How familiar are you with accessibility and inclusive design?

- I know nothing about accessibility and inclusive design
- I know a bit about accessibility and/or inclusive design
- I am comfortable applying accessibility and/or inclusive design to my work
- I consider myself an accessibility and/or inclusive design expert

Scan the QR code, or go to **Slido.com** and enter code #3833668

Creativity and access: the importance of accessibility and inclusive design

How design can disable your audience

Sightsavers

Agenda

1

Introduction

Activity:
“As a consumer…”

2

Definitions, disability and impairments

Quiz:
Do you know your audience?

3

How creative can you be?

Activity:
“In my work…”

4

Interview with Deva Darsini

Activity:
Incorporating accessibility into your next brief

1

Introduction

Sightsavers

About us

Sightsavers is an international non-governmental organisation that protects sight, prevents disease and campaigns for disability rights.

Sightsavers

Mair Abram

Disability inclusion in the workplace induction

Sightsavers

Screen reader overview

July 2022

Writing effective alt text

September 2022

Accessibility Report

March 2022

Sightsavers

This document outlines the results of our accessibility testing and feedback, which aims to help you improve the accessibility of your work. By applying the suggested changes, you will ensure your work can be understood by as many people as possible, regardless of their circumstances.

The aim of accessibility is to make things easier for people, empathise with their needs and respect your audience. This doesn't just apply to people with permanent disabilities or learning difficulties: everyone will have different needs at different times and in different circumstances. Someone could be affected by their health (they may be tired, recovering from a stroke or have a broken arm), their location (they could be in a noisy restaurant or an area with slow wifi) or their equipment (they may have forgotten their spectacles).

For more information about Sightsavers' approach to accessible communications, including specific guidance about layout, text, video and presentations, see the accessibility section of our Brand Book: **www.sightsavers.org/make-your-work-accessible**

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Visuals 3
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Video and animation 4
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General accessibility 6
Screenreader accessibility 10
Additional notes 11

Content tested:

Testing result:

Tested by:

Sightsavers

Matt Roberts

BIMA

DeLaRue

unicef

INTERNATIONAL RESCUE COMMITTEE

ELEPHANT

LLOYDS BANK

publicis sapient

CREATIVE REVIEW

Econsultancy

ual: london college of communication

Sightsavers

Isabella Giorgio

Sightsavers

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Activity: Six-minute discussion

When have you been disabled by design?

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Who are your
words excluding?

2

Definitions, disability and impairments

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Definitions

Inclusive design and **accessible design** are closely related, but they're not the same thing.

- **Inclusive design** is a way to approach a design project, rather than an outcome. It's a process to help provide a user-friendly experience for people of all backgrounds and abilities.

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Definitions

- **Accessible design** focuses on the end result of a project. It aims to make sure people with different disabilities can benefit from your work, and often concentrates on a specific set of user needs.

