UNIVERSAL DESIGN

As a Launchpad for Equity in the Humanities

My Bio

- Please call me "Jessie."
- I am a Hoosier.
- I have an eclectic background.
- I have a 3-year-old and another on the way.
- I have a nonvisible disability.
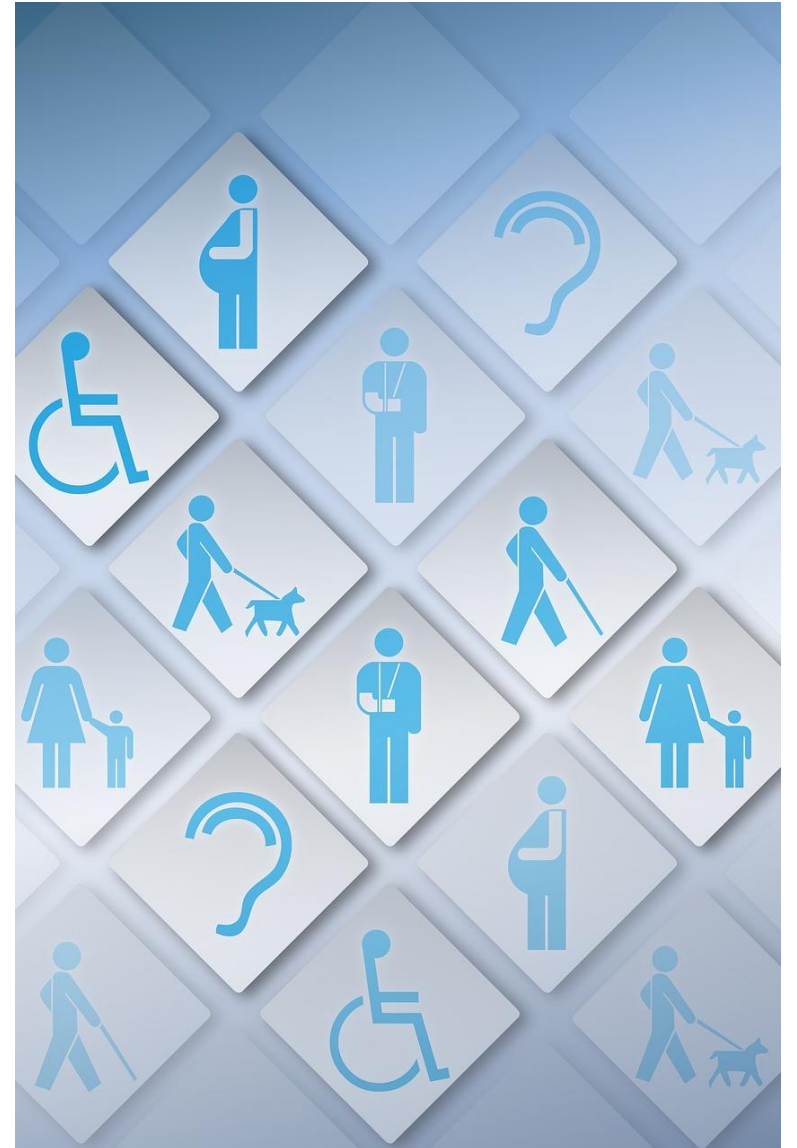- Go to JessicaRenslow.com/NHC

Agenda

- What is Universal Design?
- Why Does Universal Design Matter?
- The 7 principles of Universal Design
- Images
- Documents
- Video/ Audio Files
- Websites
- Put the Principles to Use!

What is Universal Design?

Universal design is the design of **physical structures**, **products**, **digital content** or **environments** to make them accessible to people, regardless of age, disability or other factors.

Why does Universal Design matter?

