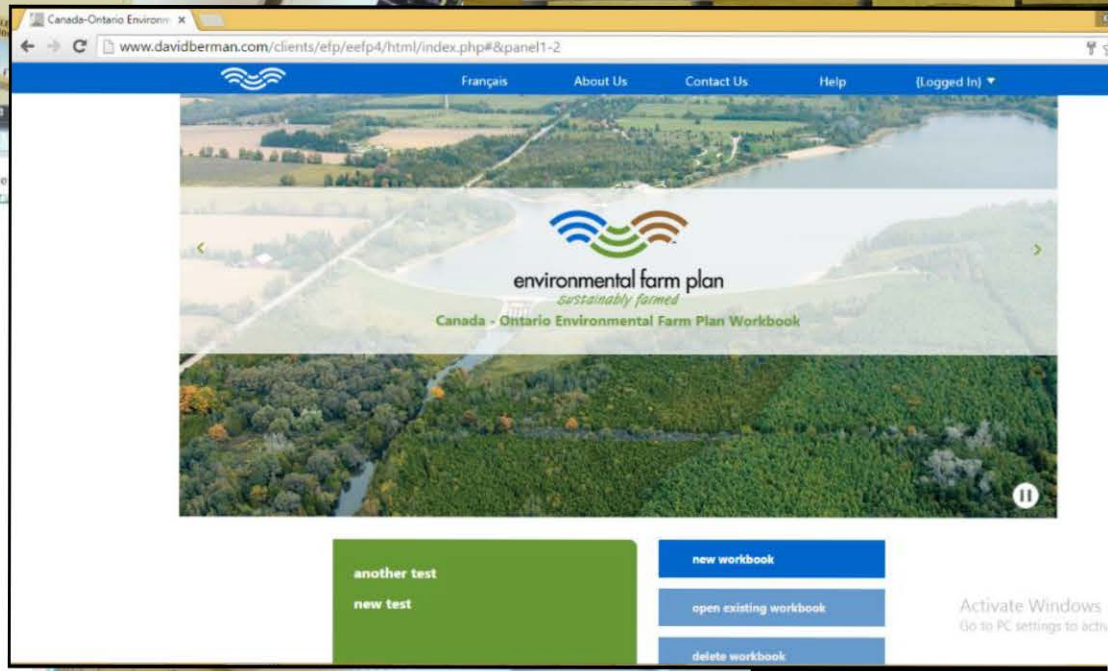
eEFP: 80% of family farms in Ontario



eEFP: version 3 to 4, driven by universal design

www.davidberman.com/clients/efp/eefp/html/worksheet.php?wbid=39&wsdid=2

demo

Main Menu (and save)

Workbook Progress Menu (and save)

Worksheet #2

- Introduction
- Ratings
- Resources List
- Glossary
- Notes

Start Worksheet Again

Action Plan (and save)

Calculator

Conversion

Print

Logout

Ctrl + to Zoom In
Ctrl - to Zoom Out
Alt LeftArrow to go back one page

Install Adobe Reader

Ontario Environmental Farm Plan Workbook

FRANCAIS | ABOUT US | EMERGING ISSUES | CONTACT US

Worksheet #2 Water Wells

Rating	Best 4	3	2	1
LOCATION OF WELL				
1 Elevation of water well in relation to potential sources of contamination	Upslope from all sources of contamination, and all surface water moves away from well.	Upslope from, or level with, any source of contamination, and surface water runoff does not reach well.	Downslope from most sources of contamination, OR some surface water runoff may reach well.	Surface water runoff from any source of contamination reaches well, OR water ponds at and around well.
Site A Site 1 — Your Rating	4	3	2	1 n/a
2 Distance from well to potential sources of contamination	Note: Drilled well must have at least 6 m (20 ft.) of watertight casing below ground level. If less than 6 m (20 ft.), treat well as a bored/dug/sand point well. Greater than 90 m (300 ft.)	24-90 m (76-300 ft.) (drilled well) 47-90 m (151-300 ft.) (bored/dug/sand point well)	15-23 m (50-75 ft.) (drilled well) 30-46 m (100-150 ft.) (bored/dug/sand point well) **	Less than 15 m (50 ft.) (drilled well) Less than 30 m (100 ft.) (bored/dug/sand point well)
Site A Site 1 — Your Rating	4	3	2	1 n/a
CONDITION OF WELL				
3 Condition of casing	Good Condition. No defects visible, and inspected annually.	No defects visible, and inspection one to two years apart.	No holes or cracks visible, and inspection more than two years apart.	Holes or cracks visible, OR can hear water running into well, OR never inspected.
Site A Site 1 — Your Rating	4	3	2	1 n/a

www.davidberman.com/clients/efp/eefp4/html/worksheet.php?wbid=48&wsdid=2

Français | About Us | Contact Us | Help | (logged in)