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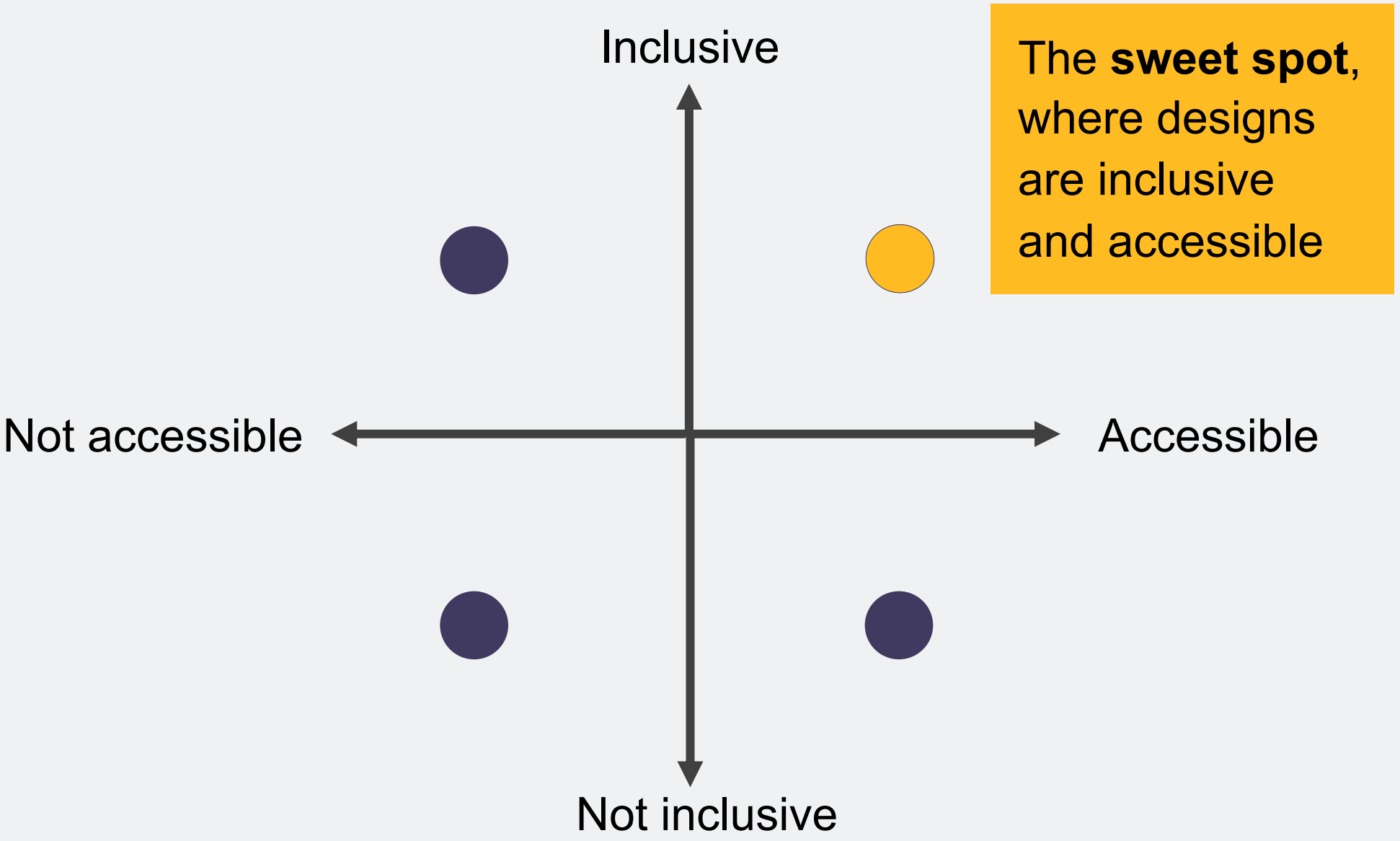

The **sweet spot**, where designs are inclusive and accessible

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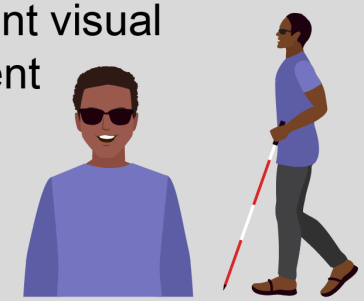
When you design with accessibility in mind, you design for everyone

Types of impairment

	Permanant	Temporary	Situational
Physical	Limb difference	Limb injury	Carrying things
Visual	Permanent visual impairment 	Eye infection	Poor lighting
Hearing	Hearing impaired or deaf	Ear infection	In a loud environment

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The social model of disability

The understanding that disability is something created by society.

Impairments don’t necessarily prevent people from participating in society.

Instead, they are excluded because of attitudes, environments, policies and practices.

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We create disability through our choices as designers

Quiz

Do you know your audience?

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Question 1

How many people worldwide have a form of colour blindness?

a. 1 in 200

b. 1 in 12

c. 1 in 20

Colour vision deficiency affects about 1 in 12 men and 1 in 200 women.

(Source: Colour Blind Awareness, 2020)

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Why is this important?

It’s easy to rely on colour when designing. But what if your audience can’t see colour in the same way?

View your work in grayscale to check contrast levels.

Regular vision

Protanopia

Question 2

How many people in the UK have dyslexia?

a. 1 in 10

b. 1 in 50

c. 1 in 80

1 in every 10 people has some degree of dyslexia.

