

Task 3: Designing with Accessibility in Mind

As someone at the start of her content creation career, it's very important to me to be knowledgeable about the different accessibility formats, how to create comprehensive content and the importance of utilising different software to ensure my work is inclusive to all.

Besides my own motivations, I happen to work for an organisation who priorities this mission above all else. We regularly communicate with members of the public and empower ourselves with training and learning to ensure content we release is appreciated by everyone instead of a chosen group.

Accessibility is a multi-faceted huge achievement that despite a lot of hard work will never be truly fulfilled. Due to the number of disabilities people live with, the constantly changing environment and guidelines and the fact that it is impossible to know how everyone lives with every condition.

Despite that, I know that there are a set of key topics that make the road to achieving accessibility much smoother.

The first key aspect of this is colour accessibility. Colour accessibility refers to the practice of using colour in a way that enables people with visual impairments understand and engage with content.

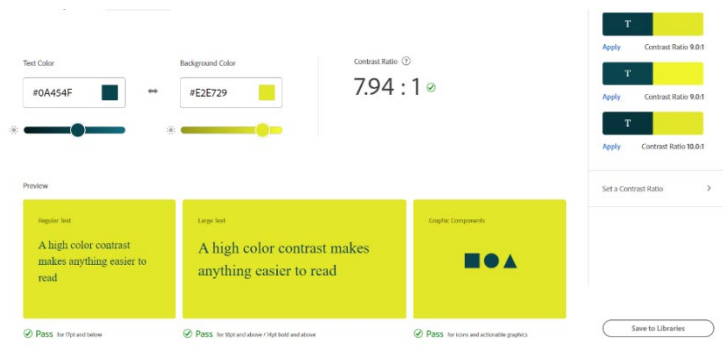
This may be by using different colours on a map – blue for a certain train line, red for another or it could be using red for danger and green for go.

While colour can be a powerful tool for conveying information, it must not be the sole means of communication. People with colour blindness or other visual challenges may struggle to perceive certain colours or contrasts, leading to exclusion from essential information.

In my workplace, I believe colour accessibility revolves around the persons ability to discern colour. Obviously, this means as content creators we must ensure our posters, graphics, social media and all other publications are high contrast and do not hinder comprehension.

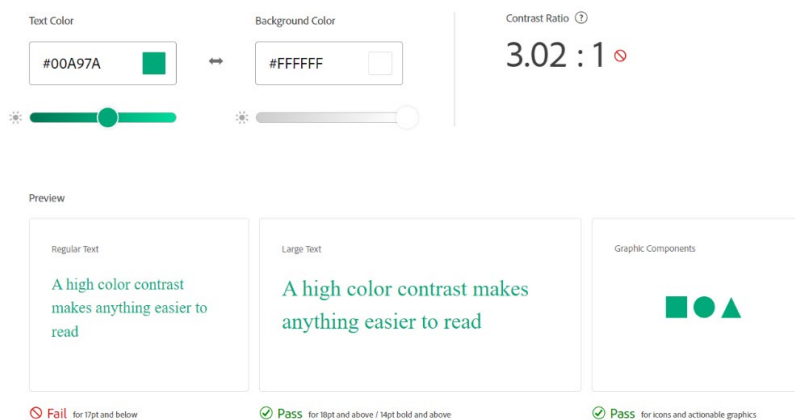
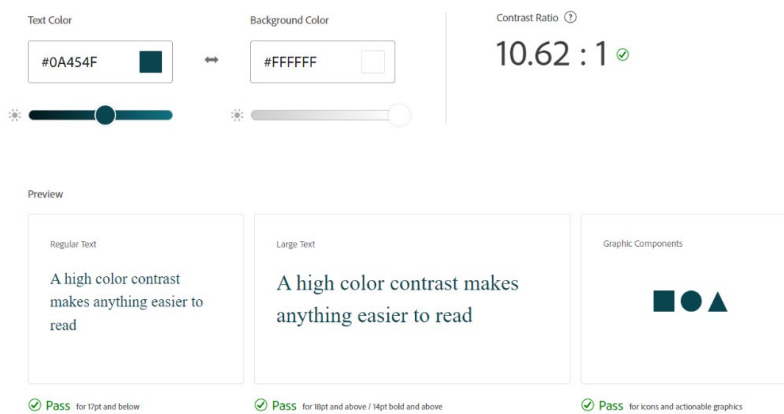
One of the tools I use is **Adobe Color explore**. This is a website which analyses your colour contrast and reviews colour combination based on accessibility factors. I have put in ones from our branding and compared them to ensure the graphic design projects I produce are correct.