Another test | Progress | Action Plan

BGR6

Worksheet #2

- Introduction
- Ratings
- Resources List
- Notes

Restart this worksheet

Action Plan

Water Wells

Rating	4 best	3	2	1
LOCATION OF WELL				
1 Location of water well in relation to potential sources of contamination	Upslope from all sources of contamination, and all surface water moves away from well.	Upslope from, or level with, any source of contamination, and surface water runoff does not reach well.	Downslope from most sources of contamination, OR some surface water runoff may reach well.	Surface water runoff from any source of contamination reaches well, OR water ponds at and around well, OR well is owner in floodplain.
Site — Your Rating	4	3	2	1 n/a
2 Distance from well to potential sources of contamination	Note: Drilled well must have at least 6 m (20 ft.) of watertight casing below ground level. If less than 6 m (20 ft.), treat well as a bored/dug/sand point well. Greater than 90 m (300 ft.)	24-90 m (76-300 ft.) (drilled well) 47-90 m (151-300 ft.) (bored/dug/sand point well)	15-23 m (50-75 ft.) (drilled well) 30-46 m (100-150 ft.) (bored/dug/sand point well)	Less than 15 m (50 ft.) (drilled well) Less than 30 m (100 ft.) (bored/dug/sand point well)
Site — Your Rating	4	3	2	1 n/a

Calculated Rating (select numeral to view calculation)

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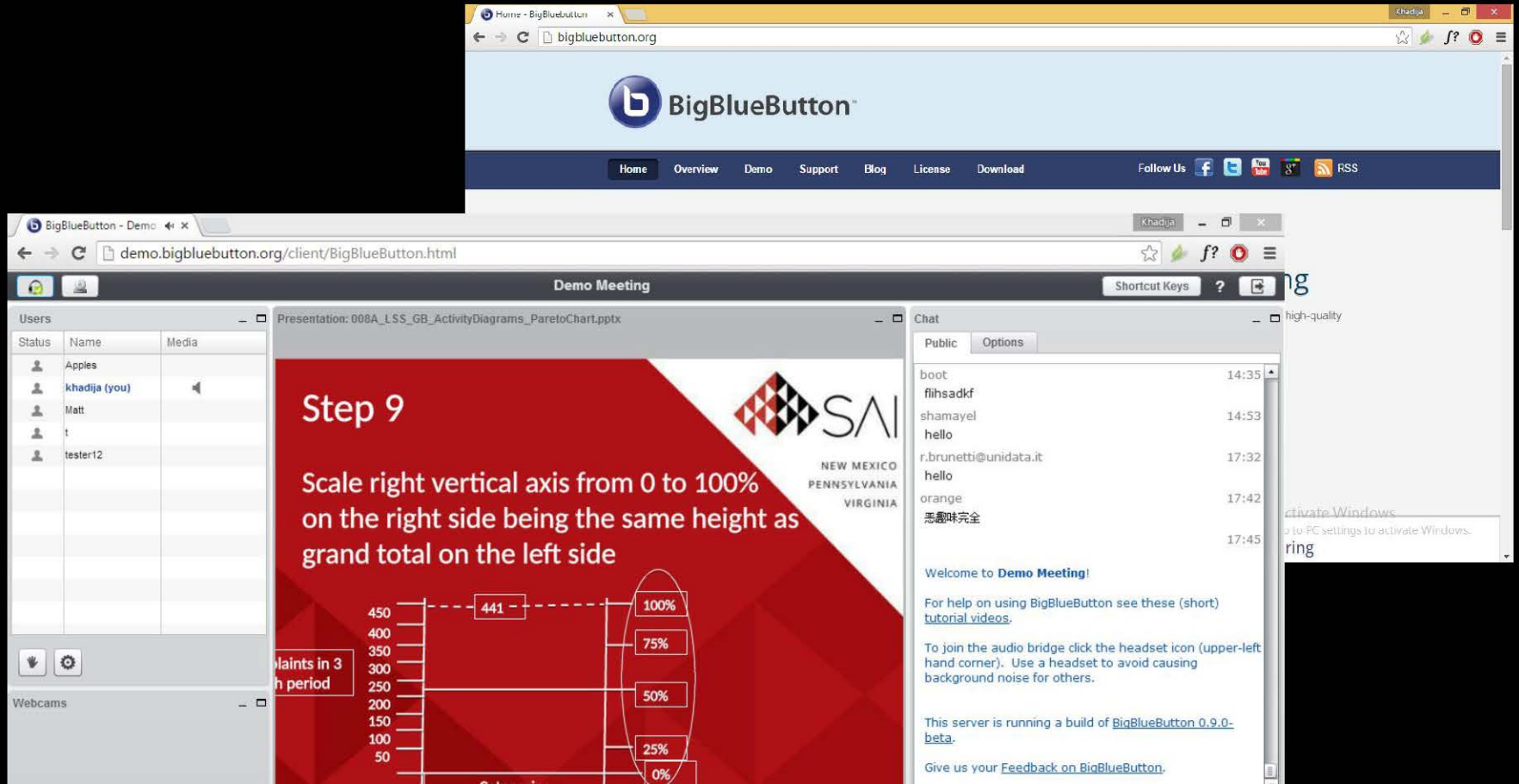
Big Blue Button: same look, but now accessible