(Source: NHS, March 2022)

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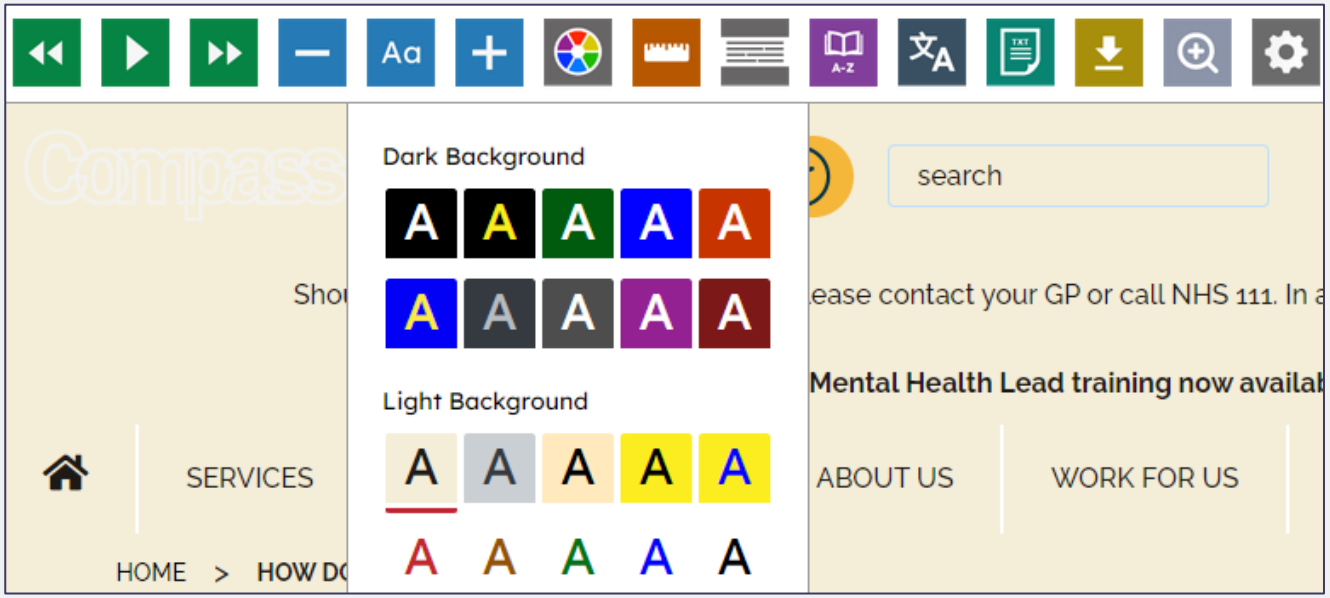
Why is this important?

Font and colour choices can make a big difference to legibility.

Avoid bright white backgrounds on designs that will be shared digitally.



An example of the Recite Me accessibility software in use on a website

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Question 3

What percentage of adults have difficulty hearing, even when using hearing aids?

