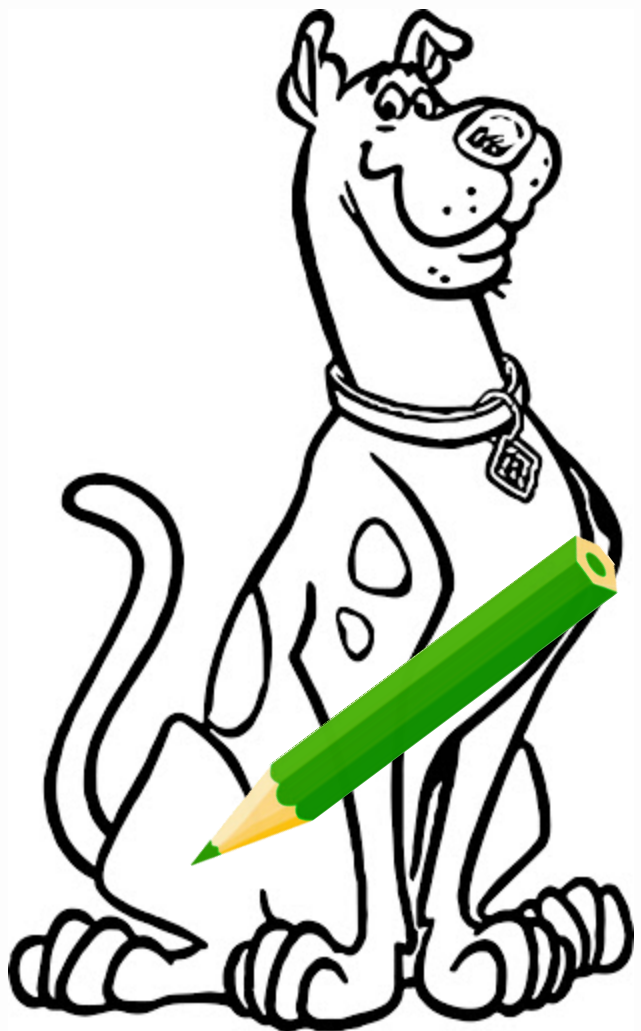


Learning Experiences for All

A beginner's guide to **Accessibility**







We must take the lead in this industry to ensure everyone experiences training in a positive and engaging way.

What we will cover

- **What** is accessibility?
- **Why** accessibility is important?
- Common **pitfalls**
- **Actions** you can take
- Q&A

Everyone should be able to have a great learning experience.

Everyone should be able to have a great learning experience.

You must consider accessibility.

15% of the worlds population experience
some form of disability



Dyslexia

Dyscalculia

Dyspraxia

Dysgraphia

Processing Deficits

Autism spectrum disorder

Acquired brain injury

Non-Verbal

ADHD

Not all disabilities are visible

Deaf/ Hard of hearing

Mental health conditions

Intellectual disability

Visual Impairments

Physical disability



“Accessible design is good design.

It benefits people who don’t have disabilities
as well as people who do.

**Accessibility is all about removing
barriers and providing the benefits of
technology for everyone.”**

Steve Ballmer

Learning Experiences for **ALL**



How inclusive are your courses?

Do you ever consider how inclusive your courses are?

It's the law

“In the case of disability, employers and service providers are under a duty to make reasonable adjustments to their workplaces to overcome barriers experienced by disabled people.”

Equality Act 2010 (UK)/ Section 508 (US)

What does accessible learning mean?

Anyone, no matter their needs, is able to
fully experience your learning

What is the challenge here?