- **42.5 million** Americans with **disabilities**

- People with disabilities make up **13%** of the **civilian noninstitutionalized population**

- **1.2 million more** of the civilian, noninstitutional population **aged 16 years and over** were identified as **having a disability since 2020**

* U.S. Bureau of Labor Statistics' (BLS) data
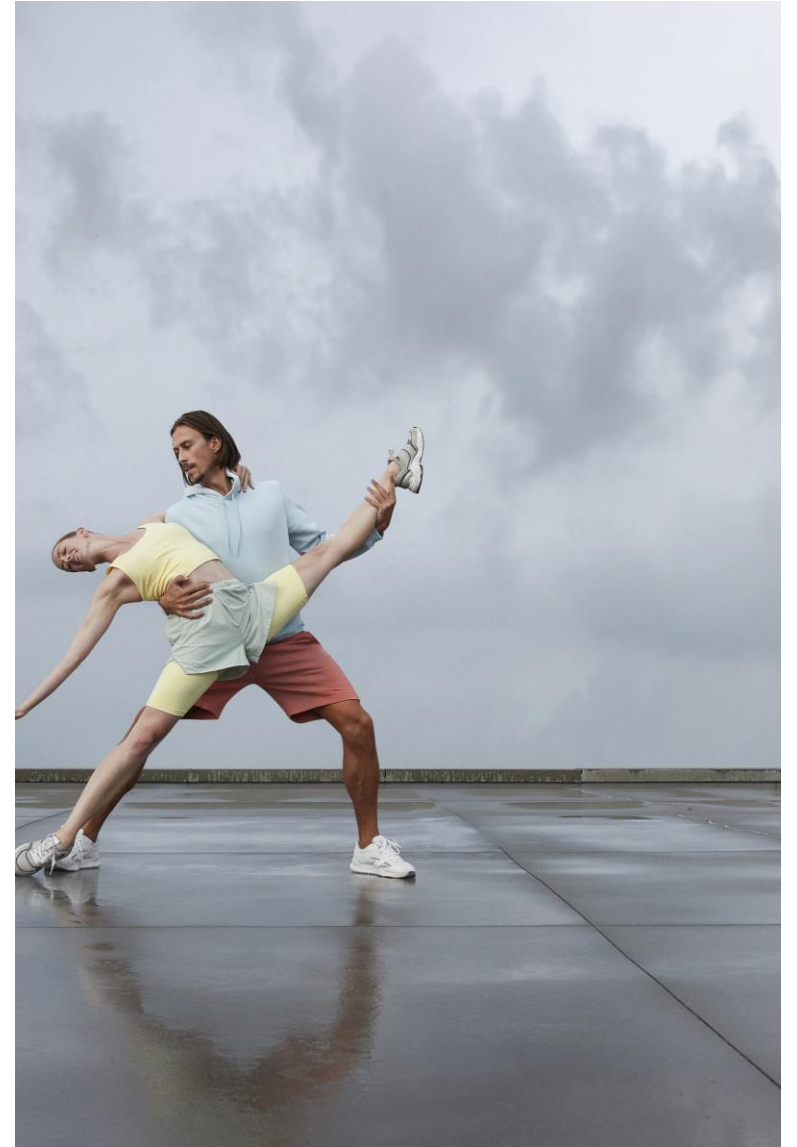
7 **Principles** of Universal Design