a. 20%

b. 13%

c. 2%

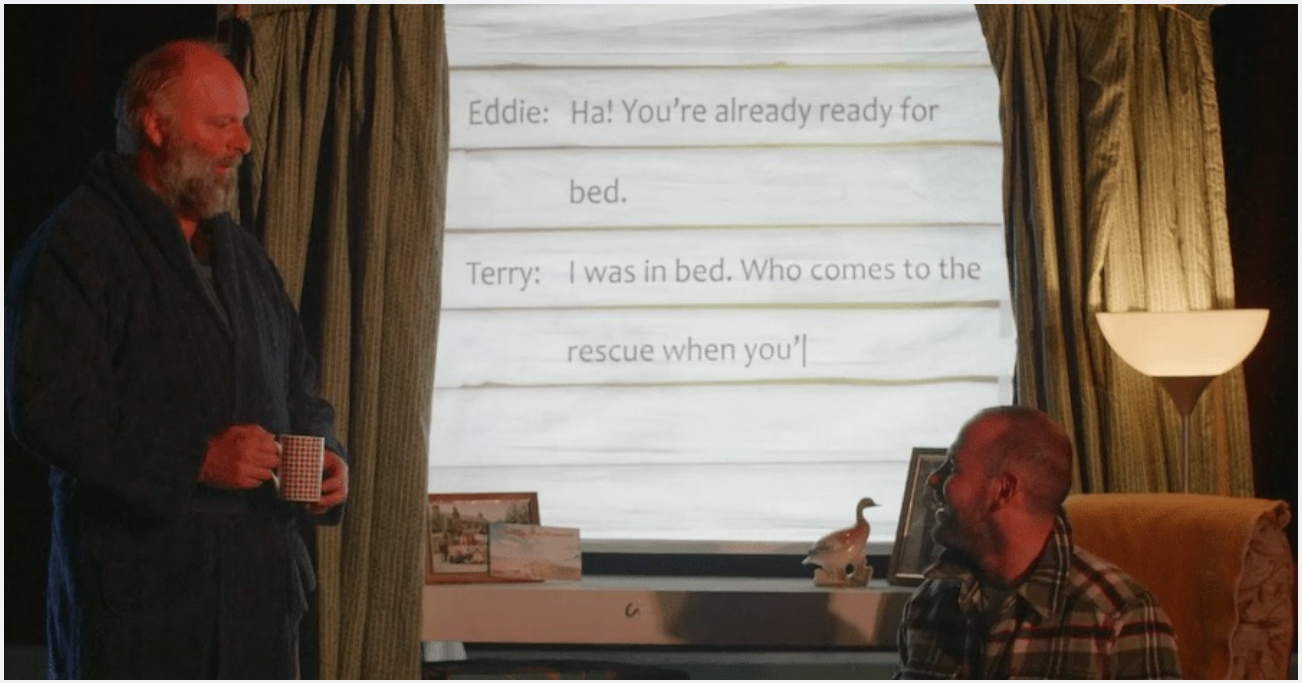
About 13% of adults have trouble hearing, even with hearing aids.

(Source: Forbes Health, 2023)

Why is this important?

It’s easy to assume assistive technology ‘fixes’ everything. But without captions, your audience will miss out.

Double-check auto-generated captions before sharing.



Creative captioning by Ben Glover for a production of Tom Wentworth’s play ‘Little Bits of Ruined Beauty’

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Question 4

How many people are affected by migraines?

a. 1 in 60

b. 1 in 20

c. 1 in 10

Migraines affect 6 million people in the UK.

(Source: NHS, July 2023)

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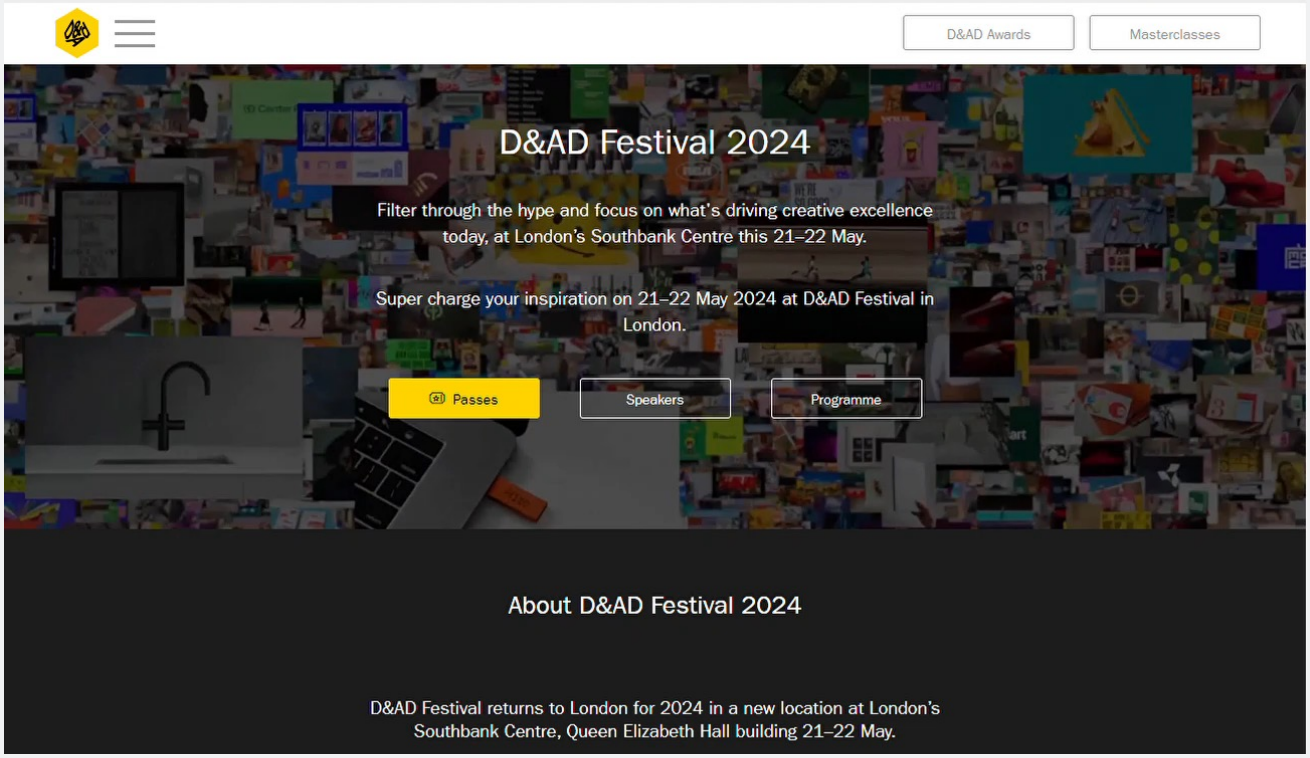
Why is this important?

