

For designers who need to create accessible web sites, “Web accessibility: Take control of designing for everyone” is a 1-day seminar that shows delegates how to design accessible web pages and how to evaluate web pages for accessibility. Unlike competitor courses, this seminar provides a practical path through the legislation, describing what you need to do to meet the minimum requirements, how to retrofit inaccessible pages and how to make sure new content is accessible.

Duration

This is a one-day workshop.

Overview

Web accessibility is now a legal requirement in countries that have disability and discrimination laws, such as the UK. If your web site is not accessible, you risk being sued under the Disability Discrimination Act.

There is no shortage of information on web accessibility. The difficulty for designers, marketers and managers is in identifying precisely what they need to change in their web site and how to go about it. This workshop provides a practical path through the legislation, describing what you need to do to meet the minimum requirements, how to retrofit inaccessible pages and how to make sure new content is accessible. You will also learn about the business benefits of an accessibility focus, see how disabled people use the web and find out how to test your site for accessibility.

Who is the course for?

This course is for you if you are a web site designer who needs to produce content that is accessible and engaging for all users. Other people who will benefit from this training include marketing managers who want to find out about the business and brand benefits of an accessibility focus and project managers who want to ensure their web projects comply with standards and legislation.

How will I benefit?

After attending this course, you will be able to:

Articulate the business benefits of an accessible website.

Intuitively understand the obstacles facing disabled people as they use the web.

Describe the assistive devices used by disabled people to overcome accessibility barriers.

Write alternative content.

Interpret the principles, guidelines and success criteria in WCAG 2.0.

Evaluate web site accessibility and define how accessibility standards will be met.

Learn how to check the accessibility of individual pages, using tools like the web accessibility toolbar.

Appreciate the strengths and weaknesses of on-line accessibility tools like Bobby.

Use standards and guidelines to design sophisticated, accessible sites that will work in future browsers as well as current ones.

What will I learn?

Introduction — Why is Web Accessibility an Issue?

The legal framework: standards and the Disability Discrimination Act (DDA)

The relationship between accessibility and usability

Benefits of accessible websites

The myth and reality of accessible design

Myth #1: “There are too many types of disability to design for them all.”

Myth #2: “Accessible pages have to be dull, text-only, pages.”

Myth #3: “Disabled people represent such a small part of our market that it’s not worth the cost.”

The legislative framework

Interpreting the “Guide to good practice in commissioning accessible websites”, developed by the Disability Rights Commission and the British Standards Institution

WCAG 2.0's 4 principles, 12 guidelines and 56 success criteria

The three levels of accessibility

What level of accessibility will the court look for?

Types of Disability

Blindness, low vision and colour deficiency (includes demonstrations)

Hearing disability

Physical disabilities

Cognitive disabilities (practical activity)

Assistive technologies: how disabled people use the web

How screen readers read a web page

Screen reader demonstration (video)

How to simulate screen readers with browser tools

The four kinds of “alt” text

Testing for accessibility

What you need to do to meet the minimum standard

How to use free online tools and software to test your site for accessibility

Demonstration of various accessibility tools

Beyond basic compliance

Moving to CSS and standards-based design

Implementing an accessibility policy in your organisation

What is the workshop format?

A fast-moving, interactive, but structured training session covering the topics outlined in the programme. Activities and case studies will enable you to apply the concepts to check your understanding. You will be encouraged to ask questions and to contribute to the seminar.

Who is the workshop leader?

David Travis is the Managing Director of Userfocus, an independent consultancy specialising in usability training and consultancy. David has worked in the areas of psychology, disability and user interface standards for around 20 years. He represents the BSI on two ISO working groups, including ISO TC159 SC4 WG5, where he is currently contributing to a standard on software accessibility. David led a major project (and wrote the final report) on the accessibility of BBCi. He has also carried out accessibility audits of numerous websites against the W3C's WAI guidelines and the RNIB's "See it Right" requirements. David is an experienced trainer and has delivered seminars in usability and accessibility for a range of private and public sector clients, including Nominet, Whirlpool, the Department for Work and Pensions, Opodo and WoltersKluwer UK

What do delegates say about this seminar?

"Incredibly useful and positive".

"Highly practical and inspiring seminar to help solve a real life issue".

"The video clips provided real insights and experiences from people with disabilities."

"Lots of interactivity, practical examples and good video demonstrations demonstrating assistive technologies."

"The practical activities provided good, first-hand experience in how others may get frustrated with poor web page content."

"Helped identify key areas for change within my organisation".

"Sound overview of the issues, with pointers on how to resolve the problems with our site".

"I found the course to be not only informative but challenging in a way I hadn't expected. 10 out of 10."

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Web userfocus.co.uk/consultancy/requesttraining.html