Principle 1: **Equitable Use**

The design is **useful and marketable** to people with **diverse abilities**.
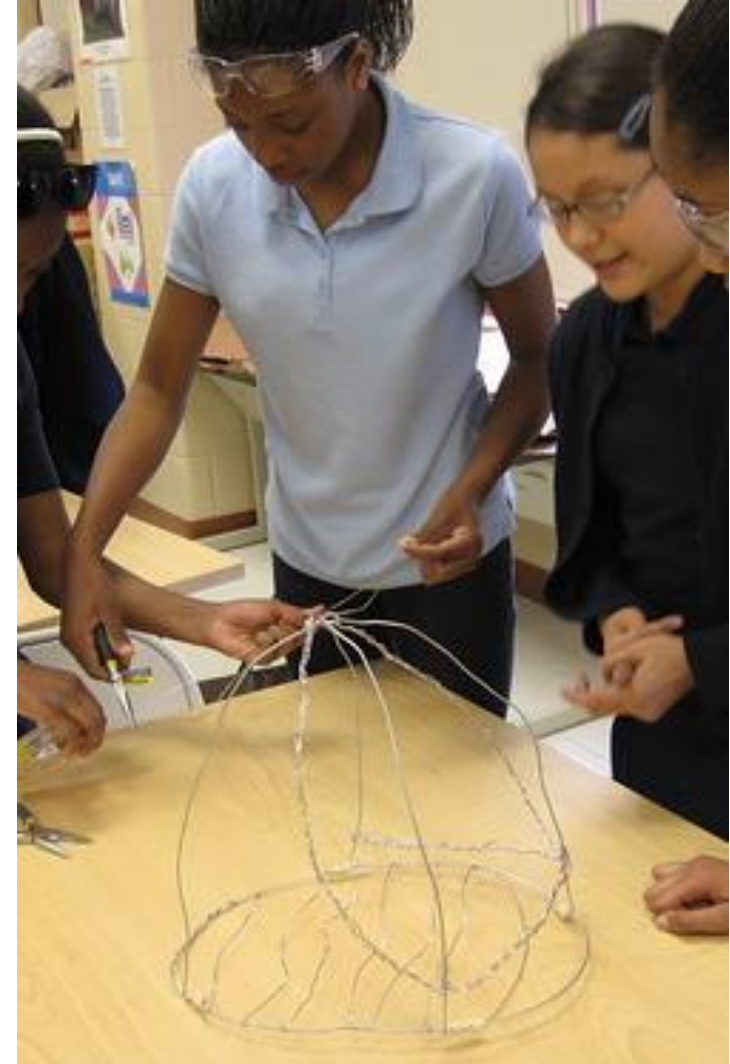
Principle 2: **Flexibility in Use**

The design **accommodates** a **wide range** of individual preferences and abilities.

Principle 3: **Simple & Intuitive Use**

Use of the design is **easy to understand**, regardless of the user's experience, knowledge, language skills, or current concentration level.

Principle 4: **Perceptible Information**

The design **communicates** necessary information **effectively** to the user, regardless of ambient conditions or the user's sensory abilities.

Principle 5: **Tolerance for Error**

The design **minimizes hazards** and the **adverse consequences** of accidental or unintended actions.
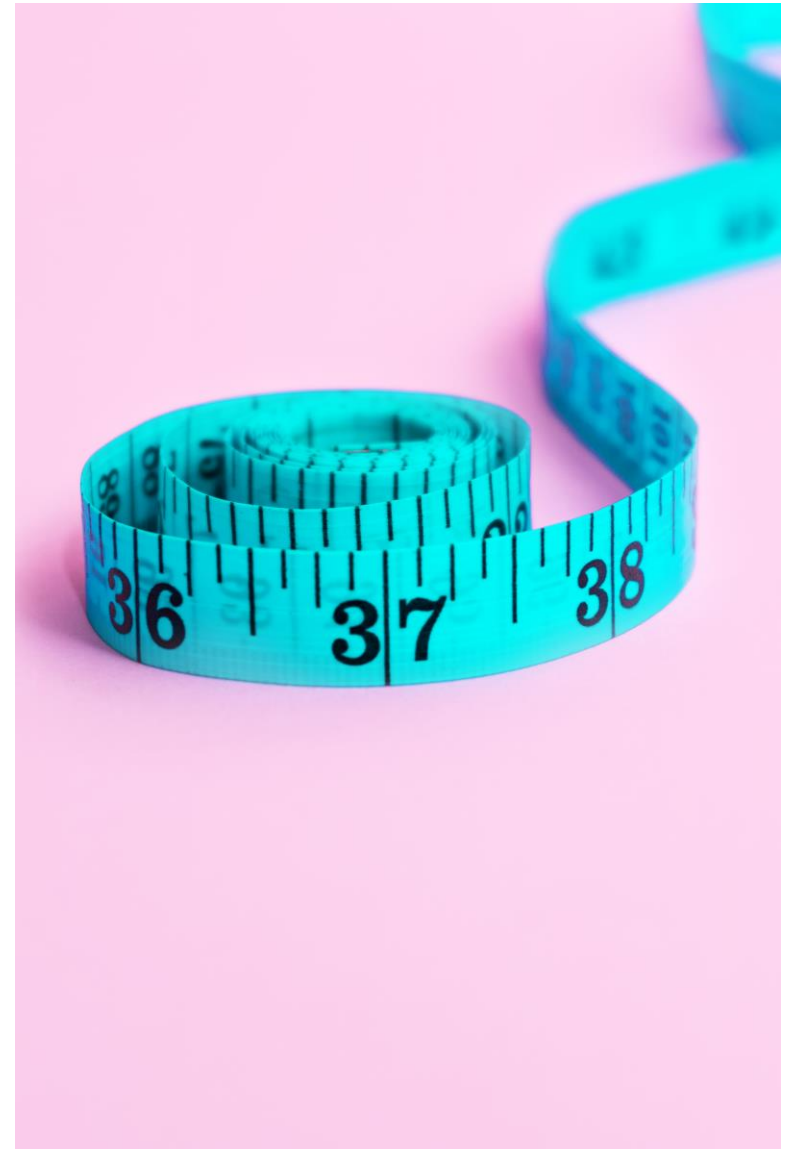
Principle 6:**Low Physical Effort**