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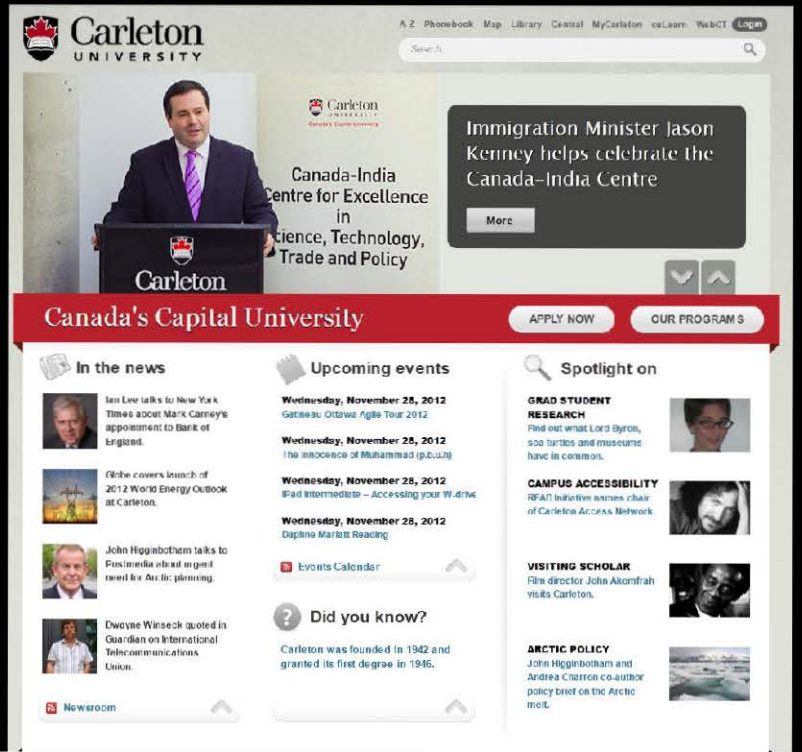
Carleton University: accessible WordPress accessibility training for a community



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SLC: strategic case study

St. Lawrence College fulfills its Business plan through accessibility

SLC: course outlines

St. Lawrence College

Our Vision: To be a great learning college
Mission: To meet the learning needs of our students and our community

Course Outline

Course Name:	History of Musical Theatre 1	Program(s):	Music Theatre		
Course Code:	MUTH1	Version #:	4		
Course Hours:	Class: 30 Lab:	Field:	Other:	Total Hours:	30
Co-Requisites:	N/A	Pre-Requisites:	N/A		
Prepared by:	Brian Frommer				
Campus Dean/Associate Dean Signature of Approval:					
Date approved:					

Course Description

This course will, through lectures and discussions, examine the rich history of musical theatre in its various forms from its known origins as Poetic Drama in Athens in the 5th and 6th Centuries B.C. to the performances first labeled as 'musical theatre' in England in the 19th century.

Course Learning Outcomes

At the conclusion of this course, you will be able to:

1. Identify significant events and breakthroughs that helped shape the history of musical theatre.
2. Discuss and further study the rich history of theatre performance, theatre styles and theatre presentational techniques from ancient Greece to the Modern Movements of European and American

... to the modern state of musical theatre and explore some of the

College Policies and Procedures

Grading System
The grading scheme is applicable to all graded courses at St. Lawrence College. All final grade submissions will be numeric representing a percentage score between 0 and 100 and will be converted to letter grades automatically by the student records system.