Kinds of impairments:

- Hearing



- Vision



- Motor



- Cognitive



**“Good Design Enables,
Bad Design Disables”**

The Institute for Design & Disability

Tips

Possible approaches:

- Do the minimum to pass requirements
- Create a non-accessible version + accessible alternatives
- Work accessibility into everything you do, by default

Colours and fonts

Legibility and contrast

10% of the global population experience
dyslexia

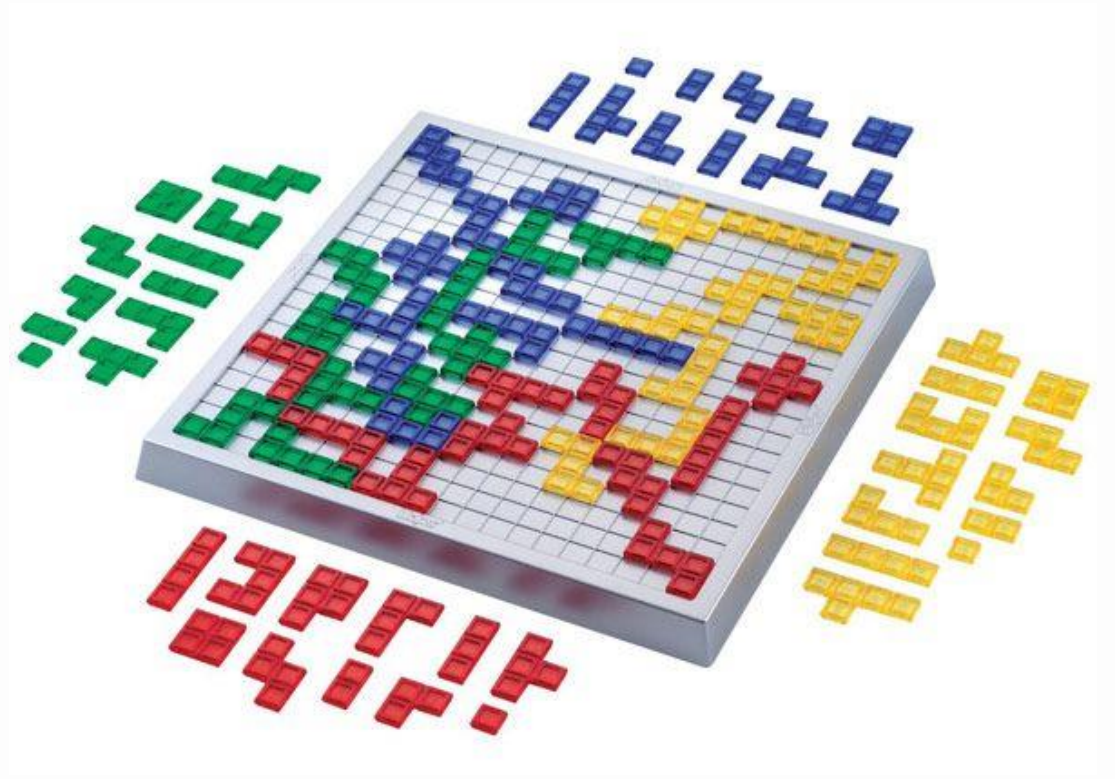
Read Regular is created without copying or mirroring shapes. Therefore the frequency of repeated shapes in a text is decreased. This results in a minimum chance of visual distortions (swirl-effect). The aim is to create interesting typography that will maintain the readers' interest and will prevent them from getting bored or frustrated. Diversity in text knows many variations: We must understand the fact that typography for a novel is different from a magazine or a publication for education. Even so a novel has the potential to be clear and interesting. This can be achieved in any level of creativity, thinking on type size, leading, the amount of words on a sentence and the character/paper combination.

Fonts

- Use a simple, clear typeface (Trebuchet, Arial, Verdana)
- Use large fonts. Bigger is better
- 1.5 line spacing
- Left alignment
- Lists or tables create structure
- Use **bold** or underline in place of *italic* and coloured text

1 in 12 men and 1 in 200 women are
colour blind.