The design can be **used efficiently**, **comfortably** and with a **minimum of fatigue**.

Principle 7: **Size & Space for Approach & Use**

Appropriate **size** and **space** is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.

Images

- Use Alt Text
- Name Your Image Files
- Add Image Descriptions
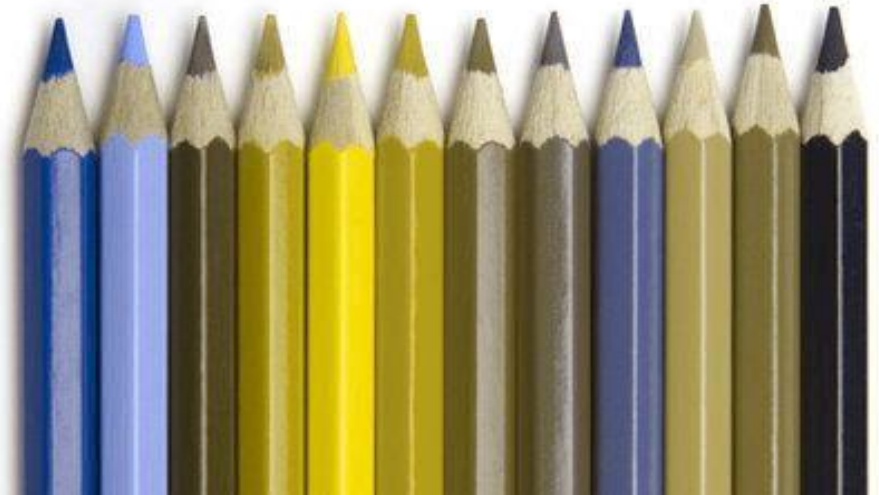- Use camel font when typing out hashtags #UniversalDesign

