

# Welcome

## Before we get started:

1. Today's webinar is scheduled to last 1 hour including Q&A
2. Closed Captions are available on the desktop and mobile Zoom app (click the CC button)
3. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
4. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons!



# Introduction to digital accessibility

Roberta Beattie, May 2023



**Digital Culture  
Network**



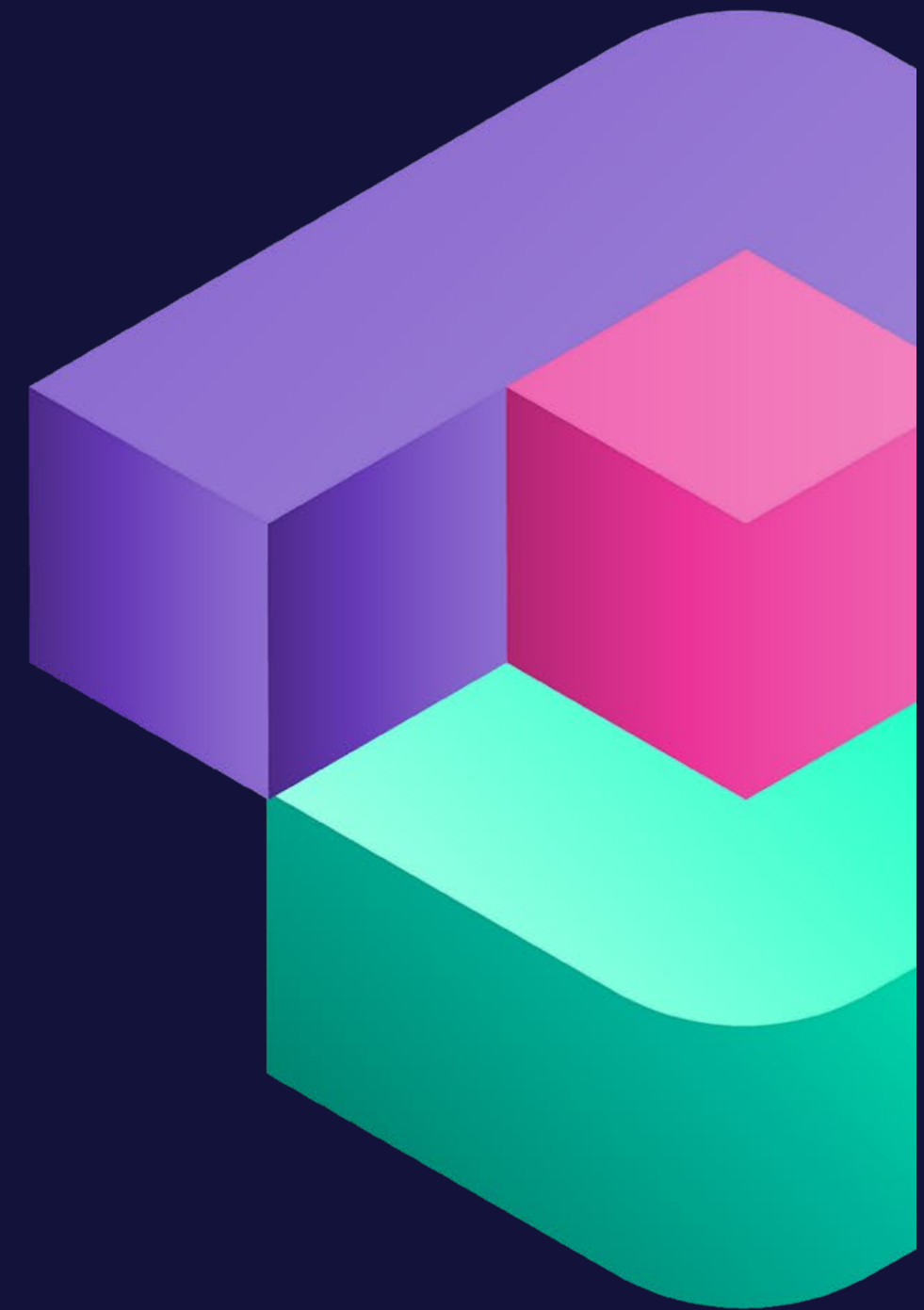
# Roberta Beattie

Digital Accessibility  
Tech Champion



# Agenda

- What is digital accessibility?
- Accessibility principles
- Simple accessibility tips
- Tools & resources
- Recap and Questions



**“ *People are limited by barriers in society, not by their physical abilities or differences* ”**

**Shape Arts**

**The goal of digital accessibility is to remove barriers that prevent anybody from being able to understand or interact with your digital content**