Flashing motion graphics, certain bold or bright colour combinations, and auto-play videos can all trigger migraines or even seizures.

Turn off auto-play videos, or make sure users can scroll away easily.



D&AD Festival web page

Question 5

In the UK, how many people are thought to have symptoms of long COVID?

a. 1.3 million

b. 500,000

c. 800

1.3 million people still have symptoms, a year after their original infection.

(Source: Office for National Statistics, 2023)

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Why is this important?

One of the key symptoms of long COVID is brain fog and issues with short-term memory.

Structured design can help people access and retain information.

Break information down into short sections, and use plain language.

Mural designed by Leo Burnett India to educate girls about puberty and periods

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There are more than **14 million people with disabilities in the UK**, with a combined spending power of **£274 billion**

Source: WeArePurple.org.uk, 2023

Assistive technologies and devices

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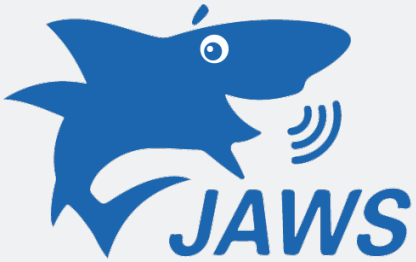
Assistive technologies



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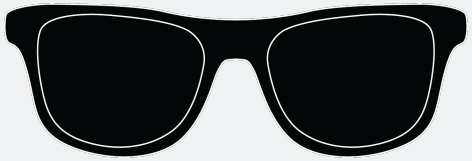
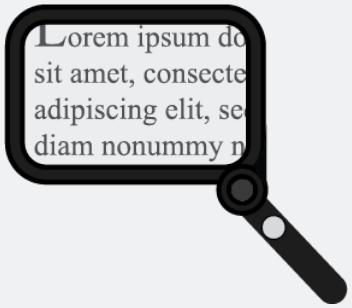
Assistive devices

Tinted glasses



Sunglasses



Handheld magnifiers

Our hero has reached the vault. But time is running out! How can she save the art?

Our hero has reached the vault. But time is running out! How can she save the art?

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3

How creative can you be?