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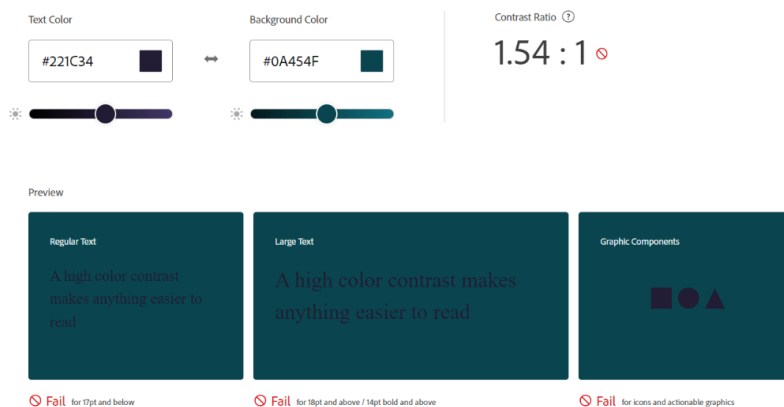


As seen on the right, the colour background is okay and the font colour is a pass on regular and large text as well as graphic components.

More of the colour accessibility examples:



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I am not only led by colour however and must always consider people who are colour blind. A good example of this is not relying on colour to display warnings like the sign below.



This example relies on the red background to indicate caution. However, if I was colour blind it may not pop out to me as easily compared to the rest of the font. Like the image below.



The whole point of using a vibrant red colour is to alert the reader but someone who is colourblind would not be included in this and may not notice the caution compared to others.

At the start of June 2023, I was tasked with updating and correcting all the media files we had on our staff intranet page and website and writing alternative text for them. This essay covers how I used my skills and learned about accessibility to complete this task as well as the other accessibility formats I have followed as a content creator on my other work

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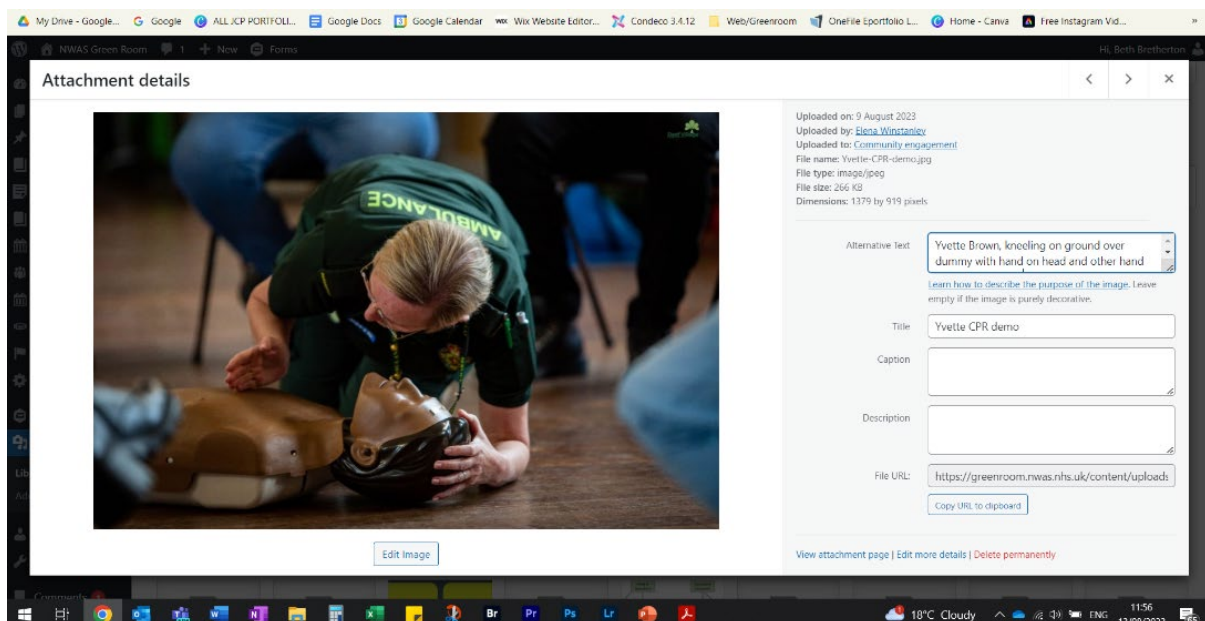
projects. As seen in the images below, I worked on alternative text to help viewers using a screen-reader better understand what was in the images.

Alt text on images is a key part of our accessibility plan for web design because it ensures that our content is accessible and inclusive to individuals with visual impairments or those who rely on assistive technologies to access information. Alt text, which is short for "alternative text," is a textual description of an image that is provided in the HTML code.

Some of our website viewers may have eye conditions or use a screen reader for their disability. Screen readers are assistive technologies used by individuals with visual impairments to navigate and understand web content. When an image is encountered, a screen reader will read out the alt text, providing users with a description of the image's content. Without alt text, screen reader users would miss out on crucial information and context that images convey.

By including alternative texts we are not only being inclusive to our current website visitors but any new one's that need to visit our site to gather information. Alt text ensures that individuals who are blind or visually impaired can participate fully in online experiences. By providing detailed descriptions of images, we are enabling viewers to access information regardless of their physical health conditions.