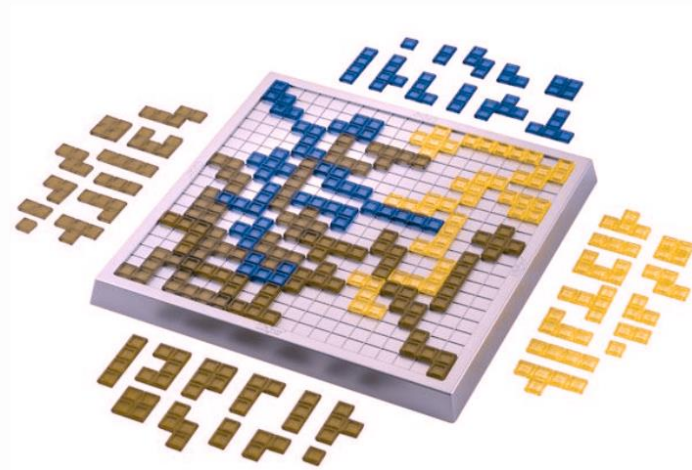
It's not just eLearning



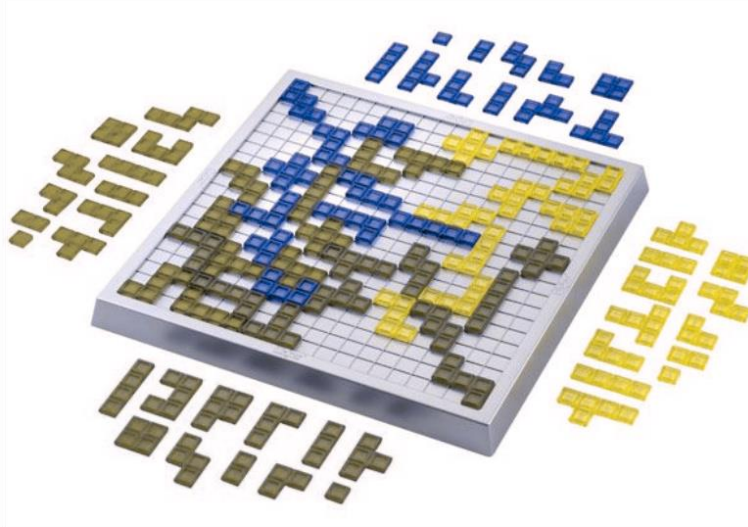
UNO!



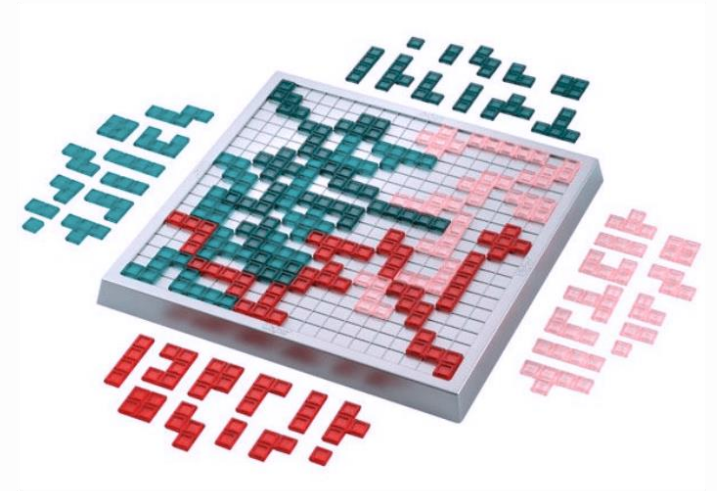
Blokus




Deuteranopia (green) 



Protanopia (red) 



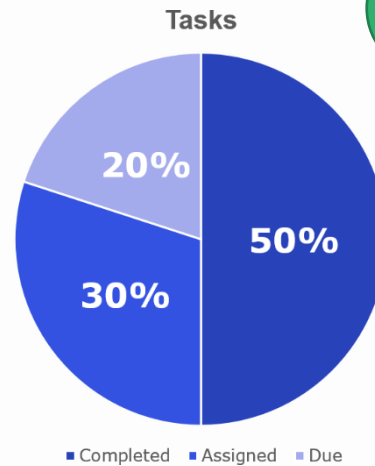
Tritanopia (blue) 