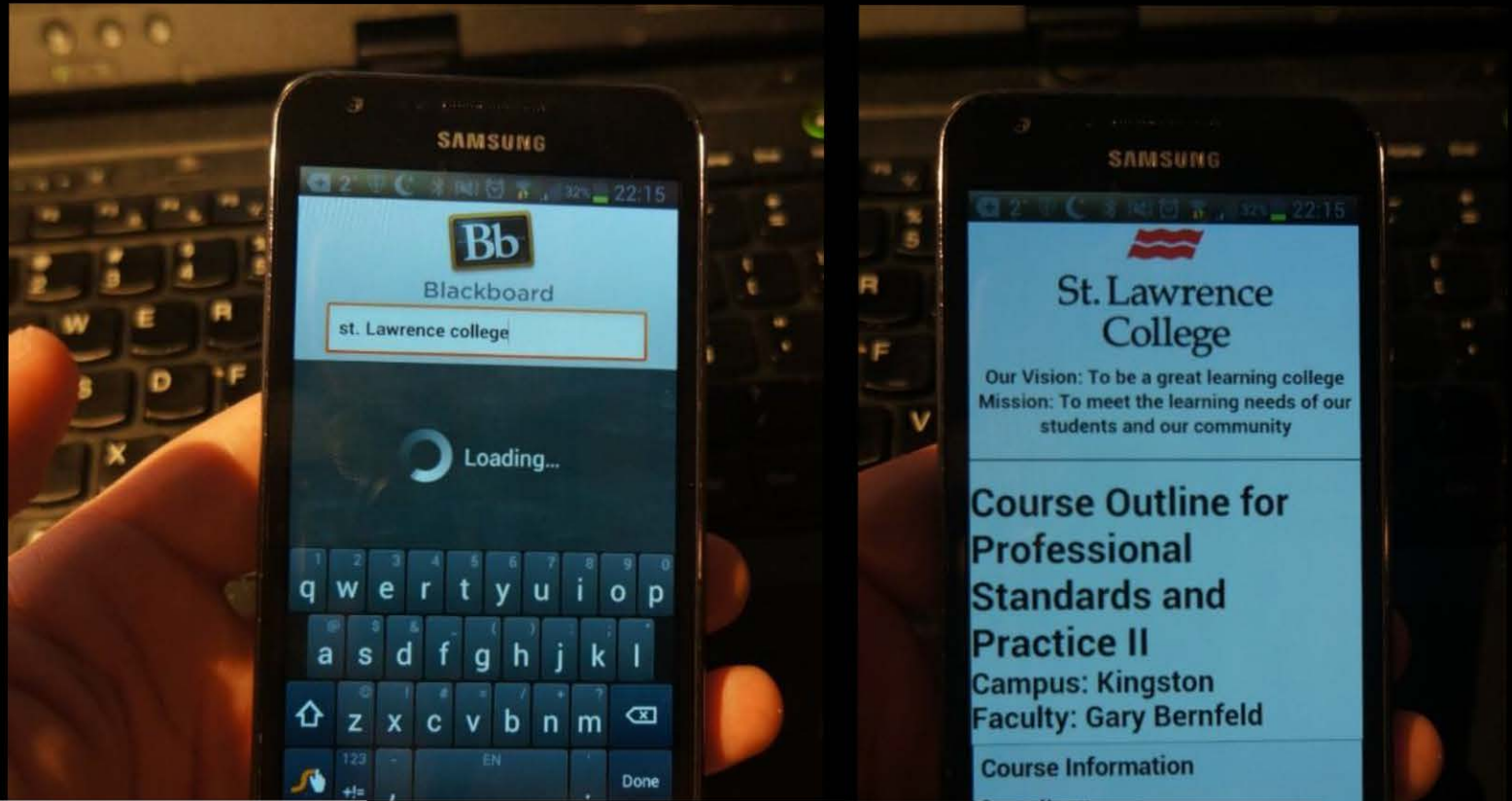
Letter Grades	Grade Points	Equivalent Percentages
A+	4.00	90-100
A	3.90	85-89
A-	3.70	80-84
B+	3.30	77-79
B	3.00	73-76
B-	2.70	70-72
C+	2.30	67-69
C	2.00	63-66
C-	1.70	60-62
D+	1.30	57-59
D	1.00	53-56
D-	0.70	50-52
G	Requirements Met Not included in GPA calculation	N/A
NG	Requirements Not Met Not included in GPA calculation	N/A
F	0.00	0-49

Continuance Policy
College policy stipulates that students must pass 2/3 of their courses or 70% of their course hours in order to continue as a full time student.