Examples of alt text:



The screenshot shows a Wix website editor interface. On the left, there is a preview of an image showing a person in a green uniform with 'AMBULANCE' written on the back, kneeling on the ground and performing CPR on a medical dummy. The person's hands are positioned on the dummy's head and neck. On the right, the 'Attachment details' panel is open, displaying the following information:

- Uploaded on: 9 August 2023
- Uploaded by: Elena Winstanley
- Uploaded to: Community engagement
- File name: Yvette-CPR-demo.jpg
- File type: image/jpeg
- File size: 266 KB
- Dimensions: 1379 by 919 pixels

The 'Alternative text' field contains the text: "Yvette Brown, kneeling on ground over dummy with hand on head and other hand". Below this field is a link: "Learn how to describe the purpose of the image. Leave empty if the image is purely decorative." The 'Title' field contains "Yvette CPR demo". The 'Caption' and 'Description' fields are empty. The 'File URL' field contains "https://greenroom.nwas.nhs.uk/content/uploads/". There is a "Copy URL to clipboard" button below the URL. At the bottom of the panel, there are links for "View attachment page", "Edit more details", and "Delete permanently".

By Beth Bretherton

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Attachment details



Edit Image

Uploaded on: 25 July 2023
Uploaded by: [Jessica Watson](#)
Uploaded to: [Take on the Yorkshire Three Peaks](#)
File name: Untitled-design-28.png
File type: image/png
File size: 574 KB
Dimensions: 1024 by 683 pixels

Alternative Text:
[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title:

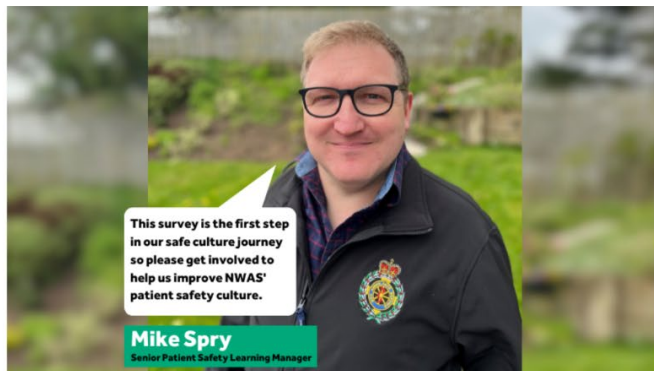
Caption:

Description:

File URL:
[Copy URL to clipboard](#)

[View attachment page](#) | [Edit more details](#) | [Delete permanently](#)

Attachment details



Edit Image

Uploaded on: 24 July 2023
Uploaded by: [Jessica Watson](#)
Uploaded to: [Improving patient safety culture](#)
File name: This-survey-is-the-first-step-in-our-safe-culture-journey-so-please-get-involved-and-help-us-improve-NWAS-patient-safety-culture.png
File type: image/png
File size: 404 KB
Dimensions: 800 by 450 pixels

Alternative Text:
[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title:

Caption:

Description:

File URL:
[Copy URL to clipboard](#)

[View attachment page](#) | [Edit more details](#) | [Delete permanently](#)

When considering colour accessibility, alt text and other inclusive approaches another step I follow is the use of plain English.

I have attended training on plain English and participated in learning sessions with my team.

Plain English is important in accessibility because it ensures that information is presented in a clear, straightforward, and easily understandable manner. This is particularly crucial for individuals with cognitive disabilities, limited literacy, or those who are not native speakers of the language. Using plain language makes content more accessible to a broader audience, reducing barriers to understanding and promoting inclusivity.

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An example of this is when writing a social media caption – using long, formal wording can be difficult to understand for anyone, especially those with learning disabilities. But using shorter, clear and straight to the point words are more inclusive.

Some of the word examples that may be used in the ambulance service are:

Good – first aid kit

Bad – medical trauma kit

Good – stay hydrated

Bad – maintain fluid intake

Good – call 999

Bad – make a call to our emergency phone line

Colour accessibility directly impacts individuals with visual impairments, colour vision deficiencies, and other disabilities, as well as those who face challenges related to aging or technology limitations.

The UK is a culturally diverse nation with people from various ethnic backgrounds and linguistic abilities. Colour choices should not rely solely on cultural connotations that might be unfamiliar to certain groups. Ensuring colour accessibility means that everyone, regardless of their background, can access content and services without barriers.

As people age, their ability to perceive certain colours might diminish. Prioritizing colour accessibility makes digital content and physical environments more user-friendly for older adults.

The UK has enacted legal frameworks and accessibility standards that mandate digital and physical spaces to be accessible to people with disabilities. The Equality Act 2010 and the Web Content Accessibility Guidelines (WCAG) emphasize the importance of colour accessibility to prevent discrimination and promote inclusivity.

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Access to public services, including healthcare, is crucial for all citizens. Colour-coded information in public services, such as government websites or health-related content, should be designed in a way that everyone can understand, regardless of their visual abilities.

Employers have a responsibility to provide accessible workplaces for all employees. Ensuring colour accessibility is essential to prevent exclusion and ensure equal participation in the workforce.

Public transportation systems, road signs, and other infrastructure elements often use color-coded information. Colour accessibility ensures that these systems are comprehensible to all individuals, promoting safety and independence.

In summary, considering colour accessibility is vital to uphold principles of inclusivity, equality, and diversity. It ensures that all individuals, regardless of their visual abilities, can access information, services, and opportunities without facing unnecessary barriers.