**Poll time!**

**59,642,000**

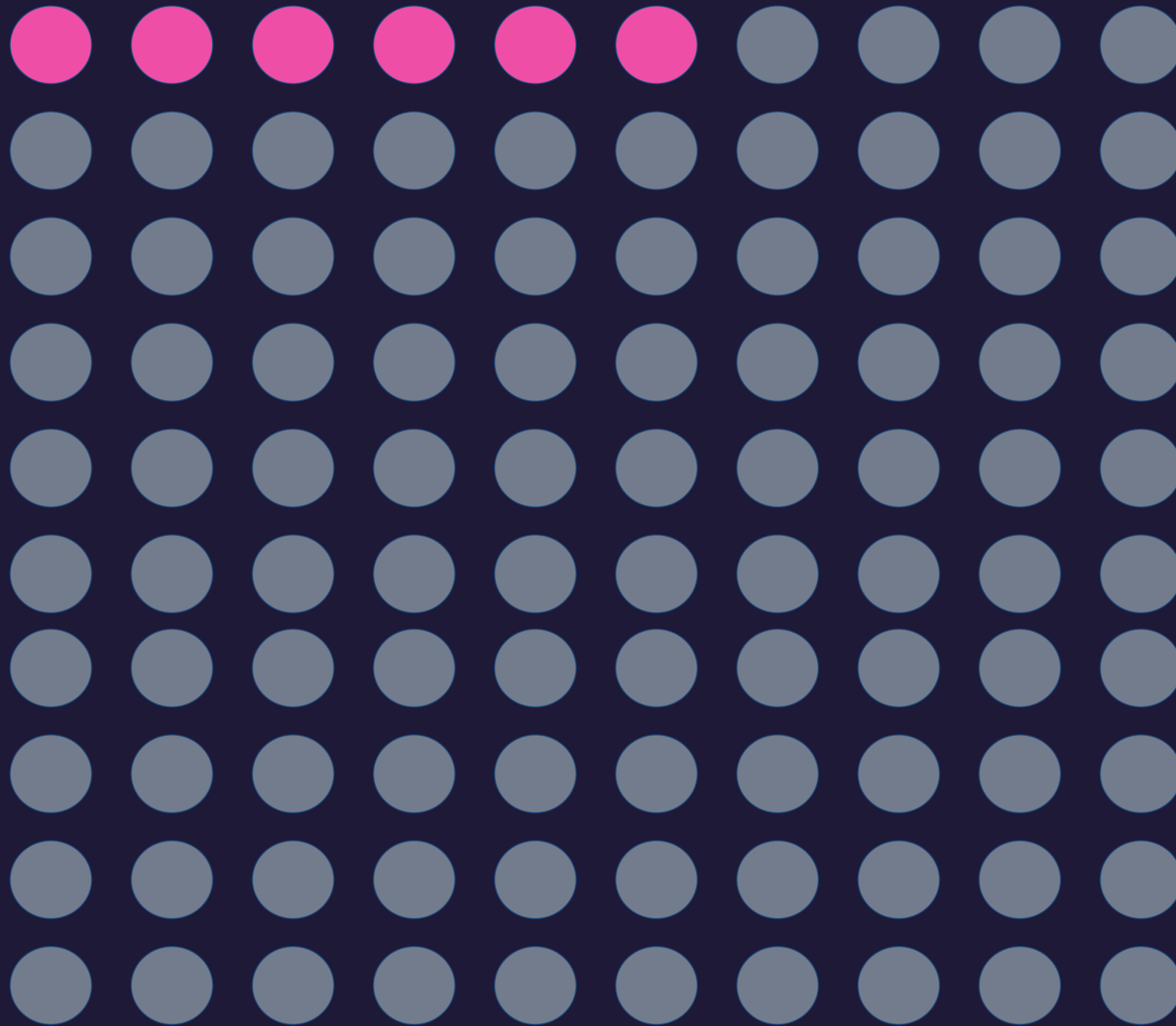
Population England  
Source Census 2021

10,400,000

Source Census 2021



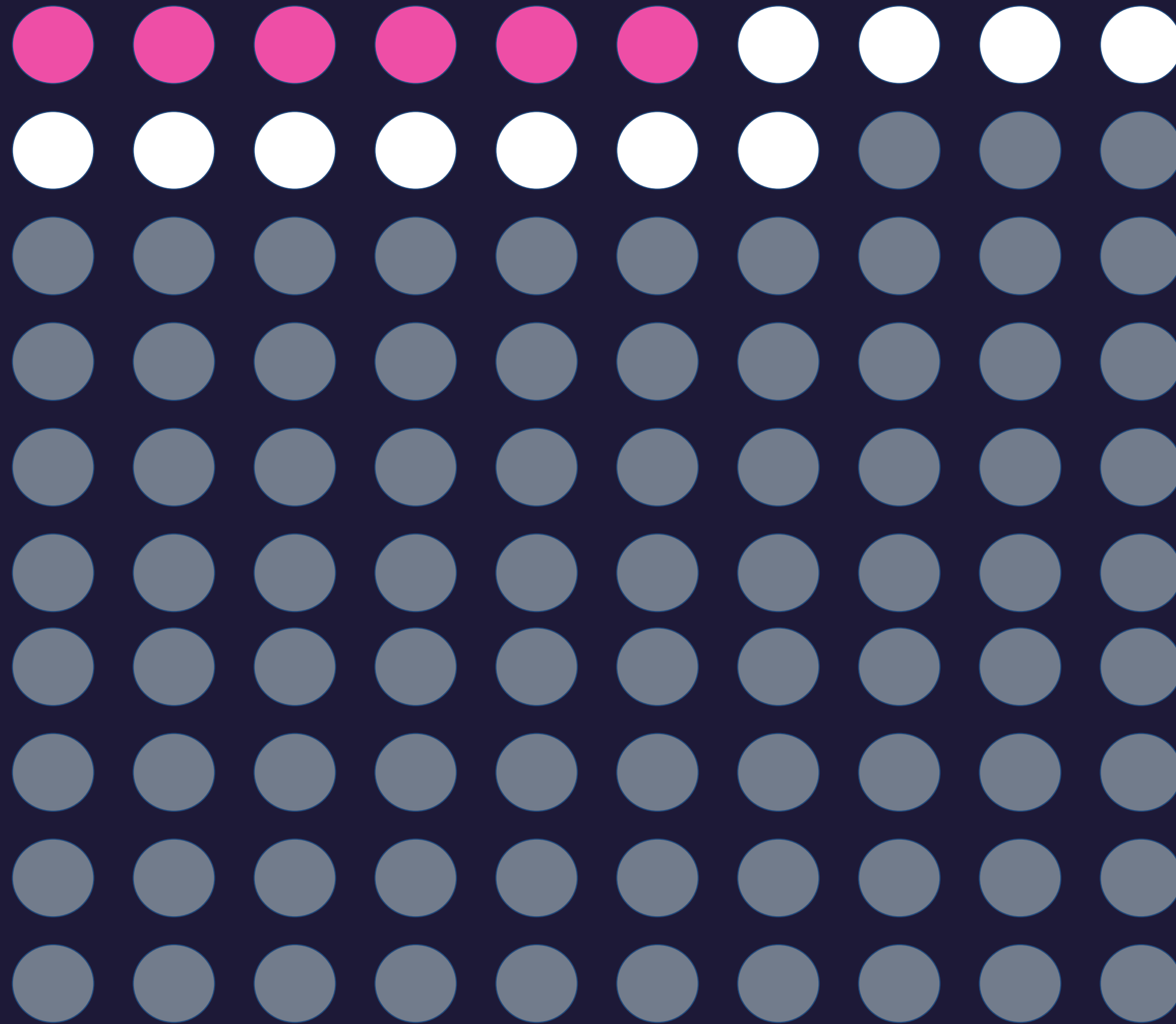
100 people



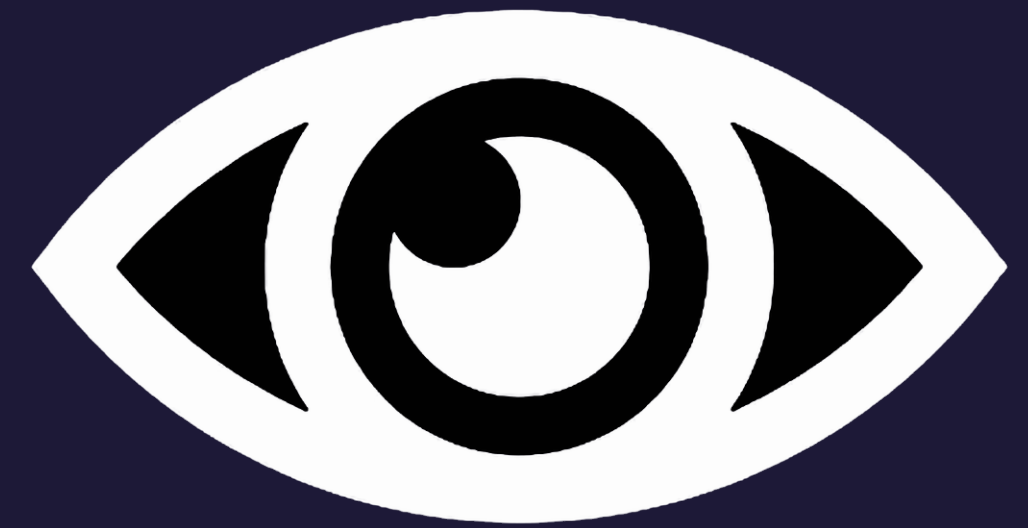
6



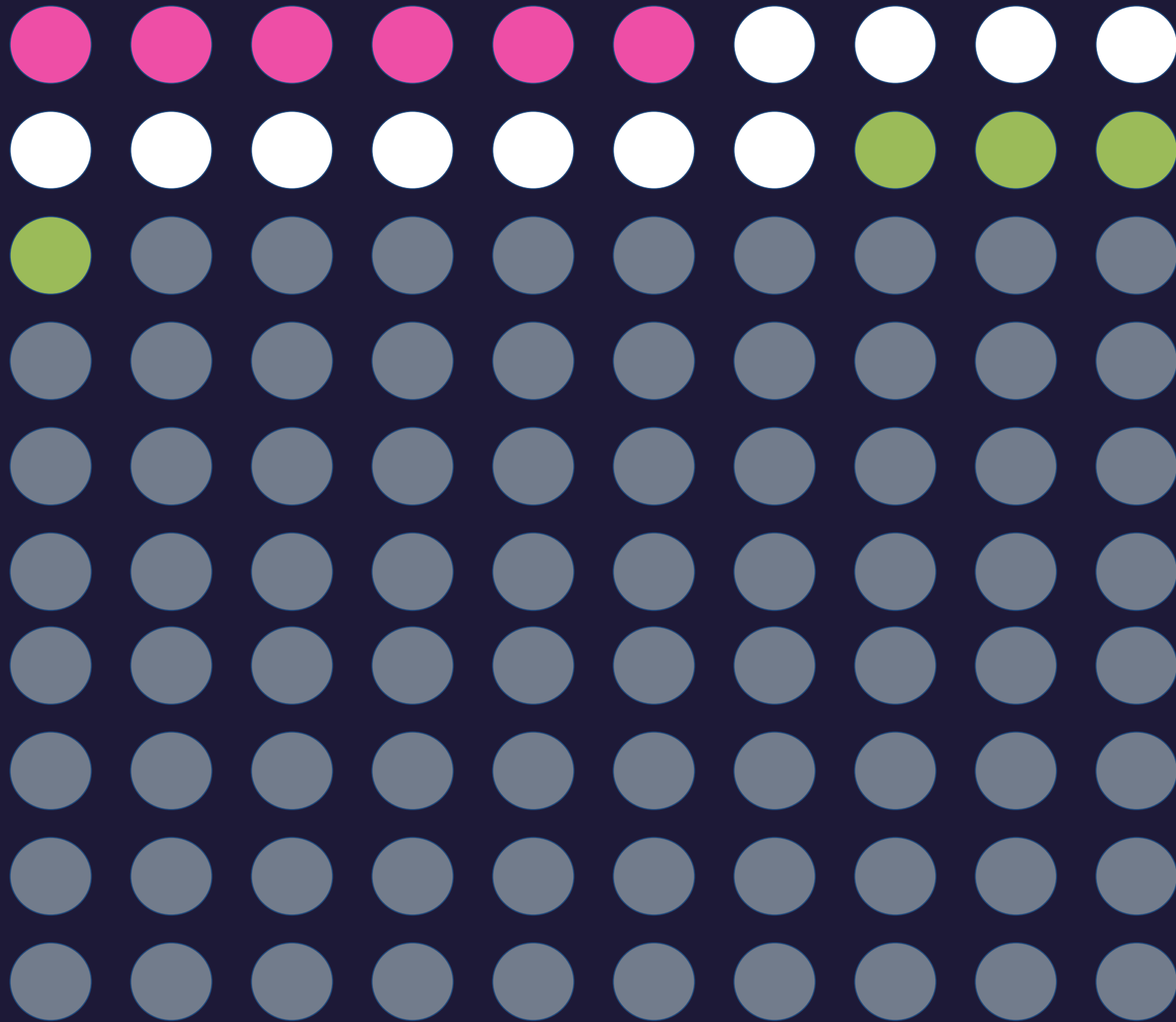
100 people



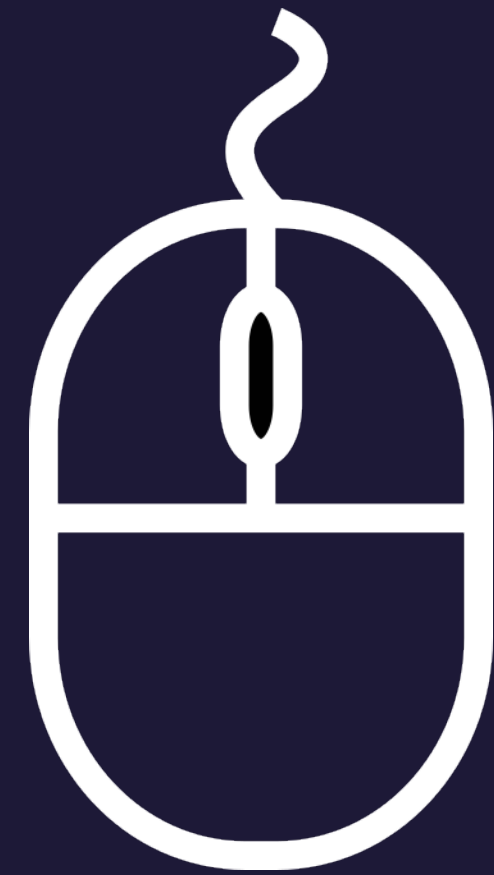
11



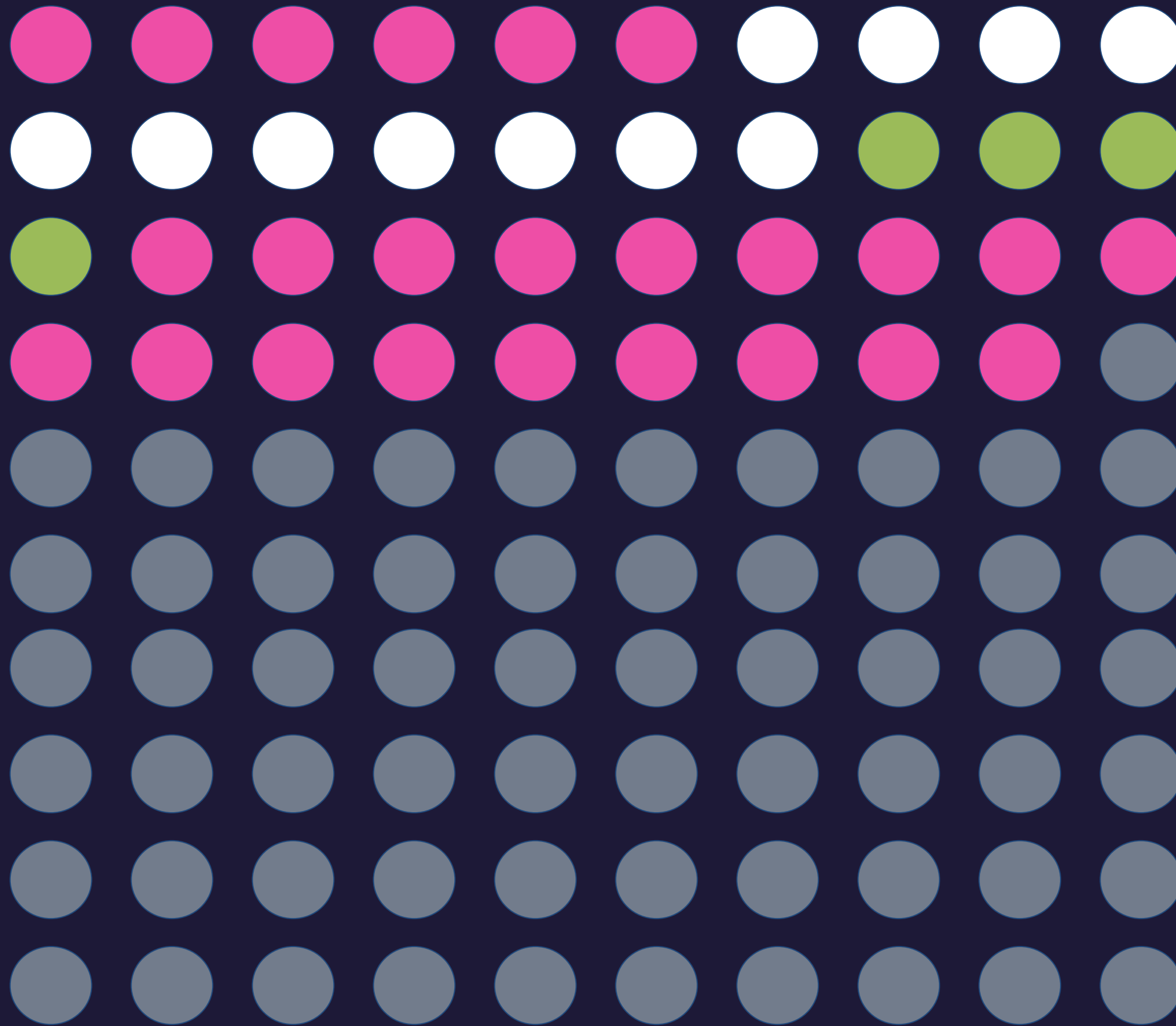
100 people



4



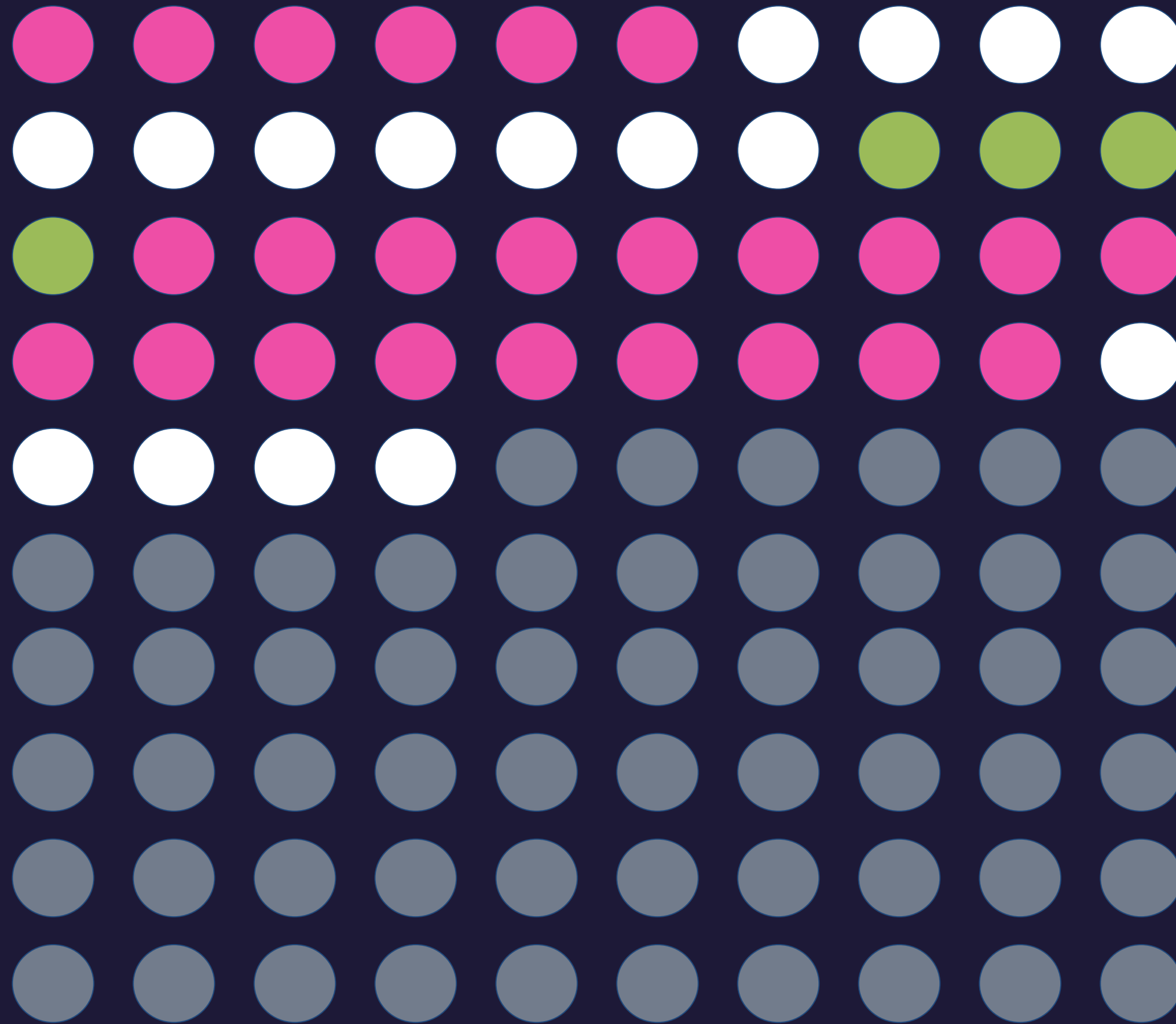
100 people



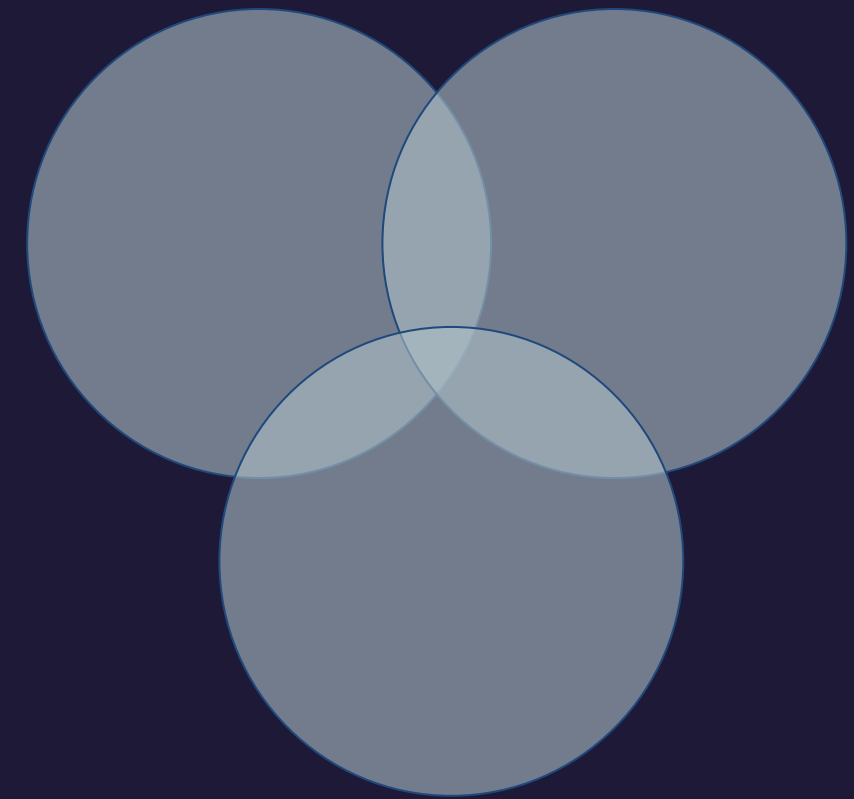
13



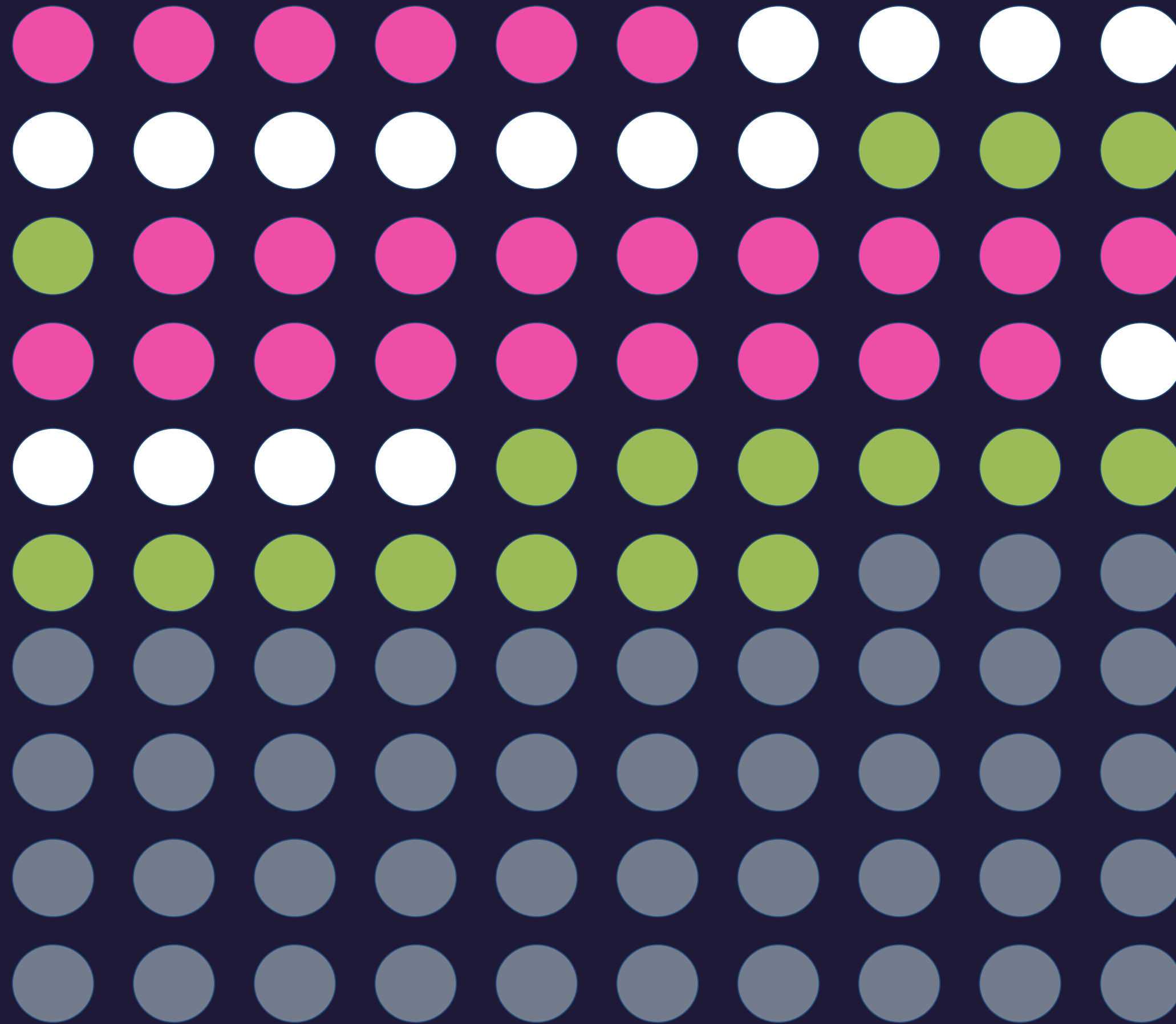
100 people



5



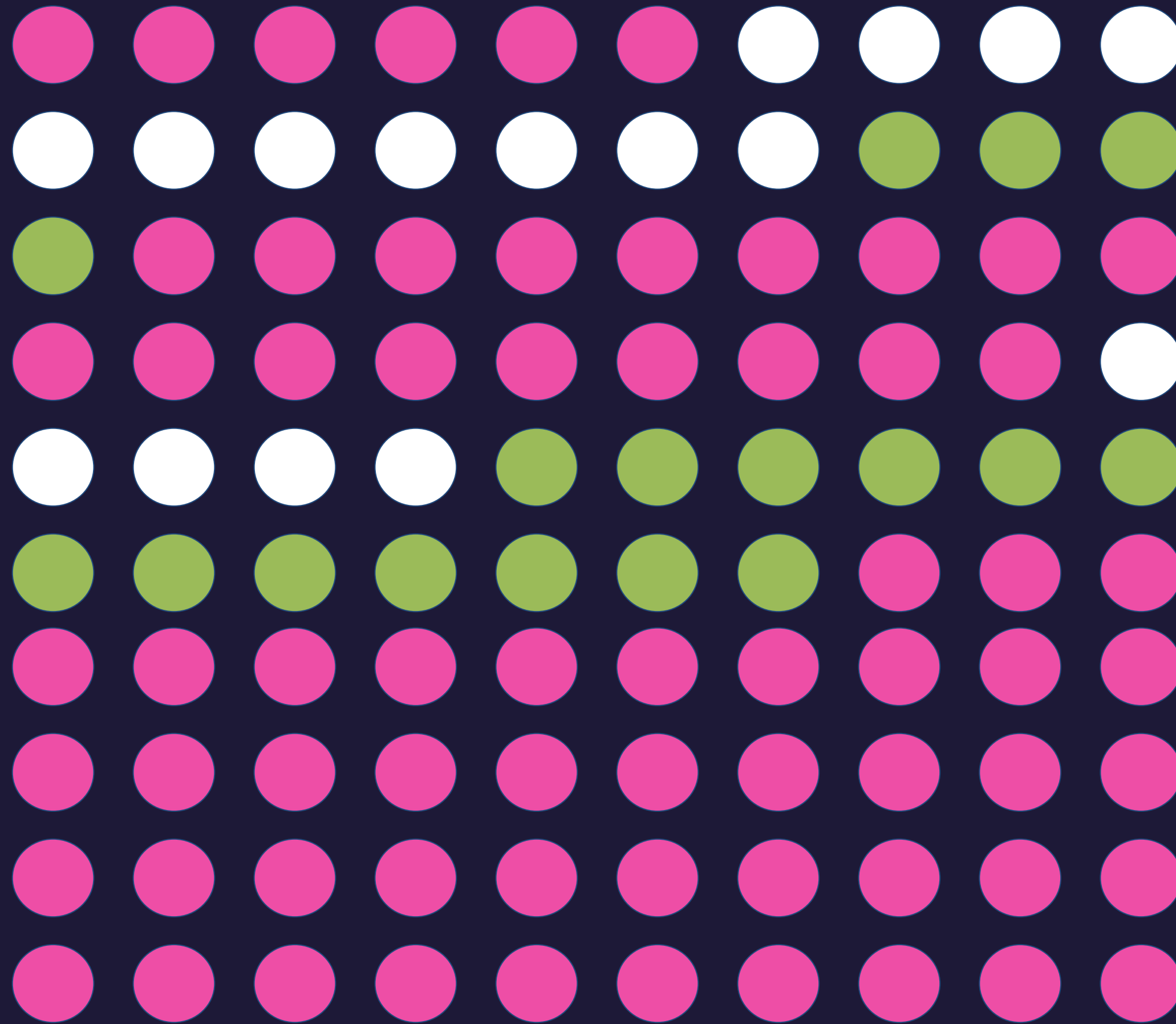
100 people



13



100 people



100