Colours

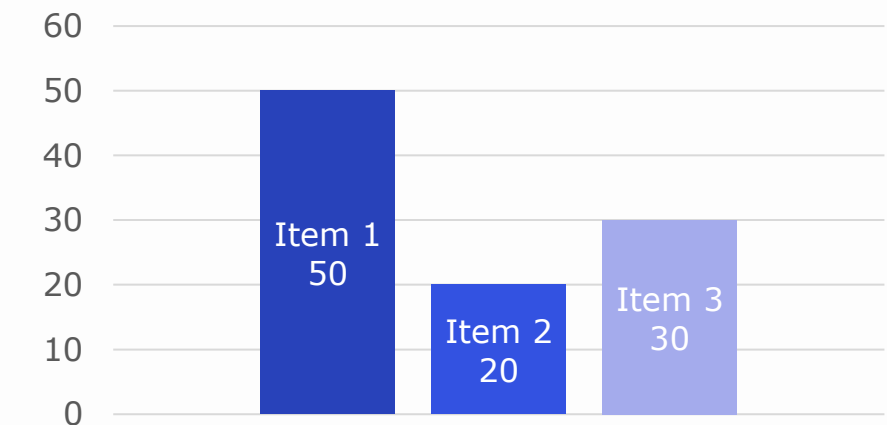
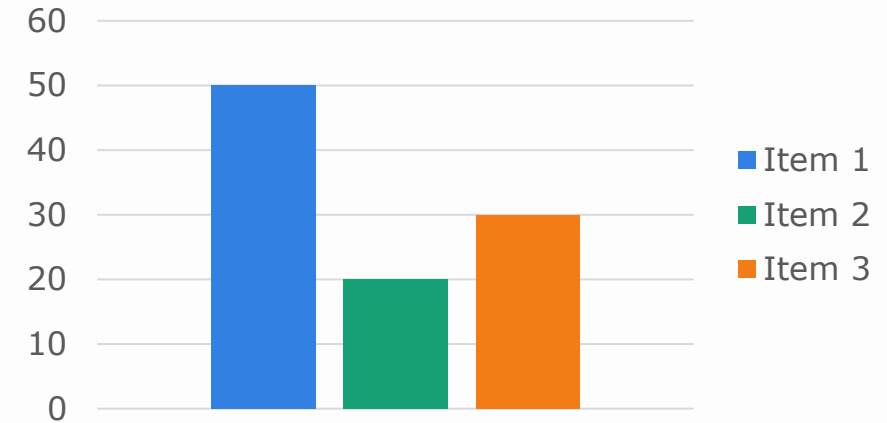
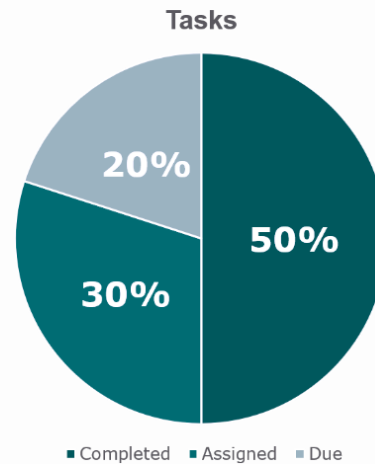
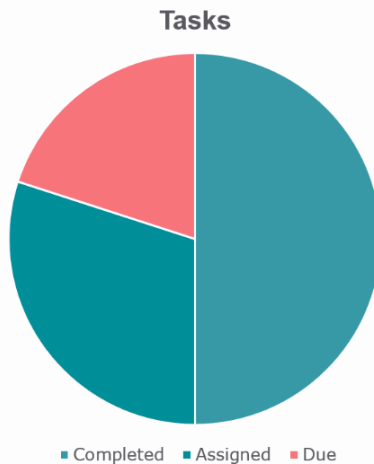
- Never use colour alone to convey content or meaning
- Dark text on lighter backgrounds
- Avoid text against colours
- Favour high contrast between font and background
- Offer a choice of background colours