Program specific continuance and readmission policies that apply directly to this course will be outlined in Appendix A (in the Program Specific Continuance and Re... Policy in the Assessment/Evaluation Section).

Students with Disabilities
It is the policy of St. Lawrence Col... pursuant to federal ... requires ...

SLC: Usability testing on a range of mobile technologies...



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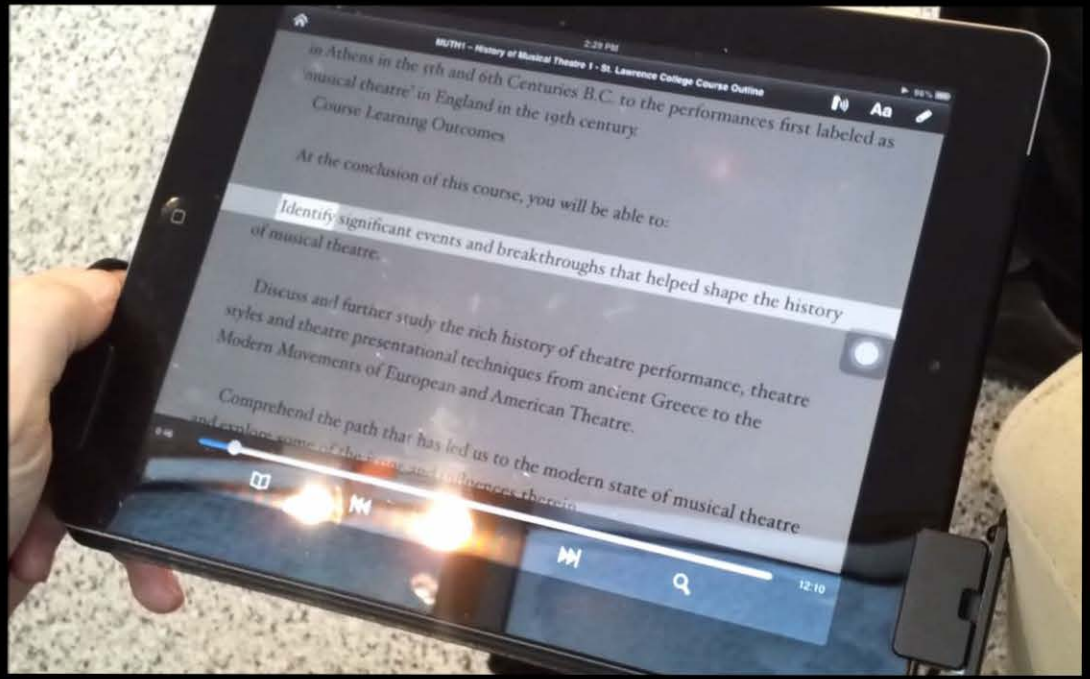
. . . and assistive technologies,
with sight-impaired and developmentally challenged users