# Accessibility comes first





# What is digital accessibility?



# WCAG guidelines

**WCAG**



# Accessibility is about people



# Agenda

- What is digital accessibility?
- Accessibility principles
- Simple accessibility tips
- Tools & resources
- Recap and Questions



# POUR Principles

**P**erceivable

**O**perable

**U**nderstandable

**R**obust

# Perceivable



# Operable



**Understandable**





# Robust



# Accessibility modes

**Permanent**

**Temporary**

**Situational**

# Accessibility barriers



COGNITIVE



VISUAL



AUDITORY



MOTOR



SPEECH

# Agenda

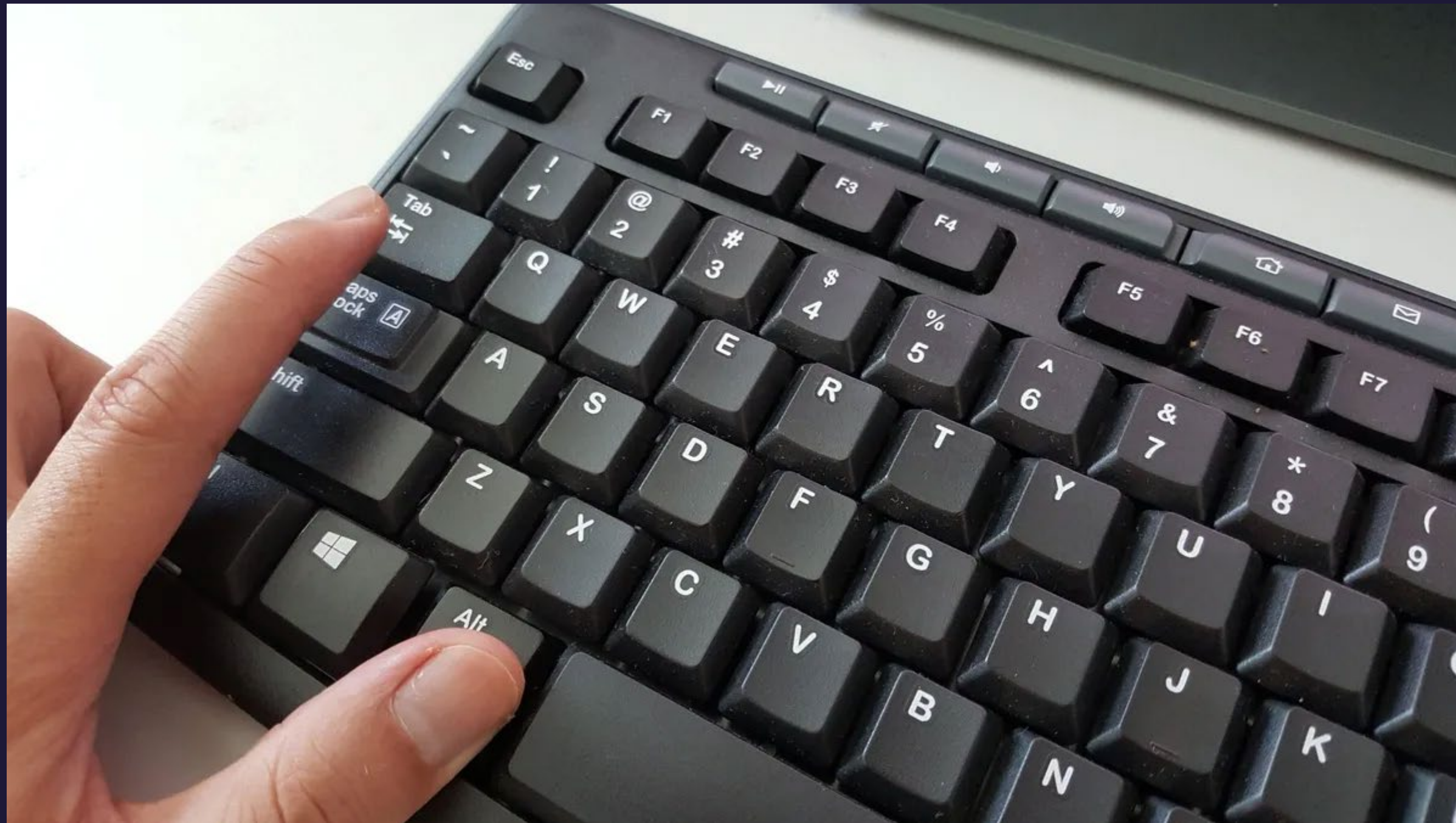
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# Website accessibility tips