Use Similar Hues

Typical vision



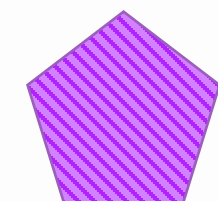
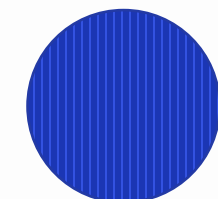
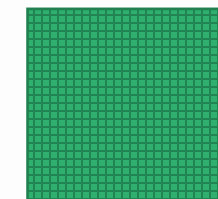
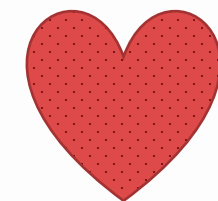
As seen with
Tritanopia
(Blue blind)



Colour blind friendly colours

Stick to the following colours, for colour blind support

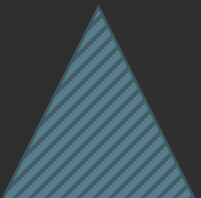
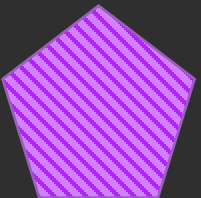
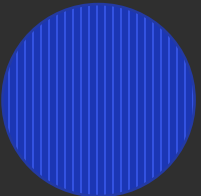
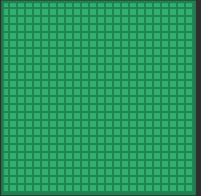
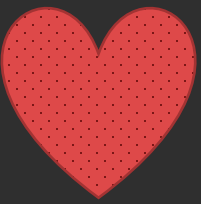
● Red	222, 73, 73	#de4949
● Yellow	255, 185, 55	#ffb937
● Green	47, 176, 110	#30b06e
● Blue	51, 82, 225	#3352e1
● Purple	211, 130, 255	#533354
● Gray	90, 125, 139	#5a7d8b



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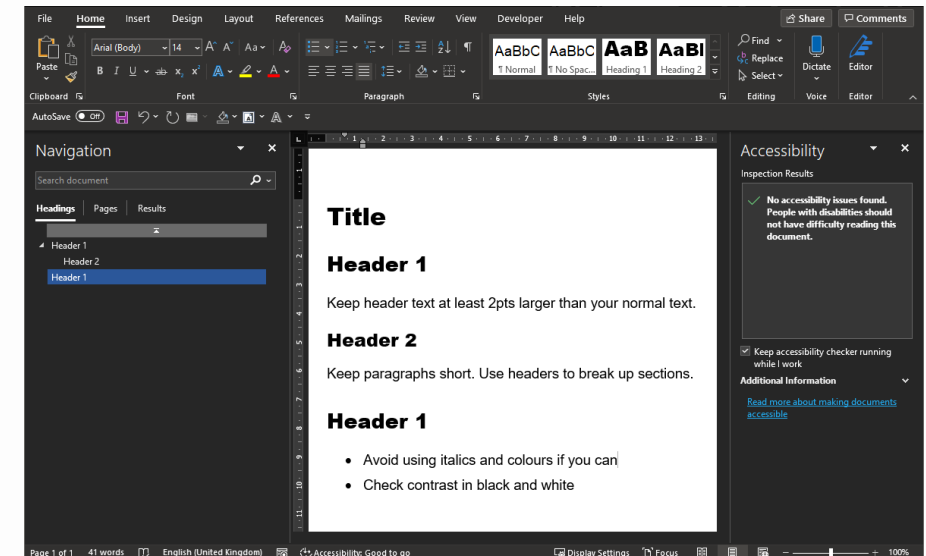


Design with audio and visual in mind

images, video and audio

Audio and visual communications

- Use the heading settings (i.e. H1, H2, etc.)
- Make all audio content available as text
 - Provide a transcript
 - Add closed captions
 - Choose your language wisely



Audio and video captions

- Add **subtitles** to your videos
 - Synchronised, error free, closed **captions**
 - Downloadable text **transcript**

JAMES:

What are you doing with that hammer?