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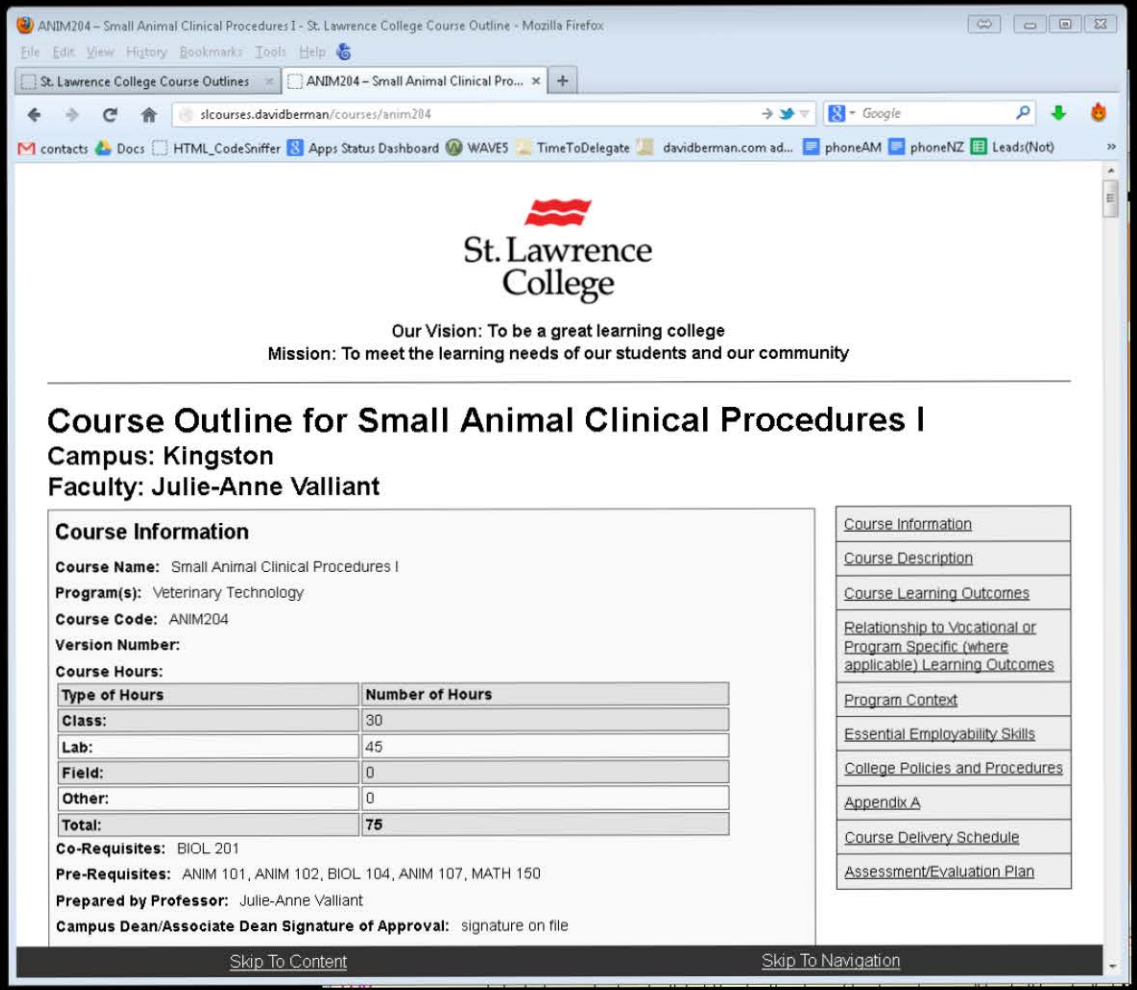
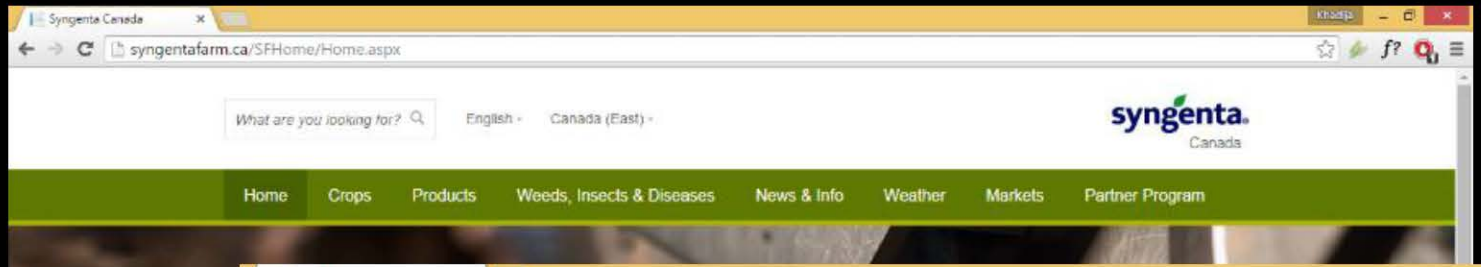