# Navigating with a keyboard

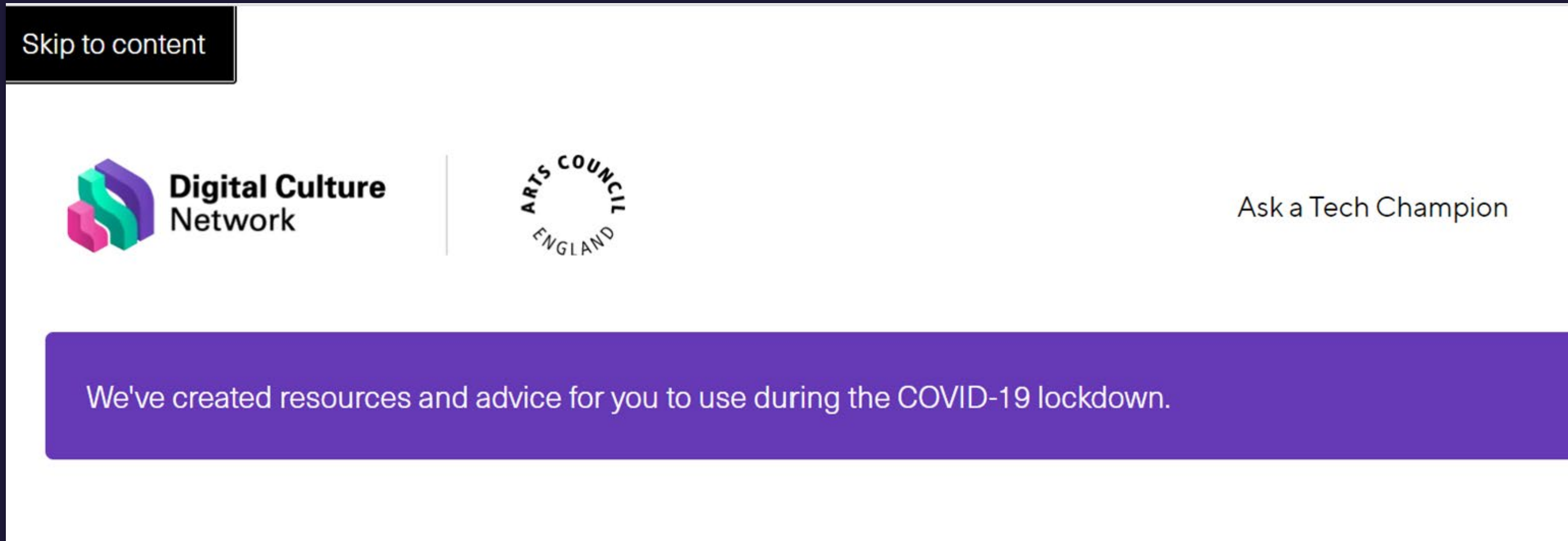
★ Can you use your website with a keyboard?




Focus state link example


# Skip to content

★ Add a skip to content link



Skip to content

 **Digital Culture Network**

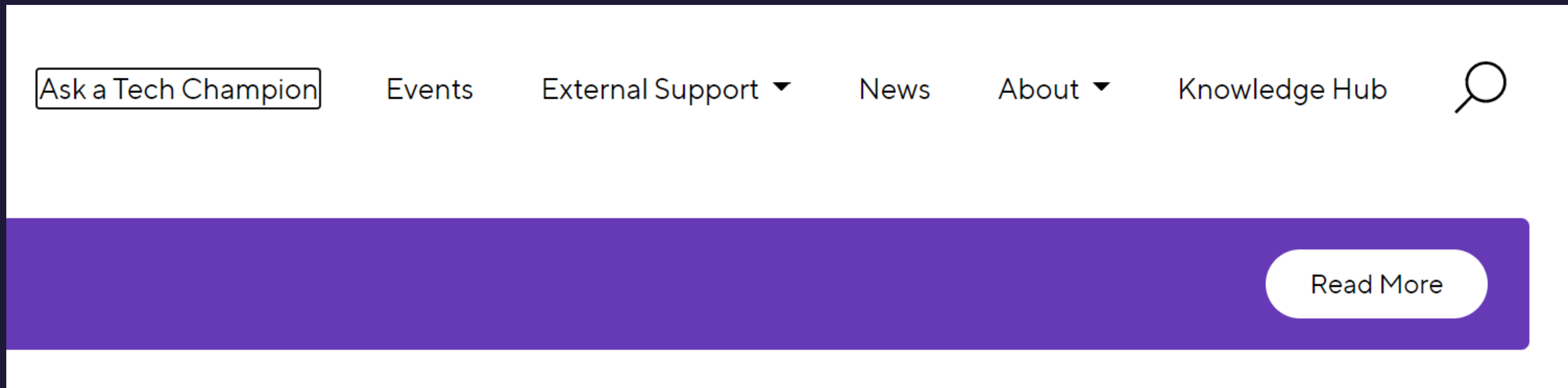


[Ask a Tech Champion](#)

We've created resources and advice for you to use during the COVID-19 lockdown.

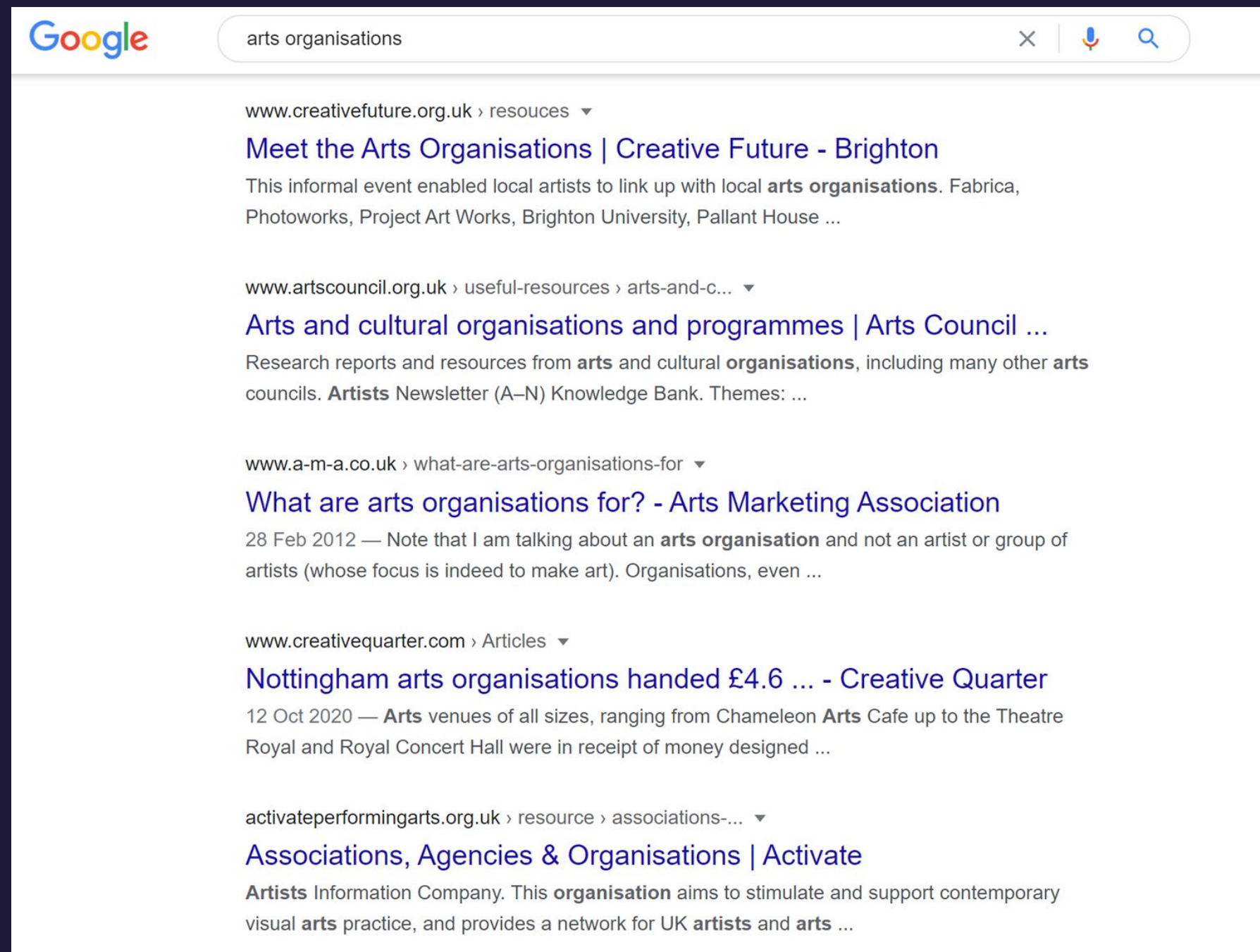
# Focus on links

★ The links should highlight when you tab through them





# Well written page titles



Google arts organisations

www.creativefuture.org.uk › resources ▾  
**Meet the Arts Organisations | Creative Future - Brighton**  
This informal event enabled local artists to link up with local **arts organisations**. Fabrica, Photoworks, Project Art Works, Brighton University, Pallant House ...

www.artscouncil.org.uk › useful-resources › arts-and-c... ▾  
**Arts and cultural organisations and programmes | Arts Council ...**  
Research reports and resources from **arts** and cultural **organisations**, including many other **arts** councils. **Artists** Newsletter (A–N) Knowledge Bank. Themes: ...

www.a-m-a.co.uk › what-are-arts-organisations-for ▾  
**What are arts organisations for? - Arts Marketing Association**  
28 Feb 2012 — Note that I am talking about an **arts organisation** and not an artist or group of artists (whose focus is indeed to make art). Organisations, even ...

www.creativequarter.com › Articles ▾  
**Nottingham arts organisations handed £4.6 ... - Creative Quarter**  
12 Oct 2020 — **Arts** venues of all sizes, ranging from Chameleon **Arts** Cafe up to the Theatre Royal and Royal Concert Hall were in receipt of money designed ...

activateperformingarts.org.uk › resource › associations-... ▾  
**Associations, Agencies & Organisations | Activate**  
**Artists** Information Company. This **organisation** aims to stimulate and support contemporary visual **arts** practice, and provides a network for UK **artists** and **arts** ...



arts organisations - Google Search × Digital Skills For Arts & Culture - × +

digitalcultu

Digital Skills For Arts & Culture - Digital Culture Network digitalculturenetwork.org.uk

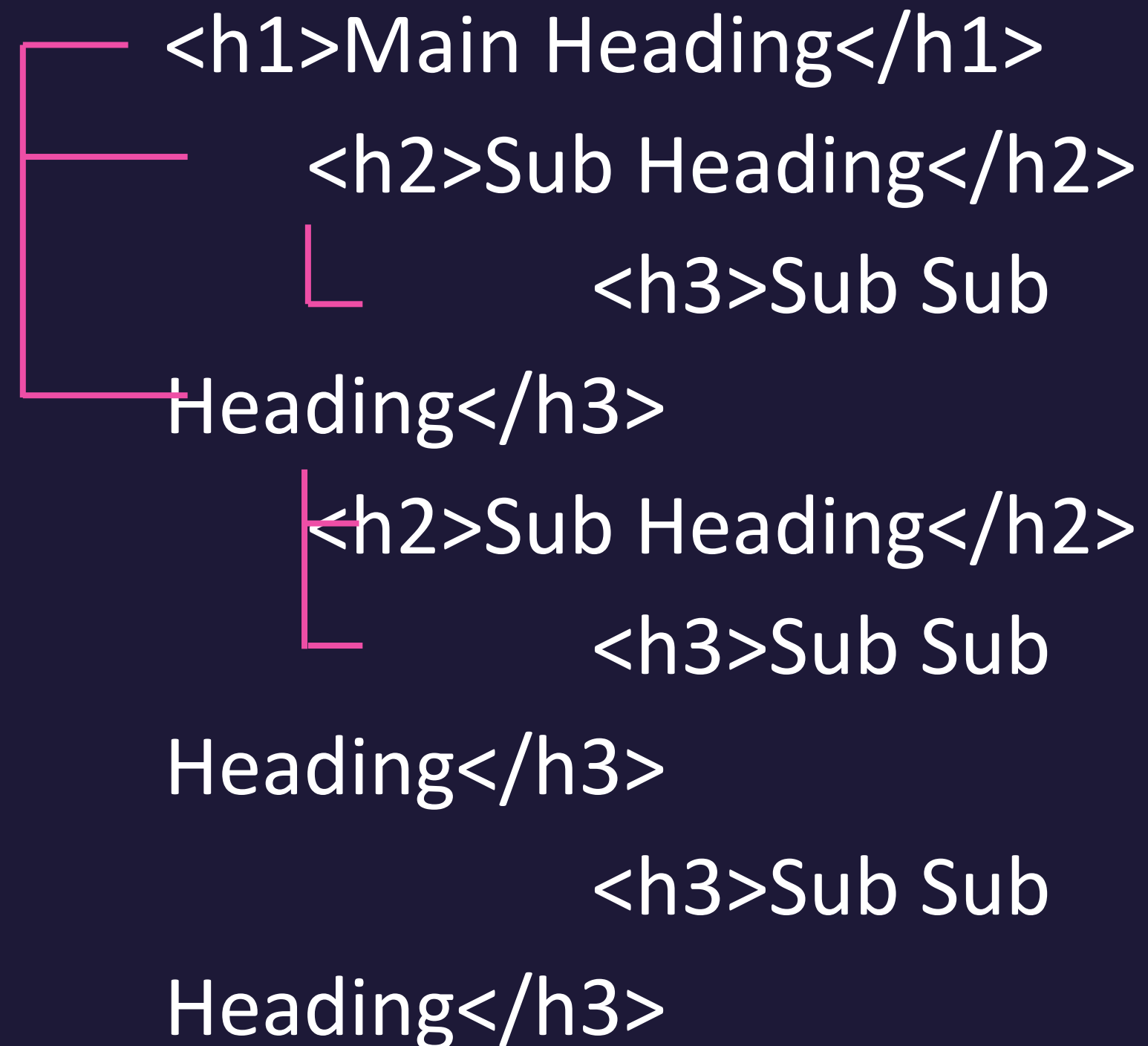
Apps Arts Council Links Microsoft Teams fun stuff Training

 **Digital Culture Network** 

Ask a Tech Champion

# Headings organise content

★ Use headings to organise content in a logical order



# Use sans-serif fonts

Sans-Serif



Serif



# Simple language

**In the event of** → **If**

# Break up large chunks of text

Once upon a time there were three bears, who lived together in a house of their own in a wood. One of them was a little, small wee bear; one was a middle-sized bear, and the other was a great, huge bear. One day, after they had made porridge for their breakfast, they walked out into the wood while the porridge was cooling.