MAN: I was brought up in a close-knit family.

Two people:

BOTH: Keep quiet! (all white text)

Three or more:

ALL: Hello! (all white text)

TOGETHER: Yes! No! (different colours with a white label)

Add descriptive ALT Tags and captions to images

- **Provide alternative (ALT) text** to describe visuals used
- **Add captions** to your images



A painting



The "Mona Lisa" painting
by Leonardo Da Vinci



**Consider the complexity of
navigation and interactions**

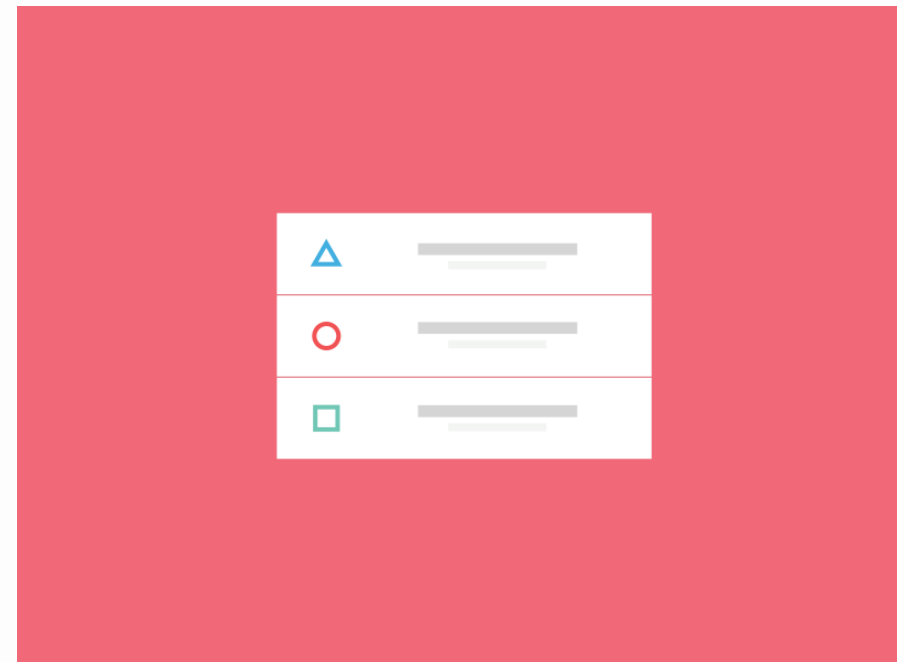
Navigation and interactions

- **Avoid complex interactivities**

- Drag and drop
- Sortable activities
- Dropdown lists
- Radio buttons

- Large buttons

- Use text labels



Think about your choice of words

- Avoid words like 'click'
- Make links as descriptive as possible
- Ensure links make sense out of context

Know your audience



Where to start

And alternative formats

- ☐ Are colours, fonts and contrast clear?
- ☐ Do audio/ visual assets have alt text, captions, subtitles and transcripts?
- ☐ Are you using headings correctly?
- ☐ Can I navigate using a keyboard?
- ☐ Are my links clear?

Conclusion

Design with flexibility in mind

**As a professional industry, it is your
responsibility to ensure that everyone
experiences training in a positive and
engaging way.**



Action

Join the **eLearning Accessibility Community** on LinkedIn.

<https://www.linkedin.com/groups/13765097/>

Q&A

Question and answers time!