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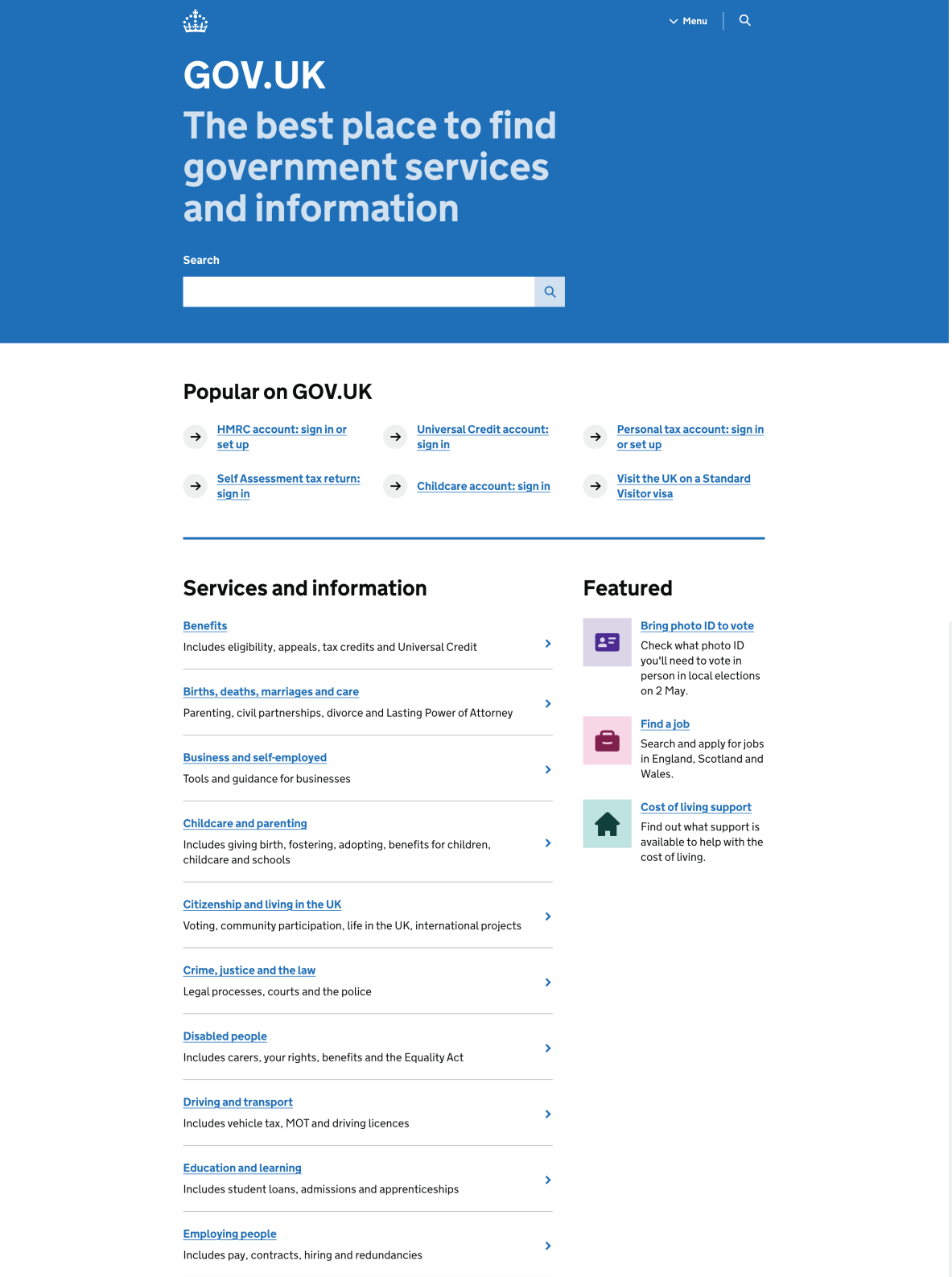

Non-accessible content

The content listed below is non-accessible for the following reasons.

