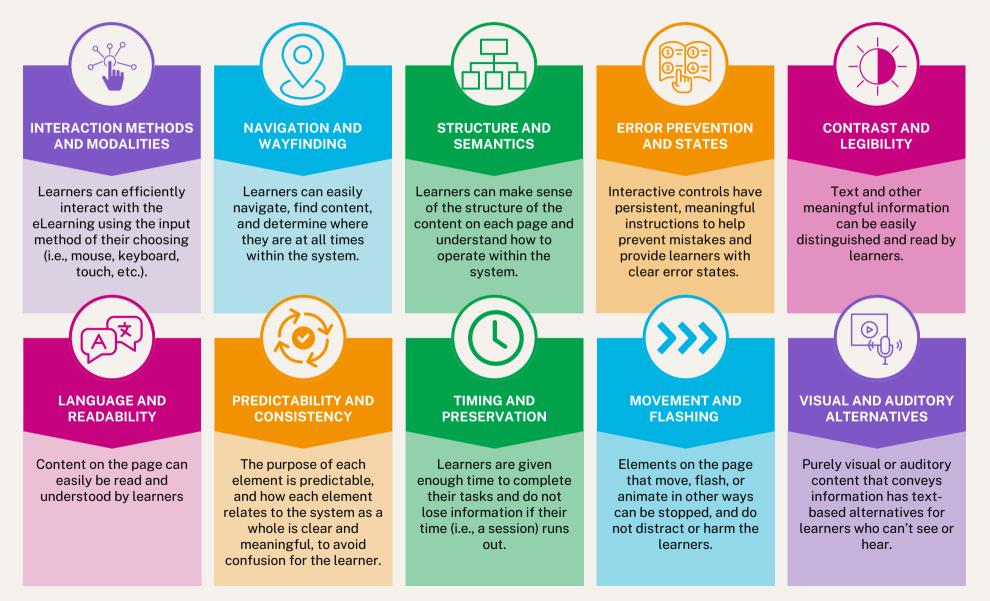
DIGITAL ACCESSIBILITY

GENERAL RULES OF THUMB FOR ACCESSIBLE DESIGN



Digital Accessibility

How we'll roll

eLearning Design

Video & Audio

- We will build all media with accessibility in mind! It is much easier to work accessibility into the beginning than trying to tack it on later. This is true of all components, but especially for media components.
- Our aim is to ensure media players are accessible and includes control elements to pause, stop, and play media.
- Do not auto-play media. This can cause confusion as well as annoyance.
- Where possible we will make sure media has alternative methods to digest the content. All video is subtitled into English and/or provided with a transcript for users to read.
- Ensure media does not cause seizures! Use the Photosensitive Epilepsy Analysis Tool (PEAT) to check your media before you add it to your web site.
- Video output is a minimum resolution of 1080p
- Background music is not to be used where speech is present (I.e. not using speech and music at the same time)
- Al Voiceovers are all created via ElevenLabs and exported at 192kbps minimum

Images

- All images are reflective of, and incorporate British values.
 Democracy, the rule of law, individual liberty, mutual respect, tolerance of those of different faiths and beliefs
- Every image we use needs to have an alt attribute. If the image is informational, set the alt equal to a descriptive alternative for that image.
- If the image is decorative or redundant to adjacent text, set alt="", which conveys to assistive technology users that the image isn't necessary for understanding the page.
- Avoid using generic strings like photo, image, or icon as alt Values, as they don't communicate valuable content to the user. We will be as descriptive as possible.
- Any text in images of text is at least 14px and has good contrast with the background.
- We will not use blinking images

Digital Accessibility

Typography

- All text to be delivered in plain simplified English. Any abbreviations, mnemonics and acronyms used will be expanded on in the first instance.
- Avoid small font sizes. 17px as minimum
- Sans Serif fonts to be used. Select basic, simple, easily readable fonts and use a limited number of fonts.
- All our content should allow typography to be magnified up to 200% by the user without clipping or distorting content.
- We will limit the use of font variations such as bold, italics, and ALL CAPITAL LETTERS (caps are similar to screaming to screen readers).
- We will not rely only on the appearance of the font (colour, shape, font variation, placement, etc.) to convey meaning.
- We will not use blinking or moving text.
- Where possible we will aim yo use real text rather than text within graphics.
- All contrast values meet WEBAIM standards of 4.5:1 as a minimum.

Navigation

- Navigation will be intuitive and where restricted reasons and states are used to inform the learner.
- DOMs and Focus Orders set up appropriately reflecting the designed pace and order of content.
- Where possible, every course will provide guidance on how to translate into additional languages

How we'll roll

eLearning Design