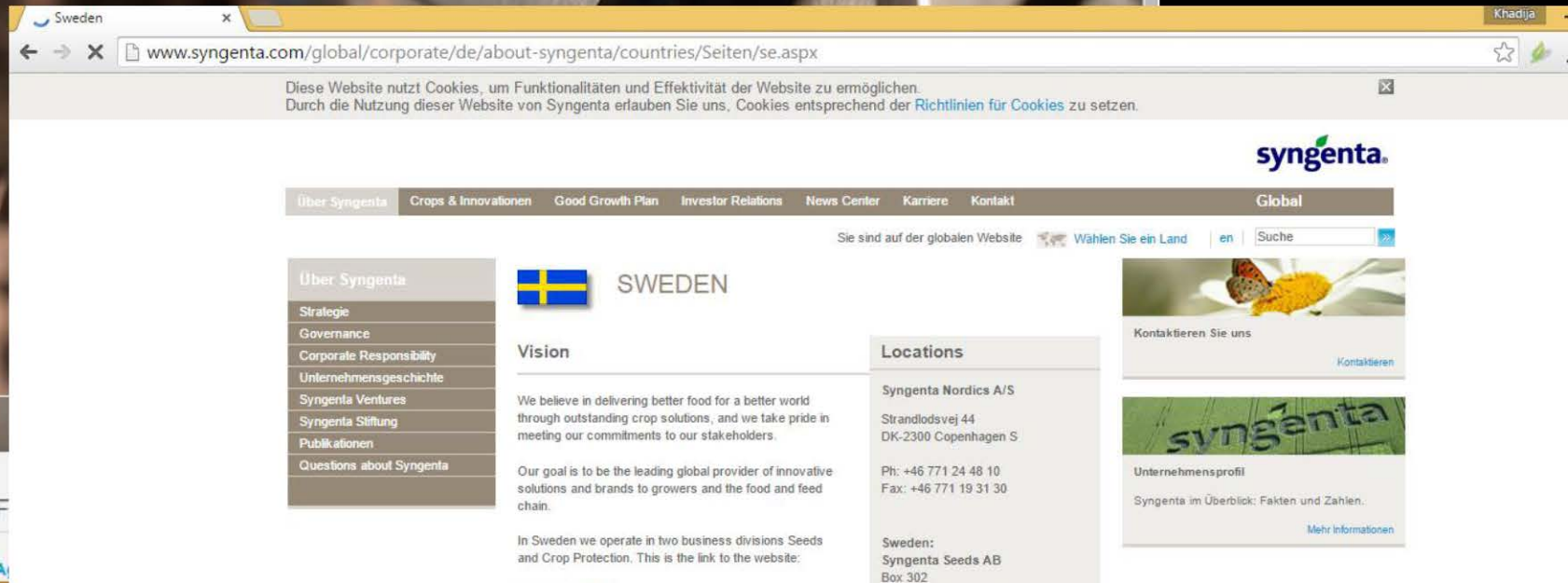
SLC: audience view self-serve: directly accessible URL by course code