Once upon a time there were three bears, who lived together in a house of their own in a wood.

One of them was a little, small wee bear; one was a middle-sized bear, and the other was a great, huge bear.

One day, after they had made porridge for their breakfast, they walked out into the wood while the porridge was cooling.

# Easy read



# Colour contrast

- ★ Make sure the contrast of your content works for everyone



# Links

★ Use descriptive language for link text

**Read more**

**Download our annual  
report (pdf)**



# Allow people to pause animations

- ★ Add controls to let people slow down or stop moving elements



# Images

★ Create meaningful alt text for your images

### Image Details

Alternative Text


[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Caption

---

DISPLAY SETTINGS

Align



# Notifications and form error feedback

Top of Form Validation

A vertical stack of six input fields. The top field is highlighted with a light red background and contains two horizontal red lines. The second field has a red border. The third, fourth, and fifth fields also have red borders. The bottom field is plain white.

**X** High cognitive load on memory

**X** Longer time to correct errors

Inline Validation

A vertical stack of six input fields. The second and fourth fields from the top have a red border and a light red background with a horizontal red line. The other fields are plain white.

**✓** Low cognitive load on memory

**✓** Shorter time to correct errors

# Captcha

i'm a captcha!



i'm not a robot



Eps10 vector

Type the two words:



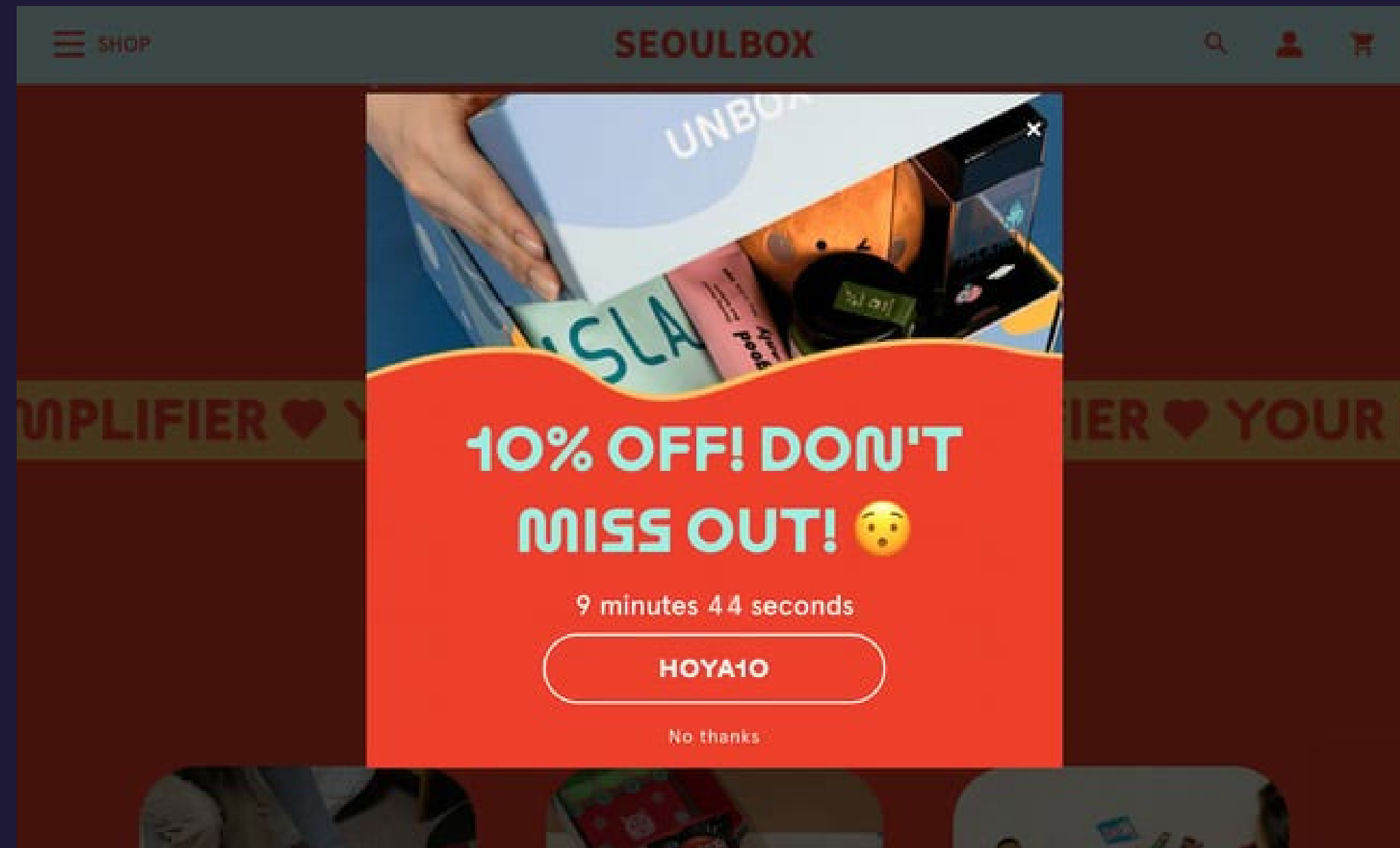
Select all images with sandwiches.



Report a problem

Verify

# Pop-ups



# Access information





# Multiple device accessibility tips

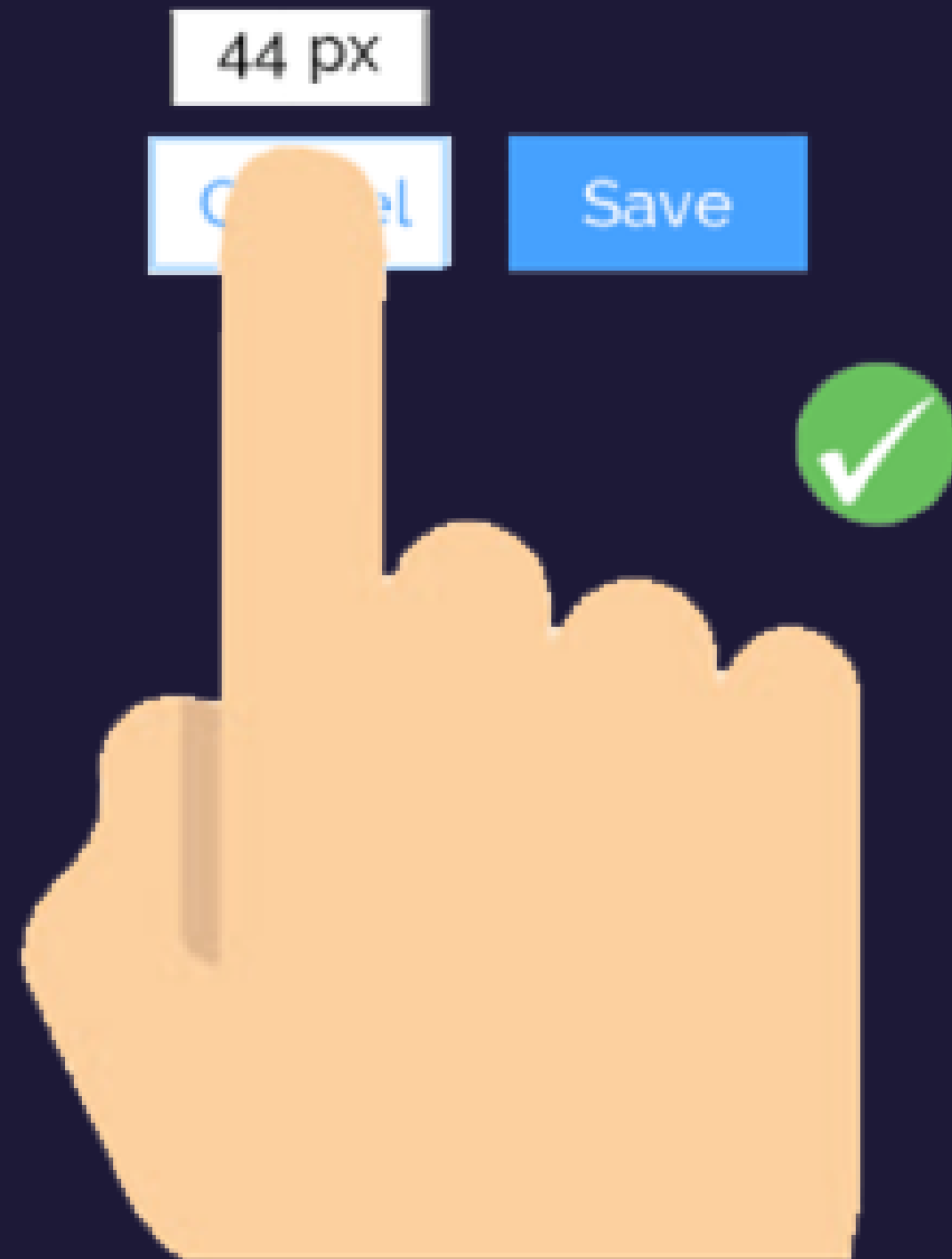
# Accessibility across devices

★ Does your content work on different devices?