Non-compliance with the accessibility regulations

1. Images on some pages do not always have suitable image descriptions. Users of assistive technologies may not have access to information conveyed in images. This fails WCAG 2.2 success criterion 1.1.1 (Non-text

Gov.uk

Government Digital Service (GDS)

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Kellogg's and NaviLens

in partnership with RNIB

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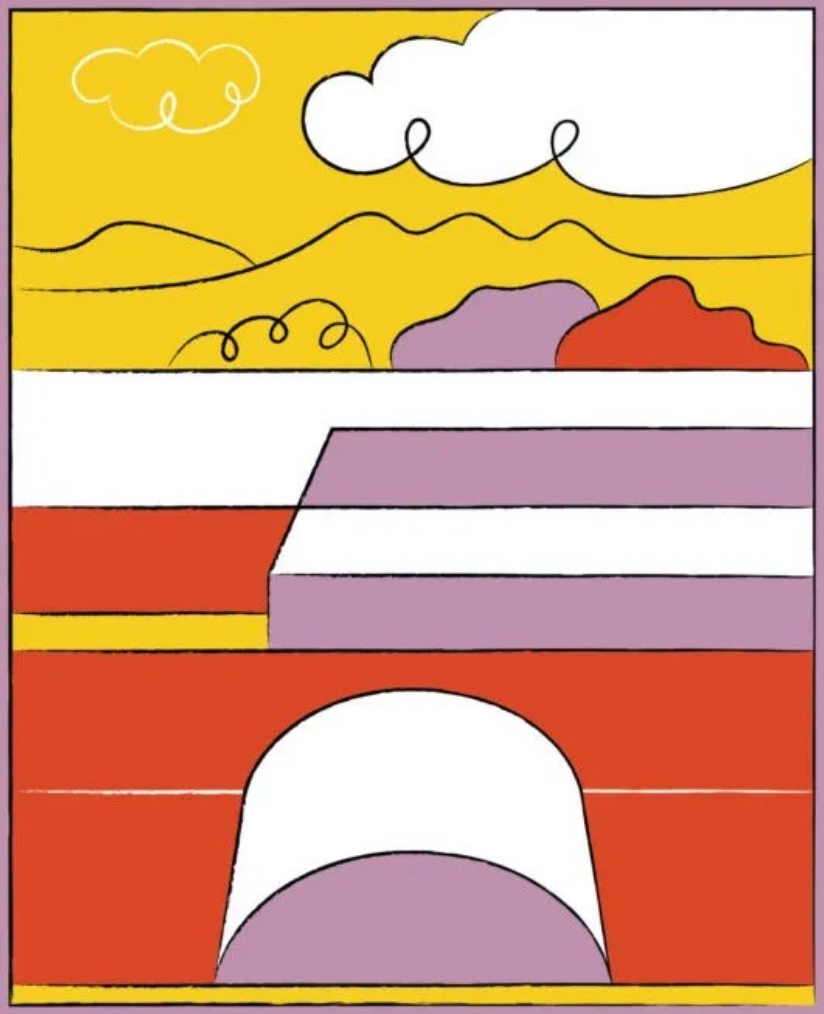

The Land of Uncertainty

Hatiye Garip, published by Good Comics

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The Mindscape

Deloitte and Paralympics GB

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Promoting inclusive family planning in Nigeria

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Promoting inclusive family planning in Nigeria

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Activity: Six-minute discussion

What barriers do you face when incorporating accessibility into your work?