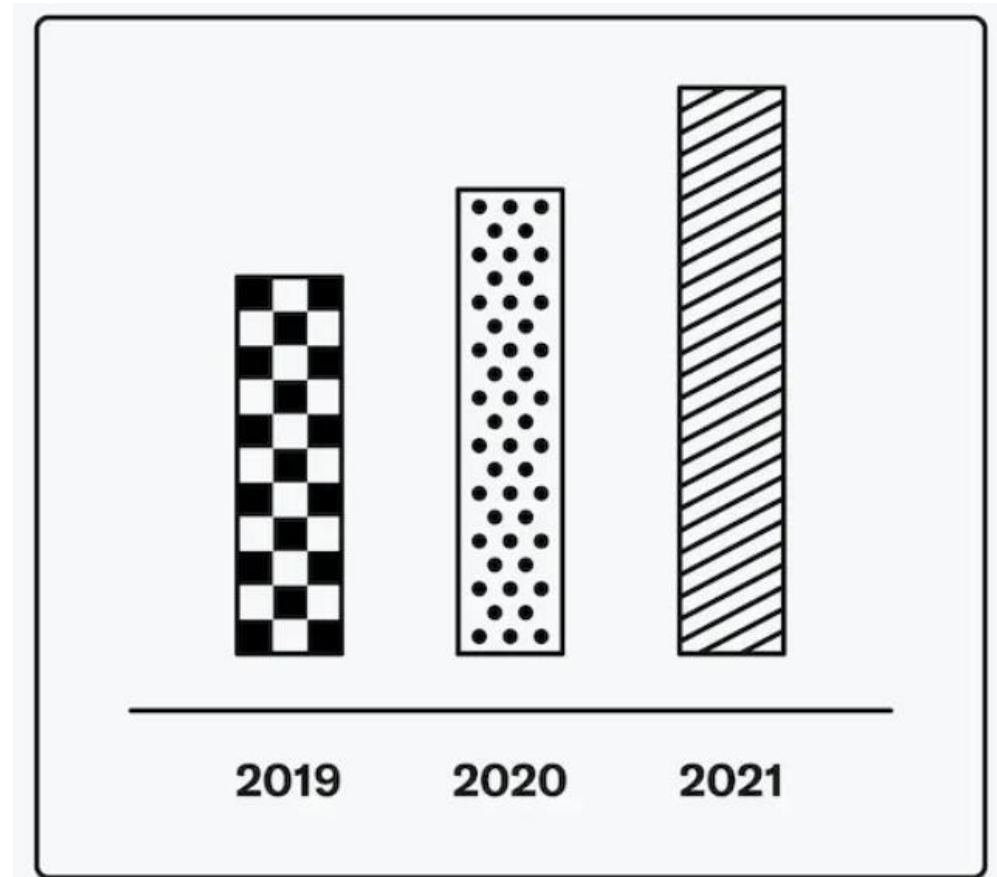# Color Deficiency

Standard Vision

Color Deficiency

Color Deficiency

Red-Green, Blue-Yellow and Monochromacy Color Blindness

Best Practices

- Don't Rely on Color Alone
- Use Icons and Symbols
- Use Textures and Patterns
- Use Labels
- Go Bold
- Use Color Contrast Properly
- Avoid Certain Color Combinations
- Embrace Minimalism

Avoid Certain Color Combinations

- Green/red
- Green/blue
- Green/black
- Green/brown
- Green/gray
- Light green/yellow
- Blue/purple
- Blue/gray

Normal Vision | Tritanopia

Text

- Use **San Serif fonts** (Arial, Roboto, Open Sans…)
- Use a **minimum** of an **18-point font**
- **Avoid** having **text** on an **image**
- **Avoid** using **all caps**

Video Files

- Use **captions**
- Provide a **transcript**
- **Careful** use of **colors**
- **Careful** use of **Text**
- **Limited flashy animation**
- **Accessible Media Player** (OzPlayer/ AblePlayer)
- **Audio Descriptions**

Audio Files

- Use **captions**
- Provide a **transcript**
- **Accessible Media Player** (OzPlayer/ AblePlayer)
- **Audio Descriptions** (When needed)

Uncompliant Website Traps

- Poor **color contrast**
- Use of **color alone** to give information
- **Lack** of text alternatives **("alt text") on images**
- **No captions** on videos
- **Inaccessible** online **forms**
- **Mouse-only navigation**

Website Check!

- Color Contrast Tester for Websites

https://color.a11y.com/?wc3

- Website Tester

accessScan - Website Accessibility Checker - Free & Instant - accessiBe

Create a Compliant Flyer

- Design it on your device or Canva.com
- Use careful color contrasts
- San Serif, 18-point minimum fonts
- Describe your images
- Post to social media with ALT Text or an Image Description

Any Questions?