Syngenta: Ontario law improves site in 80 countries





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1988 an ordinary designer . . .

1988 . . . decides to think globally

1996 April 18

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1ST SESSION, 36TH LEGISLATURE, ONTARIO
45 ELIZABETH II, 1996

Bill Pr56

An Act respecting the Association of Registered Graphic Designers of Ontario

Mrs. Marland

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1998

The Association of
Registered Graphic Designers
of Ontario
L'association des
graphistes agréés
de l'Ontario

By-Law #3

Rules of
Professional Conduct

The Association of
Registered Graphic Designers
of Ontario
L'association des
graphistes agréés
de l'Ontario

By-Law

including
Amendments 1, 2, 3 and 4
and By-Law #2

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AIGA
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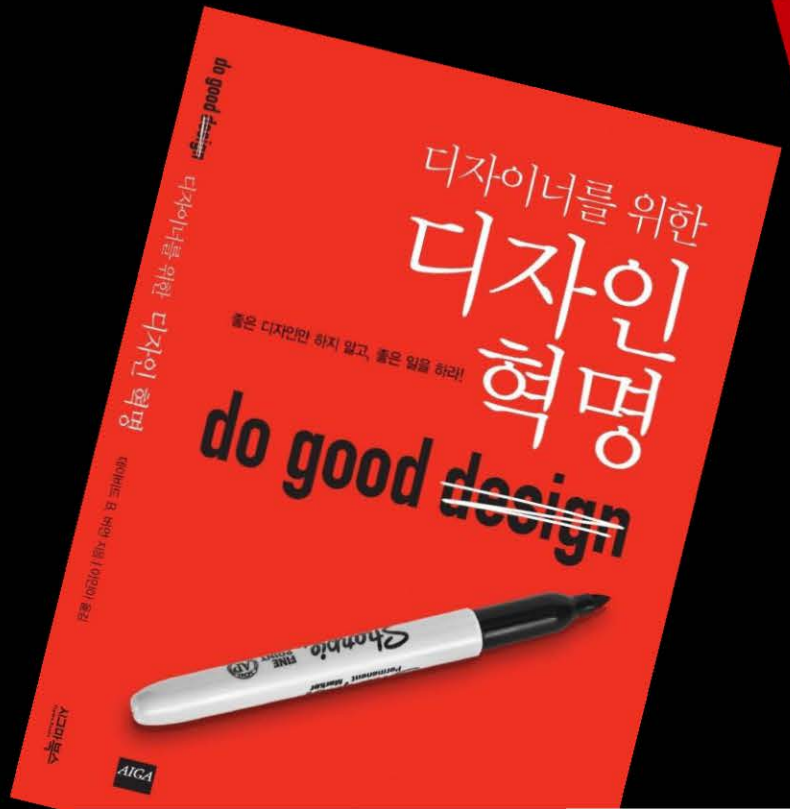
2010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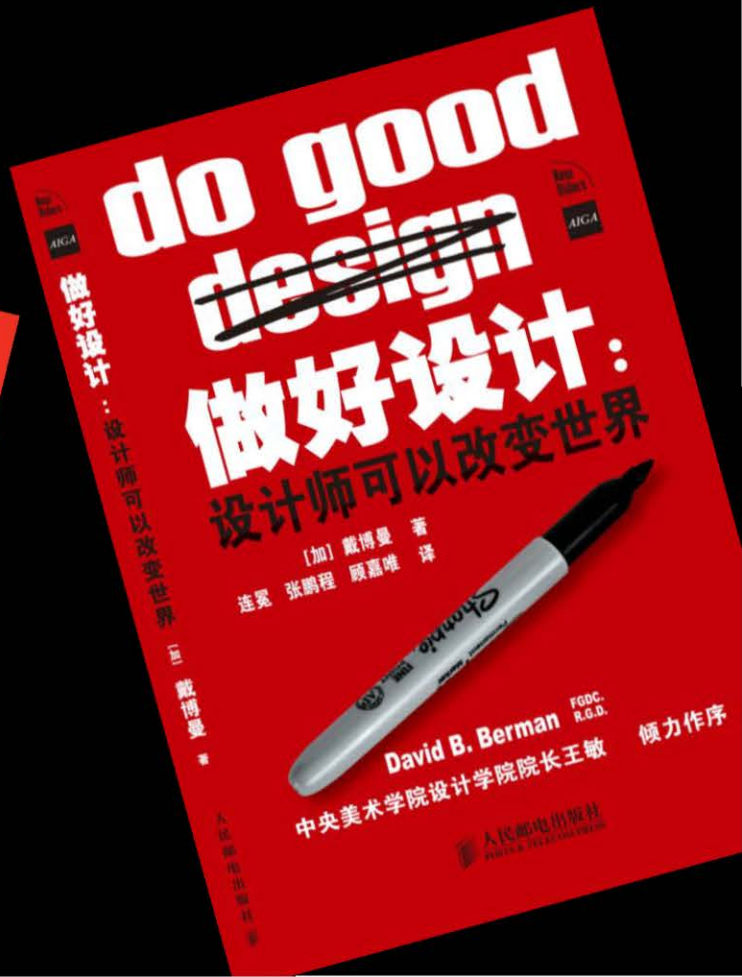
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David B. Berman FGDC. R.G.D.
中央美术学院设计学院院长王敏 倾力作序
人民邮电出版社

2011 . . . 2015 Korean, Russian, Indonesian, Braille, Malay, 2nd edition, Spanish!

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2015

Icograda global sustainability standard

http://icograda.org/s12345678901

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Quadruple-bottom-line design thinking

1. Financial	Prosperity
+	
2. Environmental	Planet
+	
3. Social	People
+	
4. Cultural	**Design**

The sustainability standard for built environment points to universal design

ISO 21542:2011-12 (E)

Building construction - Accessibility and usability of the built environment

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The sustainability standard for design, including mandatory universal design (WCAG 2.0, PDF/UA, . . .)

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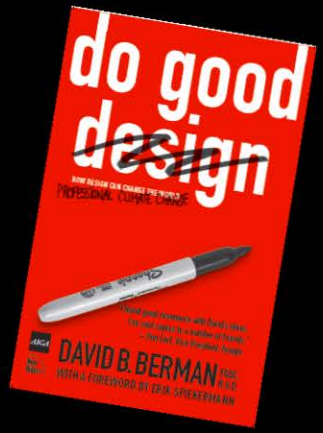
Gör inte bara bra design, gör allting bra!

Tack!



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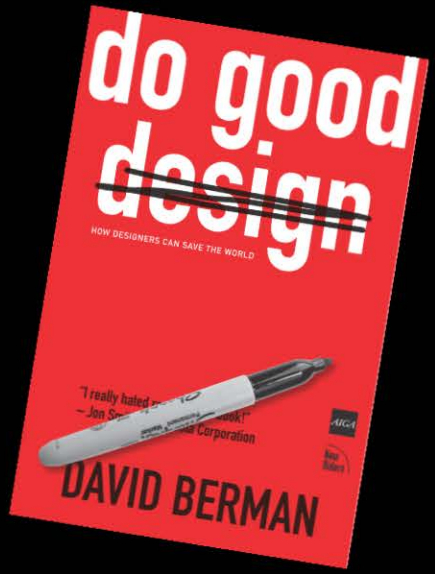

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