4

Interview with Deva Darsini

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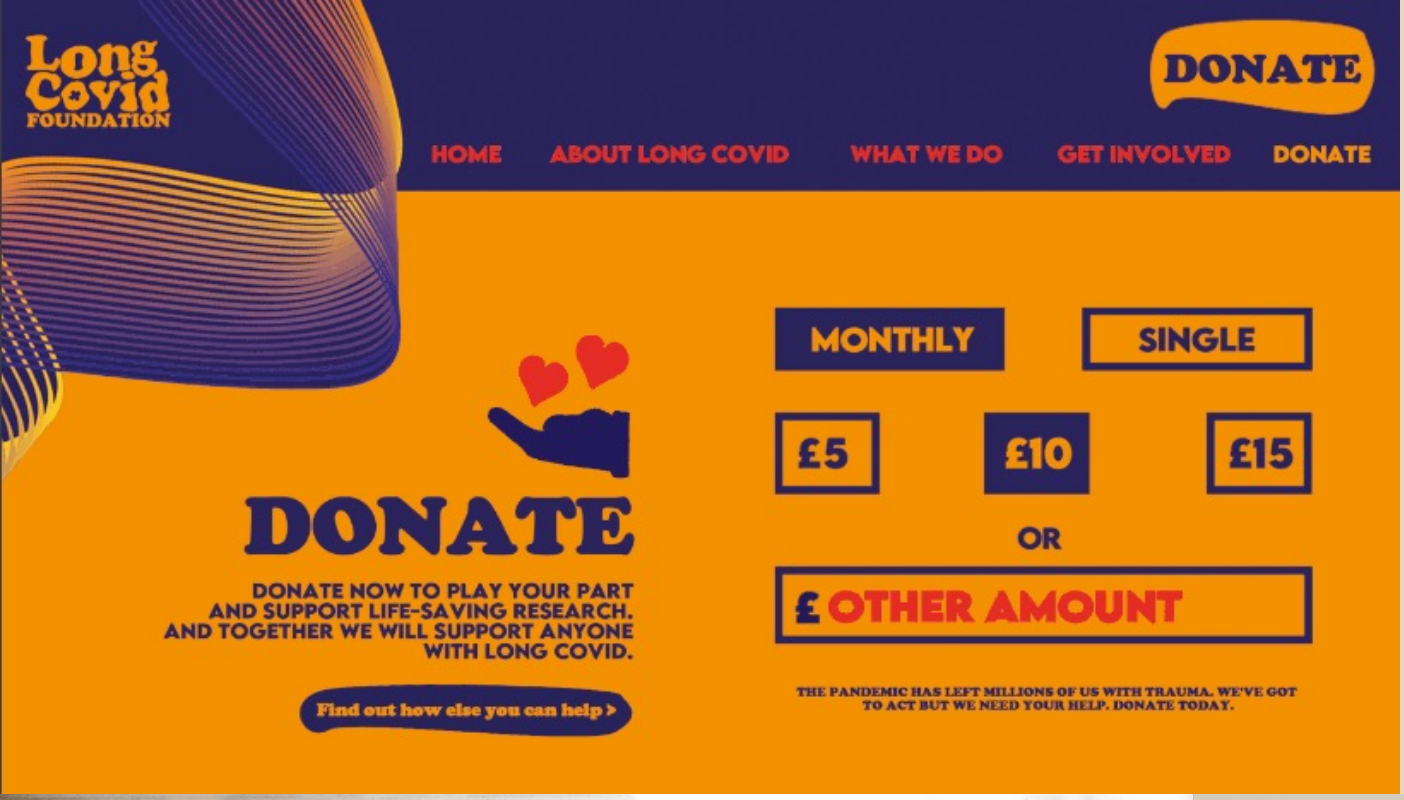
Deva Darsini


Long Covid FOUNDATION
DONATE
HOME
ABOUT LONG COVID
WHAT WE DO
GET INVOLVED
DONATE
DONATE
DONATE NOW TO PLAY YOUR PART AND SUPPORT LIFE-SAVING RESEARCH. AND TOGETHER WE WILL SUPPORT ANYONE WITH LONG COVID.
Find out how else you can help >
MONTHLY
SINGLE
£5
£10
£15
OR
£ OTHER AMOUNT
THE PANDEMIC HAS LEFT MILLIONS OF US WITH TRAUMA. WE'VE GOT TO ACT BUT WE NEED YOUR HELP. DONATE TODAY.

Long Covid FOUNDATION

LONG COVID MAKES 1 IN 20 PEOPLE strange
JOIN US TO HELP MAKE A change
TEXT '1IN20' TO 70003 TO HELP OR SEARCH "LCF SUPPORT"
WHAT TO FIND OUT MORE ?
WWW.LCF.SUPPORT
LCF POSTERS.

LCF BUSINESS CARD.
Long Covid FOUNDATION
JOIN US TO HELP MAKE A change
WWW.LCF.SUPPORT
CONTACT NUMBER :
0300 330 3322
@LCFSUPPORT

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Activity: Six-minute brief

Prioritising inclusive design

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The brief

In your groups, organise the steps needed to complete the brief you've been given.

Note: You have extra blank cards to add your own ideas.

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Thank you for your time
Any questions?

For more accessibility guidance:

www.sightsavers.org/be-inclusive

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