# Tap targets



# Mobile menus

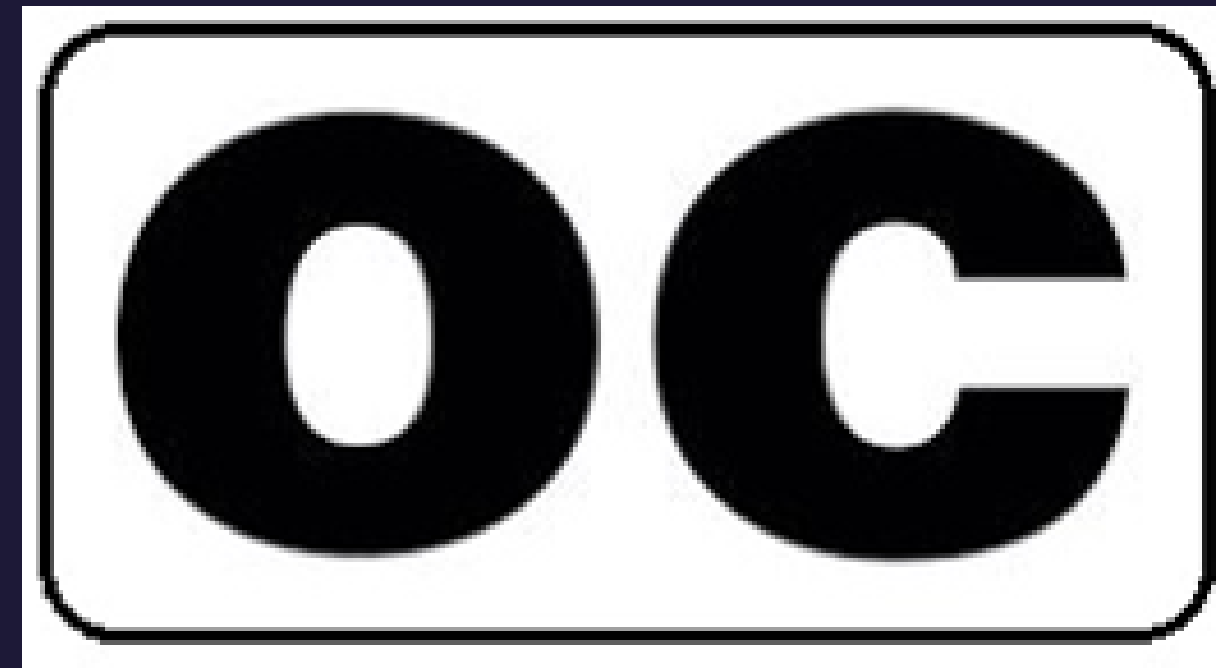


# Video accessibility tips

# Captioning videos

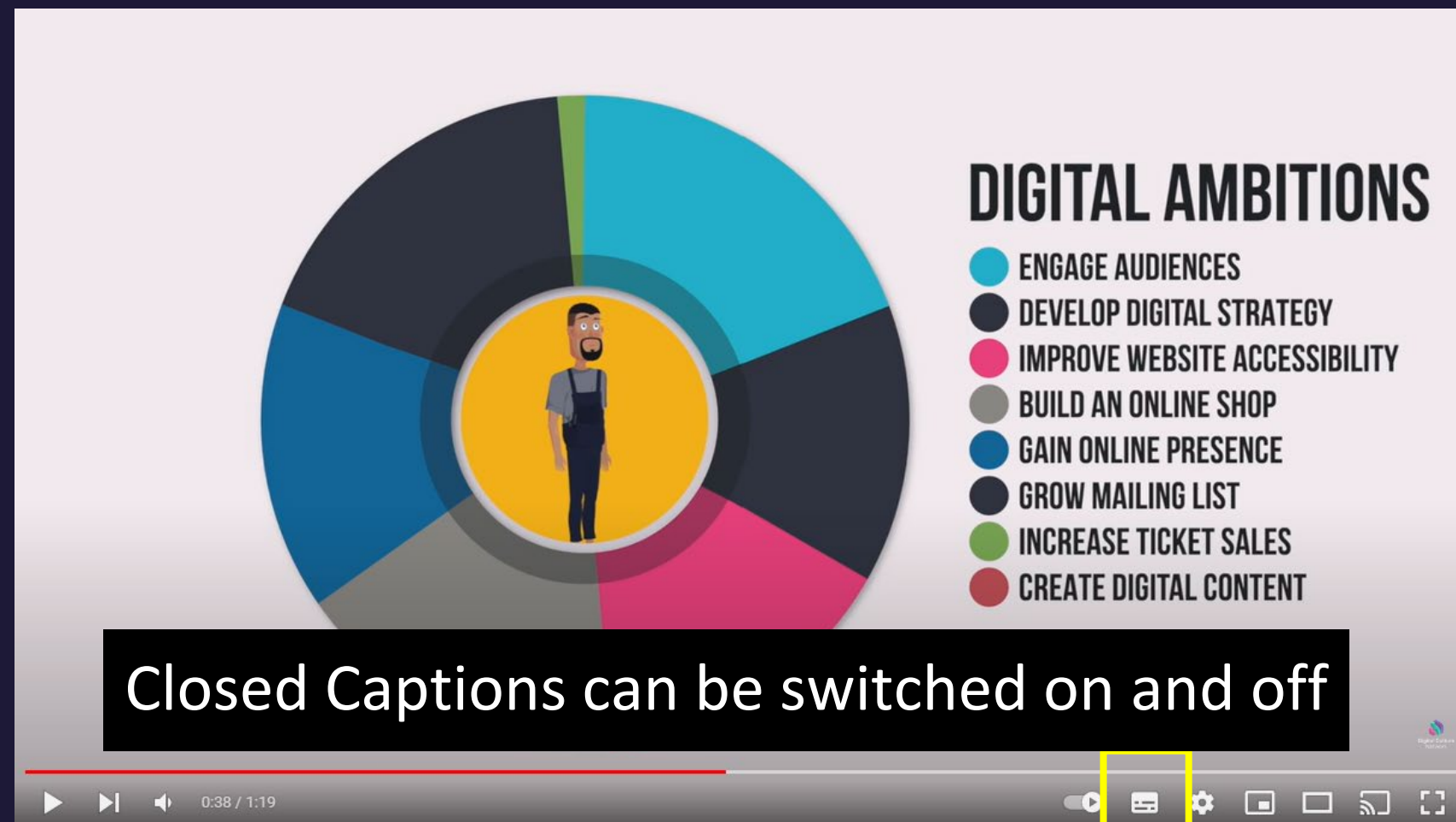


Closed Captions



Open Captions

# Captioning videos

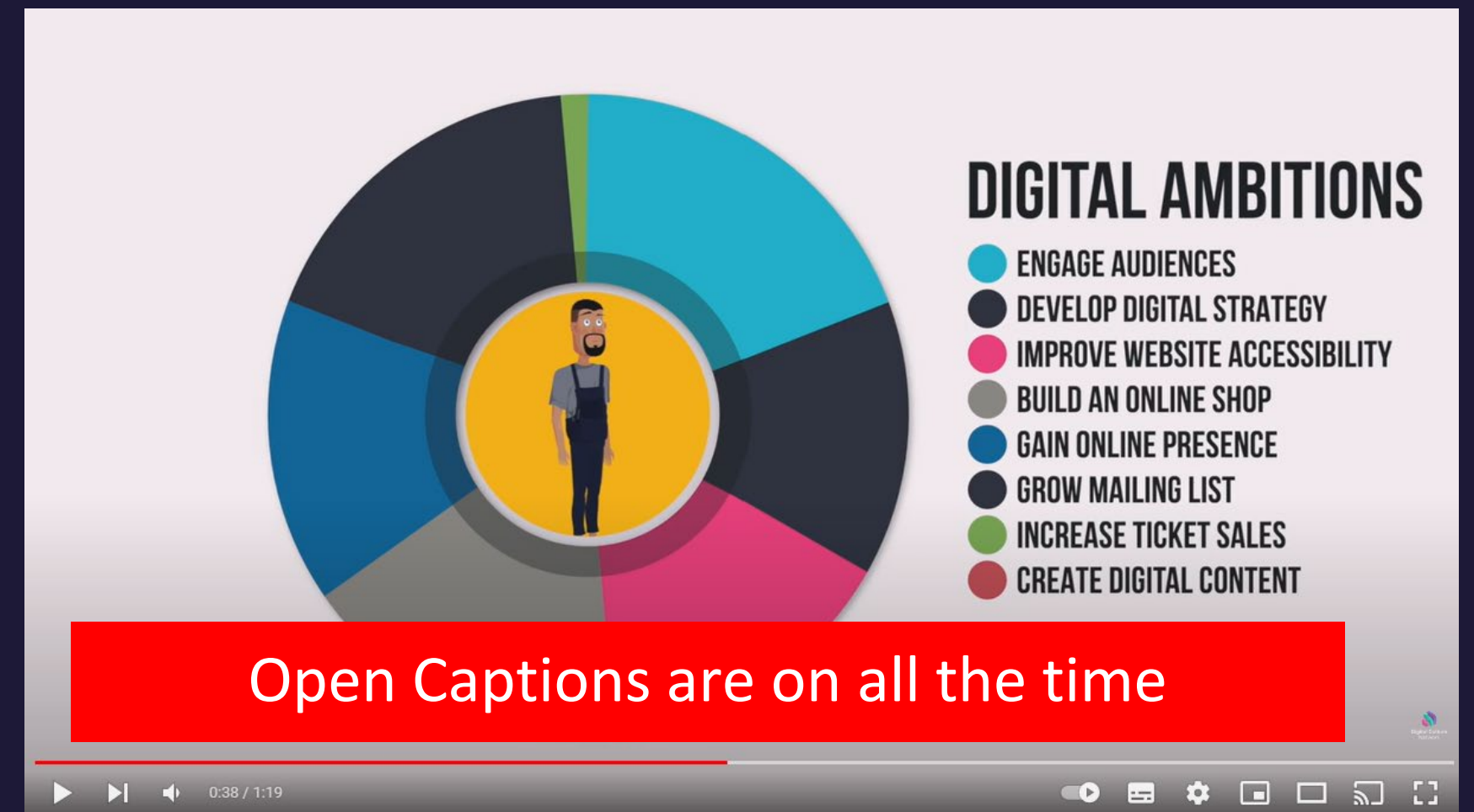


The video player displays a slide titled "DIGITAL AMBITIONS" with a donut chart and a list of goals. A black caption bar at the bottom reads "Closed Captions can be switched on and off". A yellow box highlights the closed captions icon in the player's control bar.

**DIGITAL AMBITIONS**

- ENGAGE AUDIENCES
- DEVELOP DIGITAL STRATEGY
- IMPROVE WEBSITE ACCESSIBILITY
- BUILD AN ONLINE SHOP
- GAIN ONLINE PRESENCE
- GROW MAILING LIST
- INCREASE TICKET SALES
- CREATE DIGITAL CONTENT

Closed Captions can be switched on and off



The video player displays the same slide as the first player. A red caption bar at the bottom reads "Open Captions are on all the time".

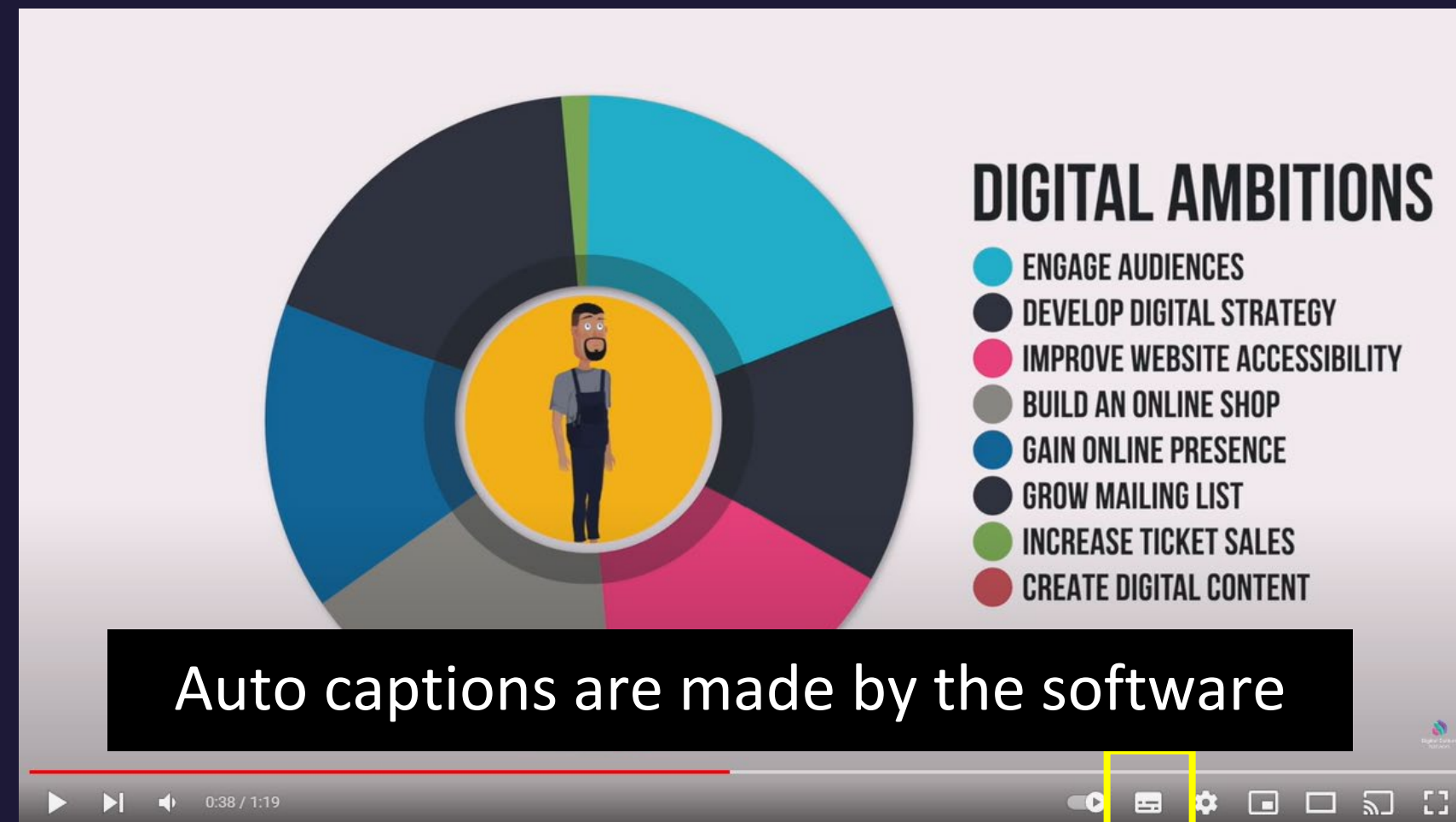
**DIGITAL AMBITIONS**

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Open Captions are on all the time

# Auto and live transcription

## Auto Captions



The video player displays a slide titled "DIGITAL AMBITIONS" with a central figure of a man in overalls. The slide features a donut chart and a list of eight digital marketing goals. The video player interface includes a progress bar at 0:38 / 1:19 and a yellow box highlighting the closed captions icon in the bottom right corner.

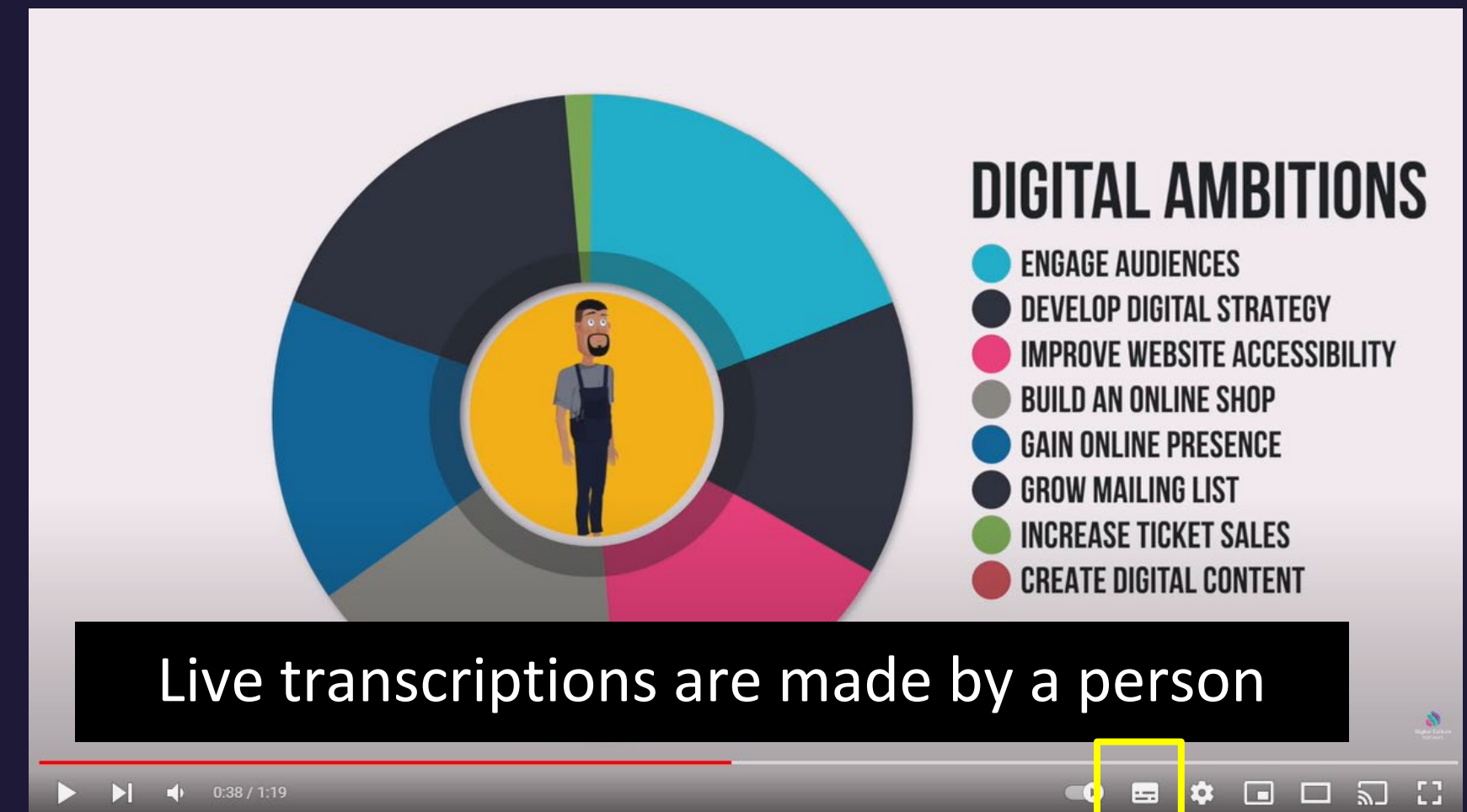
**DIGITAL AMBITIONS**

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- CREATE DIGITAL CONTENT

Auto captions are made by the software



## Live Transcriptions



The video player displays the same slide as the first player. The video player interface includes a progress bar at 0:38 / 1:19 and a yellow box highlighting the closed captions icon in the bottom right corner.

