

Accessible content creation

Learn to Enable Digital for Everyone

www.LearnToEnable.co.uk



This GAAD session will cover

- What is inclusive digital content and why it is important?
- An overview of some simple concepts to learn and apply



Global Accessibility
Awareness Day

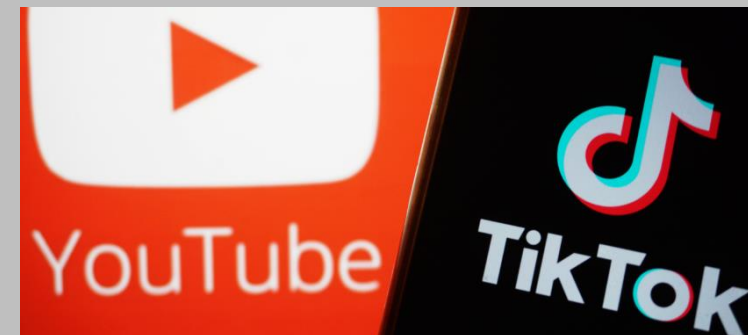
Let's start with a quick question...

What digital content have you created this week?

- Documents
- Presentations
- Email
- Social media posts
- Video content
- Any other?

How often do you create it?

What content will you create in the workplace?



What do you know?























1. What is meant by the term digital accessibility?
2. Whose responsibility is it to make content inclusive?
3. How difficult is it to make content accessible?

[Handout for notes](#)

All of us can make a difference

All of us can make content accessible

- There are some **very basic principles** that everyone can learn and apply
- The basics can make a big difference
- **Solve for one, extend to many** from the [Microsoft Inclusive Design Toolkit](#)
- Permanent, temporary and situational

	Permanent	Temporary	Situational	Travel
Touch	 One arm	 Arm injury	 New parent	 Inaccessible flights
See	 Blind	 Cataract	 Bright lights	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender	 Noisy train station
Speak	 Non-verbal	 Laryngitis	 Speaking a new language	 New country, different language
Think	 Dyslexic	 Migraine	 Overloaded	 Stressed over cancelled flight

Examples to discuss...

Note who is impacted by these barriers?

- Alt text
 - [Alt handout 1](#), [Alt handout 2](#)
- The use of colour
 - [Colour alone handout 1](#), [Colour alone handout 2](#)
- Colour contrast
 - [Colour contrast handout](#)
- Headings, links and alt text
 - [HLA handout 1](#), [HLA handout 2](#)

Some of these examples have two handouts to compare

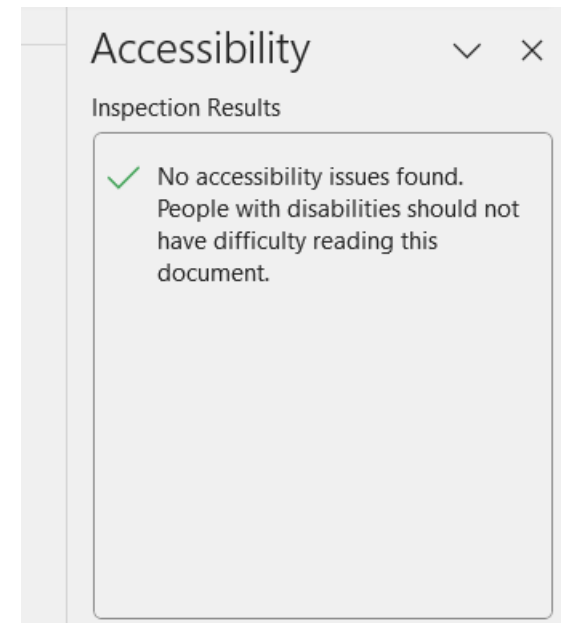


Workshop - some tips to learn

Take part in a mini workshop to make content accessible

- [The accessibility checker Microsoft Word \(YouTube\)](#)
- Colour contrast
- [Headings \(YouTube\)](#)
- [Links](#)
- [Alt text \(YouTube\)](#)

For this workshop you will be given a template document.



Simple concepts to take away...

Watch the 2-minute [RNIB Social Media Video](#)

Simple social media tips to takeaway:

- [CamelCase hashtags](#)
- [Appropriate use of emojis](#)
- [Captions on videos](#)
- [Alt text examples](#)



**How to make
your social
media content
accessible in
less than two
minutes**

How to make your social
media content

Share what you have learned

Why not post on social media to spread the word

Don't forget make your social media content accessible:

- Keep the message clear
- Use CamelCase Hashtags
- Alt text if you use images (or images of text)
- Limit your emojis and use them at the end of sentences
- Videos need captions



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For information about 12 accessibility principles and more information visit:

www.LearnToEnable.co.uk #LearnToEnable #GAAD