**DIGITAL AMBITIONS**

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Live transcriptions are made by a person



# YouTube Studio

English

SAVE DRAFT PUBLISH

EDIT TIMINGS

have you always wanted to unleash your digital potential whether you're a museum gallery theatre or arts organization the digital culture network has been created to provide the skills support and training to help you reach your digital ambitions big or small the digital culture network provides every arts and culture organizations with access to resources like one-to-one support group workshops webinars and all delivered by industry specialists so you want to start taking advanced bookings online or develop a social media strategy that reaches new and diverse audiences or maybe you want to gain more general knowledge and confidence to advance in an increasingly digital age we have the team for you comprised of nine tech champions based throughout the country the digital culture network have expertise in search engine optimization web design crm ticketing e-commerce social media and content creation together they are able to help you realize your digital ambitions and unleash your true potential for more information please contact the digital culture network

Digital Culture Network

AMBITIONS BIG OR SMALL

been created to provide the skills support and training to help you reach your digital

0:15 / 1:20

Enter subtitles faster with [keyboard shortcuts](#).

Pause while typing

0:15:00 UNDO REDO

0:00:00 0:02:00 0:04:00 0:06:00 0:07:02

have you always wanted to unleash your digital potential

whether you're a museum gallery theatre or arts organization the d



# Audio descriptions for videos





# Newsletter accessibility tips

# Newsletter accessibility

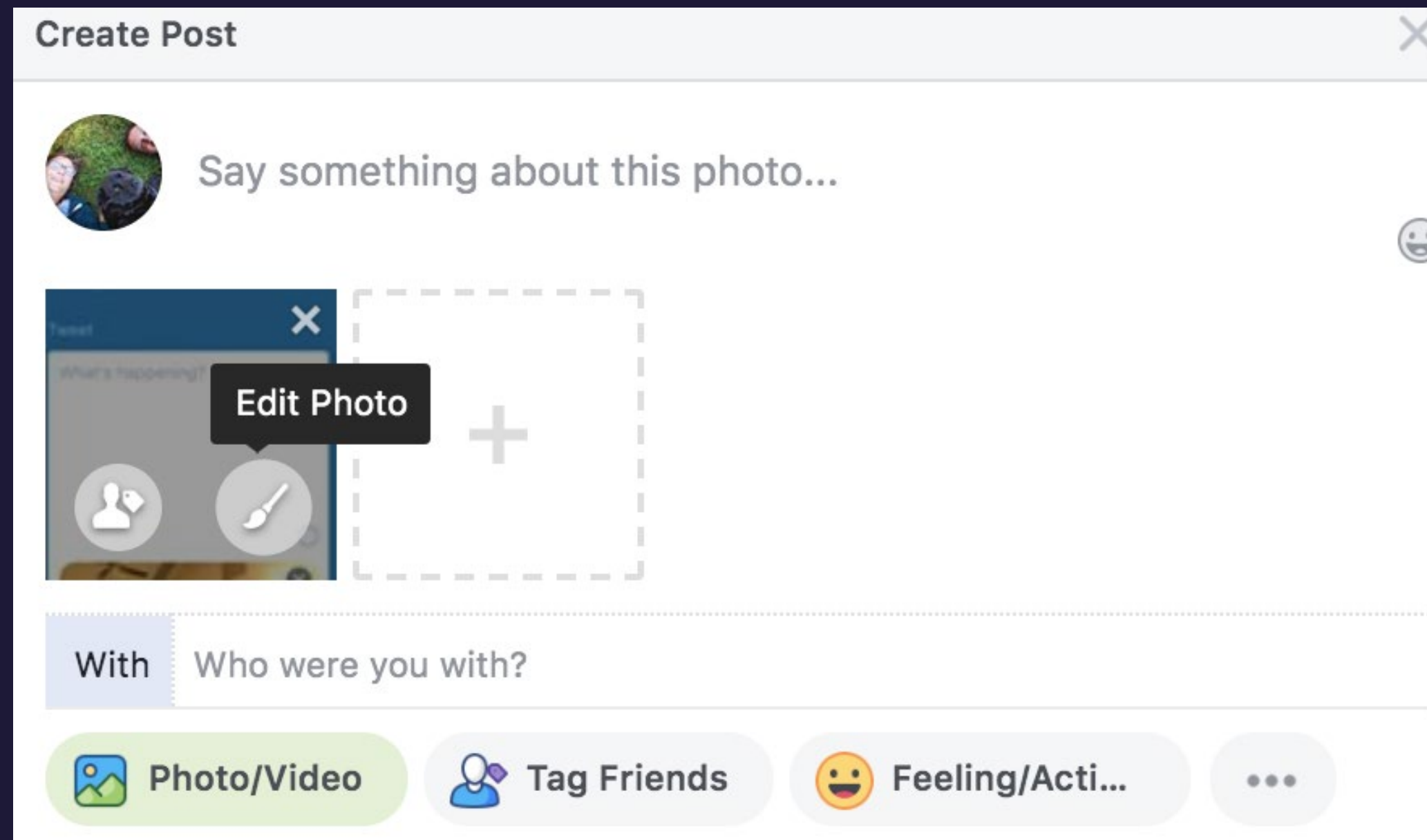


# **Social media accessibility tips**

# Accessible social media




# Alt text on images






# TitleCase your #Hashtags











# Describe emojis

 Look at the image below 🙋



 Tag people    Add description

 **Everyone can reply**

       **Tweet**

# PDF accessibility tips



# Accessible PDFs

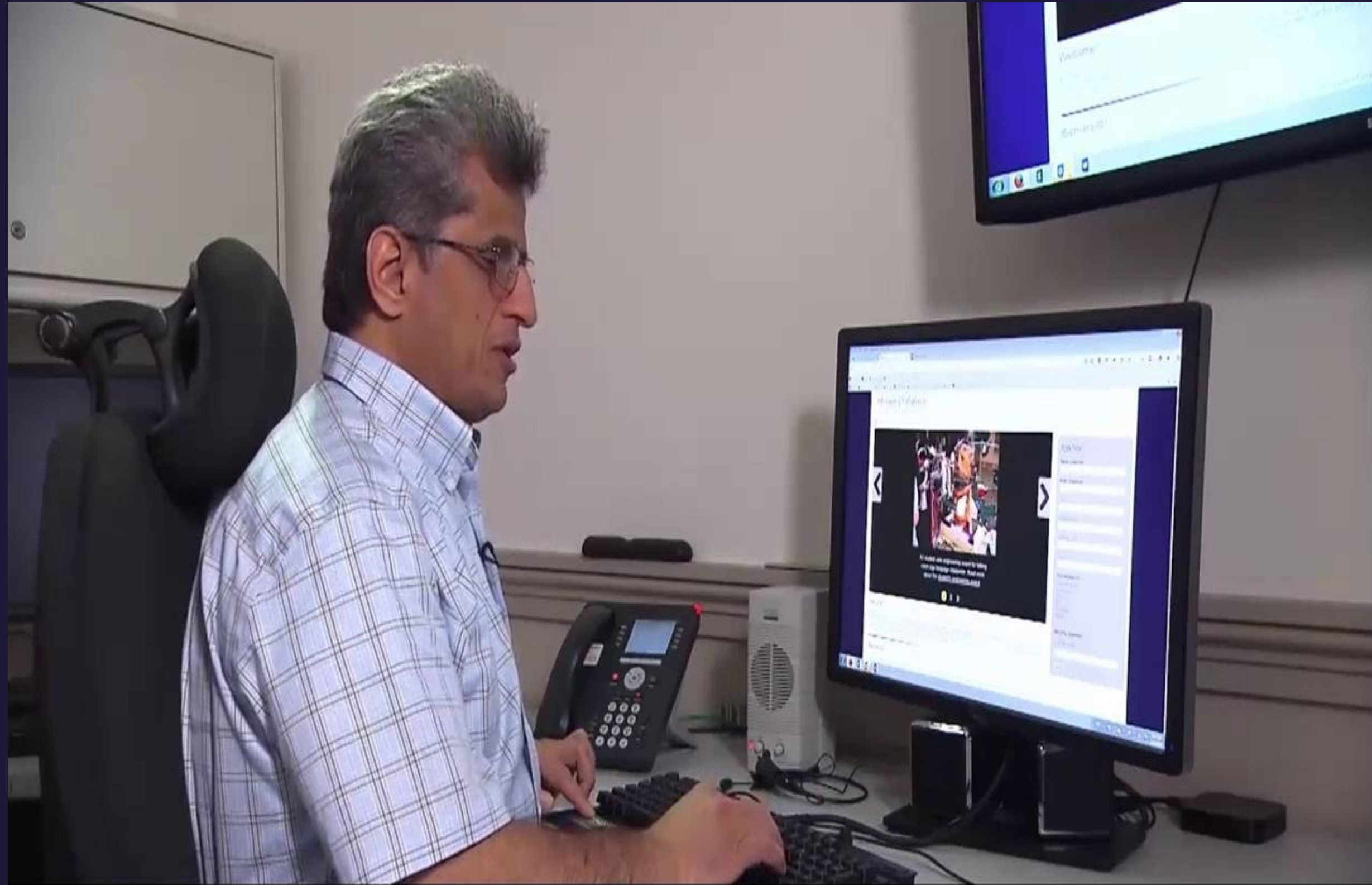


# User feedback

# Ask your audience



# Using a screen reader



a screen reader program is a software that

# Agenda

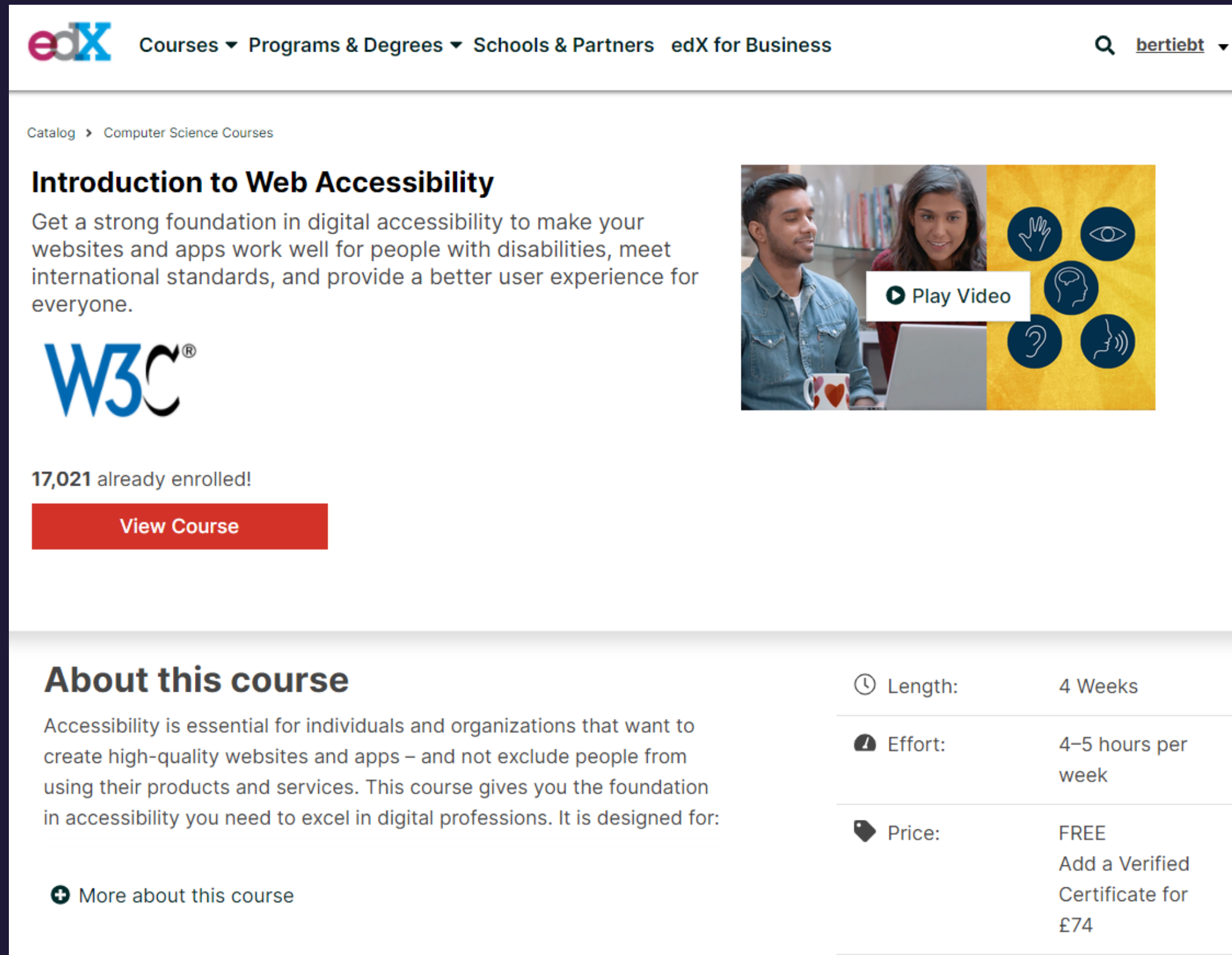
- What is digital accessibility?
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# Accessibility course

★ This free accessibility course created by the people behind the W3C




The screenshot shows the edX website interface. At the top, there is a navigation bar with the edX logo, links for 'Courses', 'Programs & Degrees', 'Schools & Partners', and 'edX for Business', and a search bar containing 'bertiebt'. Below the navigation bar, the breadcrumb 'Catalog > Computer Science Courses' is visible. The main content area features the course title 'Introduction to Web Accessibility' with a description: 'Get a strong foundation in digital accessibility to make your websites and apps work well for people with disabilities, meet international standards, and provide a better user experience for everyone.' The W3C logo is prominently displayed. A video player thumbnail shows a man and a woman at a laptop, with a 'Play Video' button and icons for accessibility (hand, eye, ear, mouth). Below the video, it states '17,021 already enrolled!' and a red 'View Course' button. The 'About this course' section explains that accessibility is essential for creating high-quality websites and apps. To the right, a table lists course details: Length (4 Weeks), Effort (4-5 hours per week), and Price (FREE, with an option to add a Verified Certificate for £74).

edX Courses ▾ Programs & Degrees ▾ Schools & Partners edX for Business Q bertiebt ▾

Catalog > Computer Science Courses

## Introduction to Web Accessibility

Get a strong foundation in digital accessibility to make your websites and apps work well for people with disabilities, meet international standards, and provide a better user experience for everyone.



17,021 already enrolled!

[View Course](#)

### About this course

Accessibility is essential for individuals and organizations that want to create high-quality websites and apps – and not exclude people from using their products and services. This course gives you the foundation in accessibility you need to excel in digital professions. It is designed for:

[+ More about this course](#)

🕒 Length:	4 Weeks
🕒 Effort:	4–5 hours per week
💰 Price:	FREE Add a Verified Certificate for £74

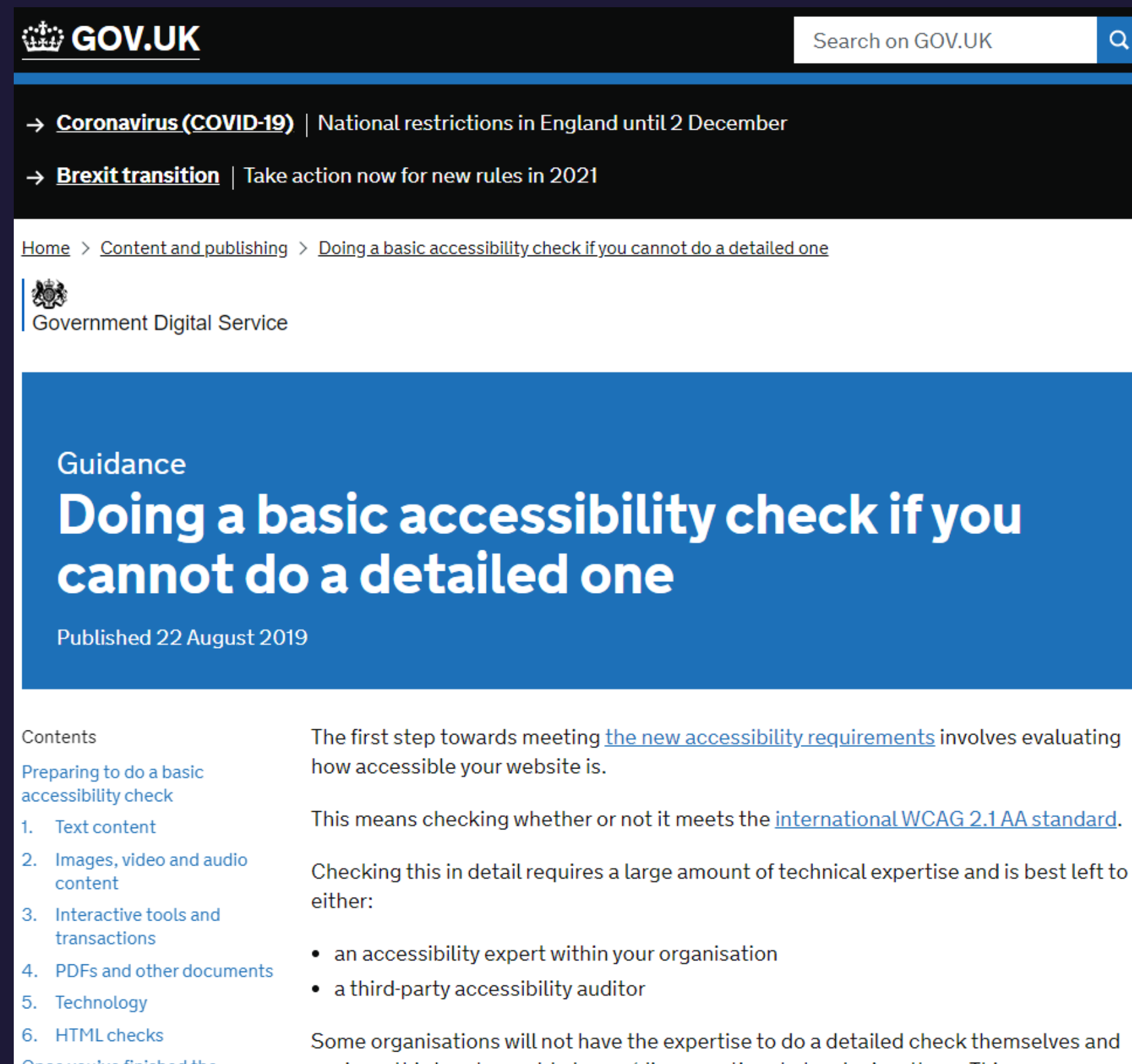
# Accessibility tools & resources

## Google Lighthouse



# Simple accessibility self-audit

★ The Gov.uk site has a simple guide on how to self-evaluate your website



The screenshot shows the Gov.uk website header with the logo and a search bar. Below the header, there are navigation links for 'Coronavirus (COVID-19)' and 'Brexit transition'. The breadcrumb trail indicates the page is under 'Content and publishing' > 'Doing a basic accessibility check if you cannot do a detailed one'. The Government Digital Service logo is visible. The main content area has a blue header with the title 'Guidance: Doing a basic accessibility check if you cannot do a detailed one' and a publication date of 'Published 22 August 2019'. The 'Contents' section lists six items: 'Preparing to do a basic accessibility check', '1. Text content', '2. Images, video and audio content', '3. Interactive tools and transactions', '4. PDFs and other documents', and '5. Technology'. The main text begins with 'The first step towards meeting [the new accessibility requirements](#) involves evaluating how accessible your website is. This means checking whether or not it meets the [international WCAG 2.1 AA standard](#). Checking this in detail requires a large amount of technical expertise and is best left to either: an accessibility expert within your organisation, or a third-party accessibility auditor. Some organisations will not have the expertise to do a detailed check themselves and...



# Accessibility statement generator

★ The W3C have created an easy to use accessibility statement generator to help you create your own

The screenshot shows the W3C Web Accessibility Initiative (WAI) website. The header includes the W3C logo, the text 'Web Accessibility Initiative WAI', and the tagline 'Strategies, standards, resources to make the Web accessible to people with disabilities'. There are links for 'Get Involved' and 'About W3C WAI', and a search box. A navigation bar contains links for 'Accessibility Fundamentals', 'Planning & Policies', 'Design & Develop', 'Test & Evaluate', 'Teach & Advocate', and 'Standards/Guidelines'. The breadcrumb trail is 'Home / Planning & Policies / Developing an Accessibility Statement / Generator Tool'. The left sidebar is titled 'Planning & Policies' and lists several sub-sections, with 'Generator Tool' highlighted. The main content area is titled 'Generate an Accessibility Statement' and contains a section 'How to use this generator tool' with the text: 'The information that you provide below will generate an accessibility statement that you can download and further refine. None of the fields are required. None of the information you enter is stored outside your web browser.' Below this is a 'Page Contents' section with a list of links: 'Basic information', 'Your efforts', 'Technical information', and 'Approval and complaints process'. At the bottom of the page, there are buttons for '+ Expand All Sections', '- Collapse All Sections', and 'Show all additional Information +'. The 'Basic information' section is expanded, showing the text: 'In this section you can provide the minimal set of information recommended for your accessibility statement. This includes information about your organization, the accessibility standards you applied, and your contact information for feedback.'

# Live captioning

 StageTEXT

[www.stagetext.org](http://www.stagetext.org)

# Audio descriptions



[vocaleyes.co.uk](http://vocaleyes.co.uk)

# AbilityNet



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Search



[DSA and HE Services](#) ▾

[Free Tech Support and Information](#) ▾

[Digital Accessibility](#) ▾

[Workplace Services](#) ▾

[My Computer My Way](#) ▾

## A digital world accessible to all

We have a number of services that support a wide range of users. From older or disabled people looking for help with their technology to digital professionals advocating for accessibility best practices within their organisation. Learn about our services and read our latest news below.

## Embedding accessibility at every stage of your project

A robust accessibility policy helps to ensure you have a clear vision for accessibility and provides frameworks to embed accessibility across your organisation.

Join our upcoming training course to learn more.



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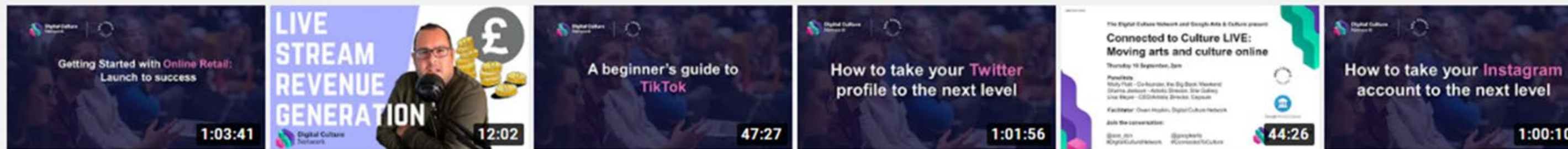




SUBSCRIBE

Uploads ▾ PLAY ALL

≡ SORT BY



Getting started with online retail: Launch to success 125 views • Streamed 1 week ago  
Earning revenue from live streams | Crowdcaster | Digital Culture Network 45 views • 2 weeks ago  
A beginner's guide to TikTok 231 views • Streamed 2 weeks ago  
How to take your Twitter profile to the next level 344 views • Streamed 1 month ago  
Connected to Culture LIVE: Moving arts and culture... 96 views • 3 weeks ago  
How to take your Instagram account to the next level. 467 views • Streamed 2 months ago



SEO explained in one hour 331 views • Streamed 2 months ago  
Connected to Culture LIVE: Embracing digital change 114 views • 3 months ago  
Google Tag Manager for absolute beginners 530 views • Streamed 3 months ago  
Online safety for organisations working with... 1.5K views • Streamed 4 months ago  
How to audit your Google Analytics account 714 views • Streamed 5 months ago  
10 common eCommerce mistakes to avoid when... 238 views • 5 months ago






Google Analytics for absolute beginners 1.5K views • Streamed 5 months ago  
How to make videos on your smart phone 2.7K views • 6 months ago  
Chain Bridge Forge | AR & VR Case Study | Digital Culture... 247 views • 8 months ago  
Digital Culture Network | End of Year 2019 199 views • 9 months ago  
The Art of Ecommerce | Digital Culture Network Cas... 281 views • 11 months ago  
MERL Twitter Sensation! | Digital Culture Network Cas... 433 views • 1 year ago





# digitalculturenetwork.org.uk

  [Ask a Tech Champion](#) [Events](#) [External Support](#) [News](#) [About](#) [Knowledge Hub](#) 

We've created resources and advice for you to use during the COVID-19 lockdown. [Read More](#)

## Digital skills for the arts

### Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

[Browse our Knowledge Hub](#)

# We Are

Knowledge Hub



Beginner Read  
Video and Digital Content

### Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read  
Social Media

### Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago



Beginner Read  
Social Media

### Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago



Beginner Read



Beginner Read



Beginner Read



# Questions





# Get in touch

## Send us an email

[digitalnetwork@artscouncil.org.uk](mailto:digitalnetwork@artscouncil.org.uk)

## Join the mailing list

[digitalculturenetwork.org.uk](http://digitalculturenetwork.org.uk)

## Join the conversation

[@ace\\_dcn](https://twitter.com/ace_dcn)

[#DigitalCultureNetwork](https://twitter.com/hashtag/DigitalCultureNetwork)

